

Refreshing marketing packages...
Just add ice.

ice[▲]



Introducing [ice marketing](#) – a cool new division of iceberg marketing.

It's your chance to take advantage of the benefits of a full-service agency, without paying full-agency prices. And without compromising on quality.

All of our packages have been designed to take the heat out of your marketing requirements.

in **package one** - we will:

- ▲ Design a new logo for you
(or give your existing one a revamp and brush-up)
- ▲ Design and produce your new stationery
- letterhead, compliment slip and business card
- ▲ Write an effective press release and identify
and target the right places to get your name known

ice[▲] chilled





in **package two** - we will:

- ▲ Create an impactful press advertisement, increasing awareness of your business
- ▲ Design a flyer, promoting your services
- ▲ Create an internet banner, so you can put your business in front of millions
- ▲ Design a new logo for you
(or give your existing one a revamp and brush-up)
- ▲ Design and produce your new stationery
- letterhead, compliment slip and business card
- ▲ Write an effective press release and identify and target the right places to get your name known

ice[▲] frozen



ice[▲] sub-zero

in [package three](#) - we will:

- ▲ Spend half a day consulting with you, finding out where your business is going, and offering real solutions as to how it can go further, faster
- ▲ Design and build an unforgettable 4-page website for you
- ▲ Organise, plan and host a PR-based competition to capture data, and spread the word far and wide about your business
- ▲ Create an impactful press advertisement, increasing awareness of your business
- ▲ Design a flyer, promoting your services
- ▲ Create an internet banner, so you can put your business in front of millions
- ▲ Design a new logo for you (or give your existing one a revamp and brush-up)
- ▲ Design and produce your new stationery - letterhead, compliment slip and business card
- ▲ Write an effective press release and identify and target the right places to get your name known



Feel free to pick and choose any element from any of the packages or take a look at our Pick N' Mix matrix.

It's your marketing – you tell us exactly how you want us to help you.

package	cost (exc copy)	cost (inc copy)	content
chilled	£1,388.00	£1,388.00	Logo design, stationery, press release
frozen	£2,798.00	£3,253.00	As chilled plus, flyer, press advert & web banner
sub-zero	£5,578.00	£6,553.00	As frozen plus, website, consultation & competition

item	cost (exc copy)	cost (inc copy)
Logo (3 executions, 1 for final selection)	£520.00	£520.00
Stationery design & print (l/h, comps, business cards - once logo designed)	£543.00	£543.00
Brochure (4pp)*	£585.00	£845.00
Insert / Flyer (2pp)*	£325.00	£520.00
Press ad (up to 1/2 page)**	£455.00	£650.00
Direct mail pack (letter, 4pp insert, outer)*	£975.00	£1,300.00
Radio advert script (30 sec)	£325.00	£325.00
Signage design*	£325.00	£325.00
Press release (inc initial research)	£325.00	£325.00
Press pack	£325.00	£325.00
Competition (ideas and research)	£390.00	£390.00
Promotional gift design & sourcing*	£325.00	£325.00
Launch event (planning)	£520.00	£520.00
4pp website (exc. Hosting)	£2,005.00	£2,525.00
Web banner**	£630.00	£695.00
HTML Email design & build (exc. Data purchase and broadcast)	£795.00	£925.00
Half day consultancy with our Planning Team	£385.00	£385.00
Half day consultancy with our PR Team	£385.00	£385.00
Half day consultancy with our Digital Team	£385.00	£385.00
Door drop planning* **	£530.00	£530.00
Direct mail planning* **	£530.00	£530.00

* Print / Production charged separately ** Media buying charged separately

N.B. All prices exclude photography, image purchase, media buying, hosting and print unless otherwise stated.

Competition prizes are not included within the cost of organising.

All prices exclude VAT.

Call 01604 233 222
and ask for Ellie or Karen.

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