



Campaign in a Box – The Full Experience

Comprehensive and strategic.
A full campaign system from
creative to reporting.

1. What It Is

The Full Experience is our most comprehensive campaign system. It aligns strategy, concept, creative assets, PR materials, and reporting tools to deliver a high-impact, multi-platform campaign. Built to drive visibility, strengthen credibility, and create measurable momentum, it uses a structured process that brings cohesion to every touchpoint.

2. Ideal For

When you're ready to lead the conversation. The Full Experience gives you a complete campaign system - from strategy and creative to PR and reporting - designed to strengthen your brand's presence across every platform. It's built for teams that want cohesive storytelling, measurable impact, and a campaign that feels as strong as it looks.

3. How It Works

1. Send your brief – Share your offer, audience, and goals using an online form (link at the bottom of this document).
2. Approve the concept – Review and sign off on your campaign message and direction.
3. We build your box – Copy, creative, and rollout plan assembled and aligned.
4. Review & refine – Apply your feedback in two revision rounds.
5. Final delivery – Receive neatly packaged folders, guidelines, and your ready-to-use assets.

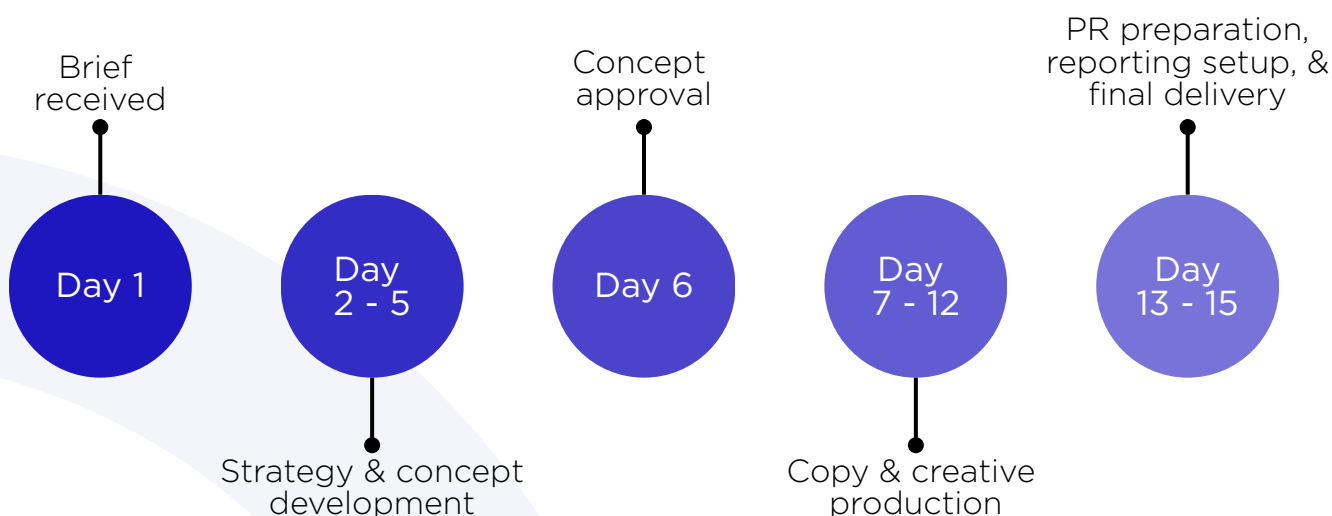
4. Outcome

Comprehensive and strategic. Build visibility, credibility, and measurable impact with a campaign system that connects every channel and delivers clear results.

5. What is Included

Campaign Concept	1 Custom campaign idea, message and tagline (same framework across all boxes)
Messaging & Copy	3 Message variations for multi-audience testing
Social Media	12-15 Unique posts, adapted across 3 platforms
Email Marketing	3 Emails (announce, nurture, last-chance)
Ad Creative	10 - 14 Static ad creatives
Landing Page / Web	Long-form copy only, hero, story section, proof sequence, CTA ladder, no design or build
Content Calendar	30-day Campaign calendar (recommended posting cadence)
PR	PR starter pack (press release, 3 media angles, boilerplate)
Export & File Delivery	All creative and copy assets included in your box are supplied as final, ready-to-use files — organised in folders with clear labels, versioning, and a usage guide.
Turnaround Time	12-15 Business days from concept approval
Revisions Included	2 Rounds
Platform Upload Guidelines	Included
Analytics Dashboard Template	Included
Performance Report Template	Included
Launch Checklist	Included
Price	R15 000.00

6. Example Timeline



7. FAQs

Do you use our branding

Absolutely. Every campaign is custom-built around your brand identity, tone, and visual style.

What brand material must we supply

Please provide your logo, font files, brand colours, and any visual references or templates before we start. Missing items can delay your timeline.

Do you handle ad setup

We supply creative and copy that are ready to upload to your chosen platforms. If you need ad setup, we can quote that separately.

What format do we receive files in

All assets are supplied in editable design files aligned to your platform capabilities, plus ready-to-use exports. Everything is neatly organised and labelled.

Can we reuse the creative later

Yes. Once delivered, all final assets are yours to use for future campaigns across your own channels and platforms.

7. FAQs

What if we need more assets than what is included

You can upgrade to the next box or request additional deliverables as an add-on. We will quote based on the scope.

Do you provide ongoing campaign management

Each box covers campaign creation and rollout materials. If you want posting, media buying, or reporting, we can add a monthly support service.

Do you include media spend or placement costs

No. Your box includes creative and strategy only. Any paid media costs are handled directly through your ad accounts.

Can you deliver faster than the standard lead time

Sometimes, yes. An express option may be available depending on the workload. Ask us when you send your brief.

How do revisions work

We share staged mockups during production. Use your included revision rounds during this phase. Please consolidate feedback per round.

What does “delivery” mean

Delivery means you receive the full kit listed for your box in usable formats, together with the campaign plan. Delivery is not dependent on internal approval. One or two revision rounds are included, depending on the box.

How do payments work

A 50% deposit is required to start. The balance is invoiced on delivery and due within 14 days. Prices are quoted in ZAR.

What if we delay approval or feedback

Your timeline pauses until we receive the required inputs or sign-off. Once approval is confirmed, we resume from that date.

What if we need changes after delivery

Requests after delivery fall outside the included scope and are billed as extras.

7. FAQs

What if we do not use our included revisions

Unused included revisions expire at delivery and cannot be used afterwards.

Can we change direction after sign-off

Significant creative or strategic changes after concept approval may affect your timeline and cost. We will always confirm before proceeding.

Ready to Get Started?

Let's build your Campaign in a Box.

[Click here](#)