

At the heart of any great creative ... is a 'great story.'

Wildfire
Productions

creative storyscaping

The Wildfire Productions story

Wildfire Productions is a collaboration of two talented creatives, lead creative director Myke Mollard and art director Luke McCallum.

Together they have the capability to create a range of compelling creative communications that cut through the noise, position brands and creatively *Storyscape* products and businesses so they catch on like wildfire.



Myke Mollard



Luke McCallum

The key thing often missing in branding is the personality and back story.

Choosing Wildfire Productions to brand and position your business, supports you to manage all of your strategic communications, collateral, design, marketing and advertising needs.

Wildfire Productions take care of the look and feel and ultimately the emotion experienced by your customer or prospect.

After completing a Brand Essence & Positioning Workshop you will know how to keep everything 'on Brand'. The next step is to look at what you need and when to employ it.

People remember stories because they engage and entertain audiences. What's your brand story?

Wildfire Productions creates collateral and advertising material that has a 'bankable personality' and the strategic positioning to move you forward in a massively over-crowded marketplace.

If you need any of these products, talk to Wildfire Productions before you talk to individual suppliers to keep everything 'on Brand'. We offer a centralised and integrated system to produce all your required collateral on time, on budget and on brand.

The scope of what we do.

Customising your branding across a range of marketing touch-points is what's been done in big brand agencies for decades. It's not 'rocket science', but getting all your collateral right is important so your business has the ability to take off.

Talk to Wildfire Productions about the scope of your business needs? Let us look at what's right for you:

Branding

Essence
Positioning
Workshops
Style Guide
Online Presence

Strategy

Advertising
Marketing
Creative Direction
Art Direction
Copywriting
Brainstorming
Collateral Audit
Communications Audit
Creative Presentation
Advertising Audit
Marketing Calendar

Design

Logo
Corporate
Stationery
Packaging
Paper Engineering
Annual Reports
Brochures
Point of Sale
Outdoor Signage
Interior Signage
Vehicle Signage

Advertising

Newspaper
Magazine
Television
Radio
Outdoor
Ambient Media

Offline

Guerrilla Marketing
Events
Trade Exhibitions
Presentations

Print

Digital
Offset
Screen
Large Format
Print on Demand

Illustration

Traditional
Digital
Photo Retouching
Storyboarding
Animation

Online

Websites
Social Media
Multi-Media
Applications
Copywriting
Email Marketing
Banner Ads
Keyword Search
SEO/SEM
CRM

New Media

Multi-Media Apps
online publishing
eBooks
Games (Apps)
InGame Marketing
Website games
Educational products

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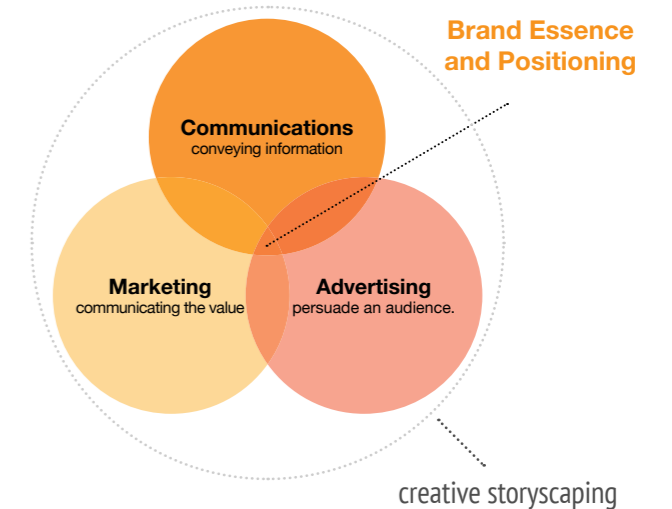
The game changing business



Putting you in the picture.

Communication is the activity of **conveying information** through the exchange of thoughts, messages, or information. By using speech, sounds, visuals, images, symbols, signals, writing, movements behaviour can be influenced.

