



## Statesman **STUDIO**

From concept to completion, Statesman Studio is a powerhouse consultancy that leverages data-driven insights to build effective marketing strategies using the best research tools in the business. We also provide account management, award-winning creative and content, as well as full-service video production.

# RESEARCH, CREATIVE & DIGITAL PRICING

A LA CARTE	ADVISOR PACKAGE	STRATEGIST PACKAGE	PARTNER PACKAGE	PLUS +
				
Hourly scoped work without a package	25 hours of service a month	40 hours of service a month	60 hours of service a month	Hourly beyond scoped hours of Partner Package
\$125/hour	\$3,000/month	\$4,500/month	\$6,000/month	\$90/hour

## RESEARCH A LA CARTE PRICING (DAYS NEEDED/HOURS ESTIMATED)

### MARKET INFORMATION

Insight into specific geographic areas, the people that live in them and how they spend their money.

**Demographics**.....3 Days / 5 Hours

Data on thousands of variables like household income, age, ethnicity and occupation for current year or 5-year forecasts.

**Consumer Spend**.....3 Days / 5 Hours

Analysis of hundreds of consumer spending categories and the buying power of specific audiences or geographic areas.

**ZIP Rankings**.....3 Days / 5 Hours

Ranking of geographic areas in-market or across the country based on demographics and consumer spending.

### EXPANDED AUDIENCE PROFILES

Detailed insight and analysis into the various comprehensive and niche audiences of Statesman Media products and your consumers.

**Audience Profiles**.....3 Days / 12 Hours

Analysis of Statesman Media print and digital audiences demographically, behaviorally and geographically, in relation to your business and campaign goals.

**Consumer Profiles**.....3 Days / 12 Hours

Strategic insight into your target audience demographically, behaviorally and geographically, including: persona profiles, consumer spend, ZIP rankings, maps and competitive media.

# COMPETITIVE MEDIA

Insight into the reach of Statesman Media versus other media in the market.

## **Overall Spend**.....3 Days / 5 Hours

Marketwide analysis of media spending for thousands of local advertisers.

## **Category Spend**.....3 Days / 5 Hours

Analysis of local media spending for hundreds of industry categories.

## **Low-Share Spend**.....3 Days / 5 Hours

Analysis of media channels getting a low or zero-percent share of local advertiser media spending.

## **Target Audience Reach**.....3 Days / 5 Hours

How competitive media reaches your target audience in relation to how Statesman Media products reach that same audience.

## **Reach and Frequency Reports**....5 Days / 8 Hours

Analysis of a current advertising media buy to optimize the schedule or offer value through additional investment.

## **Site Traffic**.....3 Days / 5 Hours

Overall site traffic metrics (page views, visits and unique visitors) of other local media websites.

# MAPPING

Visualizations of what a business's customers or potential customers look like geographically.

## **Thematic ZIP Maps**.....5 Days / 6 Hours

Maps that visually highlight high- or low-indexing ZIP codes or sub-ZIP code areas by demographic factors, consumer spending or market potential.

## **Point & Radius Maps**.....5 Days / 6 Hours

Maps of particular points, like store locations, with an additional layer that highlights a business's customers or Statesman subscribers within a certain radius around those points.

# CUSTOM RESEARCH 10 Days / 24 Hours

Comprehensive analysis of a custom audience based on actual business or transactional data. Includes these three components:

**Customer Analysis:** A complete demographic and geographic profile of a business's current customers.

**Look-a-Like Profiles:** Analysis of customer data to identify high-value potential customers or under-served niche audiences.

**Transactional Data Analysis:** Analysis of a business's consumer data to identify potential revenue opportunities and customer insights or preferences.

# PRIMARY RESEARCH TIMING BASED ON SCOPE

Measurement of current or potential customers around a specific business goal.

## **Brand / Product Perception:**

Measurement of brand awareness, brand perception and key attributes, as well as competitive strengths/weaknesses in the minds of a target/potential consumer base.

## **Creative / Messaging:**

Measurement of effectiveness for any marketing or advertising creative, including: logos, taglines, promotions, TV commercials, slogans, billboards, radio spots and print ads.

## **Pre / Post Campaign:**

Assessment of creative impact by testing brand/product metrics pre-campaign and then reassessing perceptions after exposure to the campaign.

## **Category Research:**

Analysis of competitive environment, category spending, as well as behavioral trending to gain insight into a target industry and uncover the real opportunity available.

Please note that extra time and dollars may be necessary to produce Custom & Primary Research.

# CREATIVE & DIGITAL A LA CARTE PRICING (DAYS NEEDED/HOURS ESTIMATED)

## BRAND

### Brand Identity / Logo Development

.....10 Days / 48 hours

Creation or re-creation of the unique visual and messaging aspects of a company and how they comprehensively speak to their customers.

### Campaign Concepting.....10 Days / 48 hours

Development of creative visuals and messaging opportunities that further a company's brand message in relation to specific business objectives.

## CONTENT / COPYWRITING

### Copywriting.....5 Days / 8 hours

Independent creation of the messaging needed for a company's marketing materials to resonate with their target audience (when design is not needed or already complete).

### Native/Sponsored Content.....5 Days / 6 hours

Branded educational content created to drive awareness (Native) or action-oriented content developed to drive traffic (Sponsored). Both Native and Sponsored content are paid and fit into the context of their environment.

### Content Strategy.....10 Days / 36 hours

Review of current content marketing efforts and recommendations for future content marketing channels and timing.

## PRINT / OUTDOOR

### Print Ad.....3 Days / 12 hours

Creation of simple yet compelling print advertising that promotes brand awareness and drives consumer action.

### Direct Mail.....10 Days / 18 hours

Development of impactful direct marketing pieces that speak to a business's target consumer and lead them to engage.

### Outdoor / Signage.....5 Days / 15 hours

Design of memorable marketing messages that catch a company's consumer in the moment and keep that brand top of mind.

Any project that needs delivery faster than the allotted time frame noted here will be subject to a rush charge of \$200/hour.

## DIGITAL

### Website / Microsite / Mobile

.....40 Days / 120 hours

Construction of engaging and responsive multi-platform websites that expand a business's marketing message and overall brand identity.

### Landing Page.....10 Days / 18 hours

Creation of targeted digital experiences that are optimized to drive engagement and convert funneled traffic into sales opportunities.

### Digital / Mobile Display.....5 Days / 15 hours

Design of dynamic online creative that clearly speaks to the consumer and prompts them to click.

### Email.....10 Days / 15 hours

Strategically designed digital marketing messages that inform, engage and convert a business's targeted audience from inbox to inbound lead.

### Social Advertising.....3 Days / 8 hours

Composition of messages and imagery that speak to and resonate with a company's unique social following.

## VIDEO

### In-Studio: 1-Minute Video.....30 Days / 15 hours

Two-hour shoot in our studio with a maximum of two interview subjects. Includes editing of footage, music selection, audio mixing, basic titles, intro/end graphics, and integration of client-provided imagery.

### On-Location: 1½-2-Minute Video...30 Days / 35 hours

Four-hour shoot on-location with a maximum of four interview subjects. Includes gathering of b-roll, editing of footage, music selection, audio mixing, graphics, titles, and integration of client-provided imagery.

### B-Roll & Pre-roll: 15- or 30-Second Video

.....30 Days / 35 hours

Four-hour shoot on-location with a strong focus on gathering of b-roll. Includes editing of footage, graphics, titles, on staff voiceover, and integration of client-provided imagery.

### Custom: Varied Video Length

Will be estimated and priced on a project-by-project basis.