

Scene Launch Cost Quotation

The following quotation is based on estimate prices using a number of online tools. It should not be considered definitive and further, more specific enquires would be required in order to produce a recommended amount. These rough estimations would suggest that a minimum of £1m would be required for marketing. Without TV adverts, this could be reduced to £400,000.

Description	Quantity	Cost per Unit (£)	Total Cost (£)
Marketing Manager	1	45,000	45,000
iMac	1	1,599	1,599
Launch Party	1	5,000	5,000
ITV Ad Campaign	1	400,000	400,000
Channel 4 Ad Campaign	1	150,000	150,000
TV Advert Creation	7	15,000+	15,000
Online Advertising	1	200,000	200,000
Temporary Staff		100,000	100,000
Total			816,599

Marketing Manager

http://www.glassdoor.co.uk/Salaries/london-marketing-manager-salary-SRCH_IL.0,6_IM1035_K07,24.htm

Would be expected to:

- Set up pages on both iTunes and Google Play
- Coordinate online advertising
- Run social media campaigns on existing platforms (Twitter, Facebook).
- Coordinate TV campaign
- Run flyering campaigns at universities and town centres

TV Ad campaigns

Cost of TV advert slots: <http://www.tvadvertising.co.uk/regions>

- Cost allows around 50 adverts on ITV and 50 on Channel 4. Focus would be on London and The North due to high student populations.

TV Advert Creation

<http://www.resolutiontelevision.com/how-much-does-it-cost-make-tv-advert/>

Temporary Staff

Covers all eventualities of staff that may be required for various roles such as publicity stands in universities or shopping centres.