Marketing is the process of **communicating the value** of a product or service to customers. This has evolved over time and now through either approach or medium; inclusive of production method, product quality, the sell, marketing needs and wants, or a holistic approach through various mediums. Since the 60's we now have these widely understood contemporary approaches: Relationship marketing / Relationship management / Business marketing / Industrial marketing / Retail marketing / Social marketing / Cause marketing.



Wildfire Productions are in the communications game. Not just designers, they are all about marketing, brand architecture and strategies that work for your business.

It is about changing your game

Employing a straight forward methodology called 'Brand Essence and Positioning' to define the way you communicate yourself, your products, services and the way that consumers perceive your offering.

Once you know the methodology, the formula and the mechanics of the communications game you'll find advertising easy to relate to, simple to work with and everything you do from this workshop will change the way you communicate forever.

In truth, your new found perception, powerful positioning statement and visual identity will literally change the game for you, your business or your range of products for the better.

Advertising is normally the end product of the marketing process, advertising is a form of communication used to **encourage or often persuade an audience to take an action.**

Branding and Positioning should be at the core of all your communication processes. It should drive every decision as it's the **key to changing perceptions and influencing behaviours.**

The final outcome of all your advertising effort is about **'brand story' or creative storyscaping.**

The creative process

B2B Introduction Briefing

This complimentary B2B meeting is pretty straight forward. It really is both an informative two-way 'Meet and Greet' and a informal "Q&A Session" to see if your business fits well with **Wildfire Productions** or not.

Deliverables

- A better understanding of Creative process
- Your business direction
- Our familiarity of your products
- B2B compatibility
- Commitment

Brand Essence & Positioning Workshop

This highly personalised scalable workshop suits nearly any business. It looks at your business two ways; inwardly to discover the 'truth' or 'essence' and outwardly to 'position' your business with a branding edge.

Deliverables

- 1-3 Day workshop(s)
- Brand Essence Booklet
- 3 Visual samples
- 4 Page visual exploration

Visual Identity Presentation

After we agree on the direction we look at how to apply this image and language across every aspect of your business.

Deliverables

- Logo Deck
- 3 Pieces of Stationery
- Visual identity presentation & exploration plan
- Weblook and feel

Strategic services

Target Audience Profiling

Whether straight forward or complex, reaching your target audience is paramount. Some products are simple FMCG and others are quite boutique or niche. Whatever your target we look at workshoping what you know, combined what we know. Then tailoring a profile and mapping possible areas to focus your advertising.

Collateral & Advertising Audit

Let's look at your communication aspirations and needs, and develop a plan and a styleguide to help your brand to catch on like **Wildfire**.

Styleguides

- Logo style guides
- Corporate styleguides
- Advertising brand templating guides
- Brand books

Annual Marketing Calendar

Most small to medium business don't often formally plan long-term advertising calendars, schedules or annual budgets. If this is you ... lets look at this and you'll notice the difference.

Deliverables

- Marketing calendar
- Promotional calendar
- Proposed budgets

Market Research & Workshops

Wildfire has many tools and processes at it's disposal to research and test your communication needs. Discover a more potent audience by using; video testimonials, round table market research groups, communication testing, online surveys. A/B testing are all useful services that can help you find leverage in your targeted markets.

Products & Services

Stationery

Every business needs a stationery package, but whether you are the likes of Quest with an online stationery system, or Schweppes with sales and HR collateral, to a local business with just a business cards and letterhead, **Wildfire** has done it all and has the experience to set your business alight.

Web Presence

From architecting \$1.4 million dollar CRM 'agile' websites to semi DIY WordPress websites incorporating MailChimp, Survey Monkey, Social Media, 'Pay Per Click' and 'Banner Advertising' **Wildfire** has you covered for delivering all your web content needs.

Social Media

Don't understand the importance and reasoning behind Social Media? Basically, online public relations can be powerful or a waste of time. Get **Wildfire** to make; Facebook, LinkedIn, YouTube, Instagram, Twitter and more work for you.

