



## Cost Estimates | Marketing/Branding Campaign



# Estimated Costs

Phase	Estimated Costs
<b>Phase I: Research and Discovery</b> <ul style="list-style-type: none"> <li>Data and document review</li> <li>Qualitative research – one day of online focus groups and in-depth interviews (4-6)</li> <li>Quantitative research – Red Cactus provides survey instrument for online survey to be administered by the WCCC team</li> <li>Red Cactus delivers summary report and online presentation of key findings, recommendations and next steps</li> </ul>	\$5,000
<b>Phase II: Brand Positioning Framework</b> <ul style="list-style-type: none"> <li>Online brand promise workshop to develop 3-4 potential brand promise statement</li> <li>OPTIONAL: Brand promise testing via 3-4 focus groups evaluate potential brand promise statements (value-add, no additional cost, WCCC is responsible for scheduling the focus groups)</li> <li>Red Cactus delivers finalized brand positioning framework to include promise, rationale and attributes</li> <li>Online presentation of the finalized brand positioning framework</li> </ul>	\$4,500
<b>Phase III: Creative Campaign Development</b> <ul style="list-style-type: none"> <li>Development and presentation of two creative concepts with sample executions</li> <li>OPTIONAL: One day of online focus groups (4-5 focus groups at an additional cost of \$2,000)</li> <li>Concept selection and refinement based on testing results</li> <li>Development of brand guidelines (including sample executions to support digital, print and collateral material)</li> </ul>	\$10,000
<b>Phase IV: Brand Rollout Planning and Execution</b> <ul style="list-style-type: none"> <li>Two online workshops to develop a one-year marketing plan</li> <li>Red Cactus will also be available to provide graphic design and content development to support all aspects of your marketing and branding campaign including print, social media, digital and collateral development</li> <li>OPTIONAL: 20-40 additional hours of support to develop specific marketing collateral at additional cost of \$2,500 - \$5,000</li> </ul>	\$2,500
<b>Total Estimated Project Costs</b>	<b>\$22,000</b>

THANK YOU



**RED CACTUS**  
MARKETING

Beatrice Szalas | Principal and Chief Collaborator | [beatrice@redcactusmarketing.com](mailto:beatrice@redcactusmarketing.com) | 512-913-7712