

BUFFET MENU OF COMPONENTS	Minute goo	More goo	Mega goo
Ideal for business turnover of	\$0– \$1.1mil	\$1.1mil– \$5mil	\$8mil+
BUSINESS BRAND STRATEGY	\$1,600	\$6,250	\$12,500
Strategic Audit - with requisite document preparation	✓	✓	✓
Monthly Seminar (tailored) 2-3 hours, competency building, coaching of key staff			✓
BRAND IMPLEMENTATION STRATEGY	\$800	\$3,000	\$24,000
Marketing Audit - with requisite document preparation	✓	✓	✓
Outlining the brand implementation plan	✓	✓	✓
Meetings and real time contact depending on client requirements		✓	✓
Booking, contact and submission of material when required			✓
BRAND BUILDING	\$5,000	\$12,000	\$15,000
Brand Audit	✓	✓	✓
Meetings	#	✓	✓
Overall creative approach and brainstorming what the brand will look and act like	✓	✓	✓
Creative direction to build brand consistency	✓	✓	✓
Brand storage and digital supply on call by goobrand		✓	✓
Brand usage guidelines		✓	✓
BRAND PROTECTION AND EXPANSION	\$1,600	\$4,800	\$6,400
Preliminary advice	✓	✓	✓
Attending to registration			
BRAND REALISATION AND EXPRESSION	\$16,000	\$32,000	\$64,000
Collateral Review	✓	✓	✓
Creative direction, design of collateral prescribed in brand implementation strategy.	✓	✓	✓
Meetings	#	✓	✓
Artwork production of the various marketing collateral, ready material for suppliers	✓	✓	✓
Sourcing, management and quality control of suppliers		✓	✓
BRAND FUTURE PROOFING	\$800	\$3,200	\$12,000
A supply of professional level of design critique as and when requested	✓	✓	✓
CRM advice - including targeted direct mail campaigns		✓	✓
Ongoing environmental monitoring			✓
Competitive monitoring reporting			✓
Mystery shopping		#	✓
Market research - Segmentation, Targeting & Positioning analysis			✓
OR ALL FOR A GOO 12 MONTH SUBSCRIPTION	\$2,000 per month*	\$5,000 per month*	\$9,000 per month*

* 3 month up front payment is required on signing, with monthly direct debit payments due the 20th of each month thereafter.

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Please note: all costs are exclusive of New Zealand GST.