Vehicle Graphics, POS & Signage

The moving billboard is an effective way to advertise your product. From complete 'fleet signage', van skins, truck graphics, removable magnetic badging to single vehicles **Wildfire** can help you visualise, plan and develop the best graphic solution for your fleet. Same with point-of-sale (POS), visual merchandising, signage or large format printing is often a great way to advertise your products at markets and trade shows. **Wildfire** has helped businesses for over 20 years to brand at trade shows, markets, office signage, interior shop fit outs, office foyers, supermarket aisles and more.

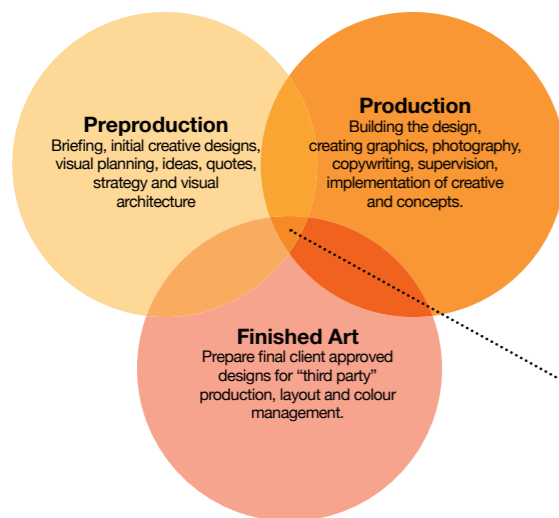
Advertising Communications

Newspaper, Billboards, Metrolite posters, Radio, POS, Television, Online Video content, basically any form of Advertising communication that involves images and text are our fire in the belly stuff. **Wildfire's** personal touch will help you visualise, plan, develop your brand and position your message for the best impact into an overcrowded market. Cut through solutions to storscape your business into the future.

New Media

Applications (Apps), Cross-platform Multi-media games, online publishing, eBooks, Games, Flash, InGame Marketing, Website games and other digital educational products can be all developed, planned and fully conceptualised by **Wildfire Productions**.

Wildfire Process



Wildfire Productions

Every product goes through a creative process of pre-production, production and finished art reflected in our quotes and briefs. It sets up a three step approval system in which Wildfire Productions is the key central hub on which all this works.

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The Wildfire Productions Cost Structure

Wildfire Productions is a collaboration of two talented creatives, lead creative director Myke Mollard and art director Luke McCallum.

Because all designs come down to two things - images and copy or graphics and message. I guess if you are talking animation and television - images and audio. If you are talking radio - SFX and audio.

In saying this, design may have evolved, but the way humans communicate hasn't. **Wildfire Productions** has been working in a huge array of fields and industries and has learnt that advertising

communications has a role in all businesses, media and mediums. **Wildfire Productions** has structured its rates to reflect the production of all communications regardless of medium or platform.

Wildfire Productions has a fairly standard hourly rate for its services. After 25 years we're proficient in many areas of design. Variations in price reflect the value it would cost to hire these skills required as an independent or freelance professional. Other prices are taken from close associates and third parties were **Wildfire** has developed strong collaborative connections over these aforementioned years. This connection enables us to remain at a competitive market rate on a broad range of advertising work.

Basic Pricing Matrix

Wildfire Productions	\$90/hr	Standard Base Rate
Creative Design Communications	\$240/Hr	
Branding, Positioning and Storyscaping	From \$1,500/Workshop - \$25,000/workshop or POA.	
Account Service and Management	\$90/Hr	
Meeting and Consultancy	\$90/Hr	Not Including Travel Time
Strategic Direction	\$240/Hr	
Creative Direction	\$240/Hr	
Design and Layout	\$120/Hr	
Website and Multimedia Design	\$120/Hr	
Social Media (Content Creation & Consultancy)	\$90/Hr	
Television Production and Supervision	\$70/Hr	
Research and Location Scouting	\$90/Hr	
Model Management & Contractual Servicing	\$90/Hr	
Preproduction and Storyboarding	\$200/Hr	
Production, SFX and Editing	\$200/Hr	Some Things Are Outsourced
Post Production Colour Grading	\$120/Hr	Some Things Are Outsourced
Photo Retouching	\$120/Hr - \$160/Hr	Depending On Skill Level Required
Illustration	\$240/Hr	Or Price On Application
Graphic and CGI Illustration	\$240/Hr	Or Price On Application
Uploading and Downloading Files	\$70/Hr	
Photo and File Management Of Design Assets	\$70/File	
Archiving	\$70/Hr	Built Into Retainer Costs only
File Search and Archive Retrieval	\$70/Hr	
Collaborators and Freelance	\$90/Hr - \$200/Hr	
Designers	\$90/Hr - \$160/Hr	
Copywriters and Proofreaders	\$90/Hr - \$160/Hr	
Photographers	\$200/Hr or Price On Application	
Website Designers	\$80/Hr - \$150/Hr or can be Price On Application	
Outsourced Suppliers	Price On Application Or See Below	
Television Crew	\$150/Hr	
Speciality Website Developers	\$150/Hr - \$250/Hr	
Printers and Sign Writers	Price On Application	
Researchers	Price On Application	
Stock Photography (Royalty Free)	From \$85/Shot or Stock Library levy paid monthly with retainer	
Specialty or Royalty Stock Photography	\$250 Plus/Shot	Or Price On Application

Retainers

A monthly retainer can be offered or negotiated to clients wishing to be on a better more permanent cost structure that these rates.

Depending on volume agreed and the exit terms **Wildfire Productions** could offer up-to 20% discount.

Terms

Wildfire Productions isn't a bank. All job-by-job work will incur the full rates. Retainers are a way of reducing our rate over the month, but it must be paid regardless of hours done. All terms are either a retainer contract, up front, within 7 days, or with longstanding clients **Wildfire Productions** will accept 14 days in some cases.

Website, film projects and large multimedia development is quoted and paid up front after scope is signed off.

Will accept in some cases 50/50 split if required.

Notes

Wildfire Productions doesn't put on any service charges or fees for outsourced work. Quotes from suppliers are B2B and depending on the long term relationship can save the client money and have some back up guarantees in the course of a reprint.

These rates are correct as of July 2019 and will be reviewed in December 2019.

The Wildfire Productions Design Estimate Guide

We at **Wildfire Productions** are content creators, artisans of advertising communications and after years of experience on jobs big and small we understand the business as well as the cost of committing to production both big and small. This Design Estimate Guide should help you establish some idea of timing so that you can plan your budget.

At the end of the day no one likes surprises and in the field of design costs can be literary "how long is a piece of string."

Wildfire Productions has a fairly standard hourly rate of \$90/Hour its services. Please refer to the "Basic Pricing Matrix" to determine any other costs that maybe involved and third party costs will be mainly price on application.

Timing Matrix

Description of Product	Wildfire Productions Design and Services			Turnarounds
	Preproduction	Production	Finished art	Wildfire or 3rd Parties
Brand Essence and Positioning (3 day workshop)	Research	From \$1,500 - \$25,000		n.a
Creative Brand Presentations or logo design	Research 2-5 days	From \$1,000 - \$5,000		n.a
Product Specific Creative Brainstorming	Research 1-2 days	From \$900 - \$1,800		n.a
Collateral - Business card (One Off)	0.5 -2 Hours	0.5-2 Hours	0.5 Hour	3-7 day turnaround
Collateral - Business cards (Whole Company)	1-2 Hours	4 Hours	3 Hours	3-7 day turnaround
Collateral - Letterhead (One Off)	1-2 Hours	1-2 Hours	0.5 Hours	3-7 day turnaround
Collateral - Stationery Cache	4-6 hours	3-10 hours	4 Hours	3-10 day turnaround
PowerPoint Templates	2-4 Hours	4 Hours	2 Hours	3-4 day turnaround
2pp DL/A5 Flyer	1-2 Hours	1-2 Hours	0.5 Hours	3-7 day turnaround
4pp DL/A5 Flyer	2 Hours	2 Hours	0.5 Hours	3-7 day turnaround
6pp DL Bi Folded Advertising Flyer	3 Hours	3-4 Hours	1 Hour	3-7 day turnaround
2pp A4 Advertising Flyer	1-2 Hours	1-2 Hours	0.5 Hours	3-7 day turnaround
4pp A3 folded to A4 Advertising Brochure	3 Hours	3-4 Hours	1 Hour	3-7 day turnaround
6pp Specialty A4 Advertising Brochure	6 Hours	4-6 Hours	2 Hours	7-10 day turnaround
12pp A4 Advertising Brochure	6 Hours	10-12 Hours	3 Hours	7-10 day turnaround
24pp A4 Advertising Brochure	12 Hours	15-30 Hours	6-8 Hours	2 week turnaround
32pp A4 Informational Brochure/Annual Report	16 Hours	30-40 Hours	10-15 Hours	4 week turnaround
All Banner Bugs and A3 - A0 Posters	3 Hours	1-3 Hours	0.5 Hours	3-7 day turnaround
Signage (1-2 elements)	2-4 Hours	4 Hours	1 Hour	1 week turnaround
A-frame designs	3 Hours	1-3 Hours	0.5 Hours	3-7 day turnaround
Signage (3-5 elements)	6 Hours	10 Hours	3 Hours	1 week turnaround
Website (Wordpress Template Basic - Entry Level)	10 Hours	20 Hours	5 Hours	3-7 day turnaround
Website (Wordpress Template Basic - Business Site)	20 Hours	30 Hours	10 Hours	2 week turnaround
Website (Wordpress Outsourced - Basic Business Site)	10 Hours	Outsourced	5 Hours Testing	4 week turnaround
Website (Wordpress Outsourced - Premium Business Site)	30 Hours	Outsourced	10 Hours Testing	6-8 week turnaround
Website Uploading and content creation	0.5 Hour	0.5-1 hour	Upload	1 day turnaround
Social media Content	0.5 Hour	0.5-1 hour	Upload	1 day turnaround
Social media Uploads	0.5 Hour	0.5-1 hour	Upload	1 day turnaround
Internet Advertising GIFs and SWF files	0.5-2 Hours	0.5-3 hours	Upload	2 day turnaround
Storyboarding for TVC	Scripting 1-4 Hours	2 Hours /Frame*	0.5 Hour	2-3 day turnaround
Television Commercial - Animatics	0.5-3 Hours	0.5-2 Hours	0.5 Hour	1-2 day turnaround
Infomercial/Video Blog - Budget	Scripting 1-4 Hours	4-6 Hours	2 Hours Post	2-3 day turnaround
Television Commercial/Video Blog - Full Production	10-20 Hours	Outsourced	5-10 Hours Post	2 week turnaround

These are all estimates of time and only a guide. They are based primarily on design process and averages. Additional time may include complex Photoshop retouching and illustrator work or the amount of variants required to solve a design problem. The design brief is the most important start to quote.

* Depending on finish and style this time could double.
15 sec TVC is normally 3-6 frames depending on SFX
30 sec TVC is normally 6-9 frames depending on SFX
45 + sec TVC is normally 9 + frames
5-10 min Feature is either "mood boarded" or 3 frames/min

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The Design Estimate Guide Notes

Turnaround Times

This is not a perfect world and the hours it takes to create work may not always be the same as turnaround times. With regards to timing all creative projects need time to develop, time to approve and proof and time to reflect. Amendments have to be considered and the output has to be considered for pre-press or finished art. Something that may take 2.5 hours may also take a day or a week to turn around in studio. Be mindful of turnarounds and rushing jobs as they are the leading cause of human error.

Alterations & Amendments

Wildfire Productions has a file name process to track Alterations by the Client and Amendments caused by internal human error. It takes responsibility for errors born on the design side, but also believes proofing and approval is a shared responsibility and partnership undertaken by both parties.

See illustration below.

Styleguides & Templates

By producing a styleguide or having templates you reduce the overall preproduction time by 2/3 and production by often 1/2. This cost saving over time will seriously add up and makes templating and signing off on a styleguide is a worth while initial process rather than a constantly changing format.

Taking the time to create a Styleguide and template outcomes will save a company thousands in the long run. Getting your Marketing team or corporate board to "sign off" on collateral is a sure-fire way to get things running smoothly and on brand.

Creative Time or Unchargeable hours

In all the work a **Wildfire Productions** designer does there is a considerable amount of "Creative Time". Brainstorming, time to process, researching and now Googling and keeping up-to-date with current trends is all part of an artisan's job. Every job has downtime and pregnant pauses. It's important for every client to understand that great designs take time, and you often run the risk of not "cracking the idea" every time. At **Wildfire Productions** we only charge "Billable Hours", but there is always considerable "Creative Time" done on each job.

We ask clients to be mindful when pushing for "quick turnarounds" or just paying for "a quick 15 minutes". or even arguing over "A \$90 Job". There is quoting, account service, planning, archiving and file preparation in every service fee and we aren't paid on salary, we are skilled artisans and the only person who suffers from rushing jobs or squeezing a designer is the client. Diminishing the "Creative Time" factor of "unchargeable hours" creates short cuts and line calls and the love goes out of the game.

All we ask is - "Be kind and we'll always spend the extra time."

File Names 'Amended' or 'Altered'

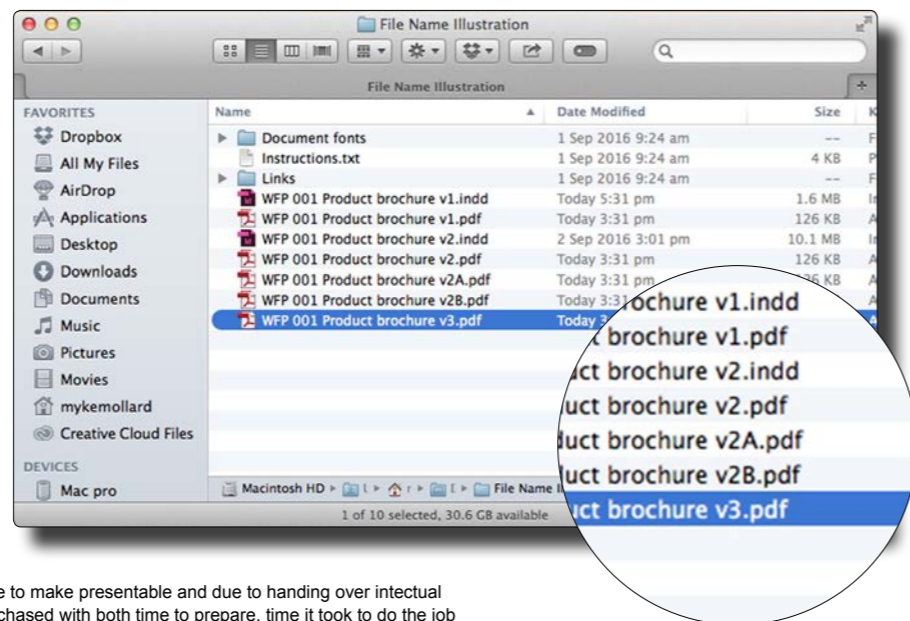
Wildfire Productions has a file name process to track "Alterations" by the Client and "Amendments" Illustrated below is a packaged folder with "INDD" InDesign "Working files" and PDF Adobe "Art Files". The "versions" are clearly named v1, v2 and v3 this means the client requested Alterations. The "versions" named v2A and v2B are "amendments" either picked up by **Wildfire Productions** or caused by internal human error. Amendments aren't chargeable and alterations are.

'Working files' or 'Art files'

When you commission **Wildfire Productions** to design a piece of graphics there are two elements that are intrinsic to the copyright of the client and the designer. Designers are providing a service and skill and the artistic copyright always remains with that designer to promote and use. When the job is finished an "Art file" is created and that is what the client is buying each time. The "Working file" remains the property of the studio, **Wildfire Productions** or the artist and can be purchased by the client at anytime* or, if by chance, upon 'exiting' the B2B relationship.

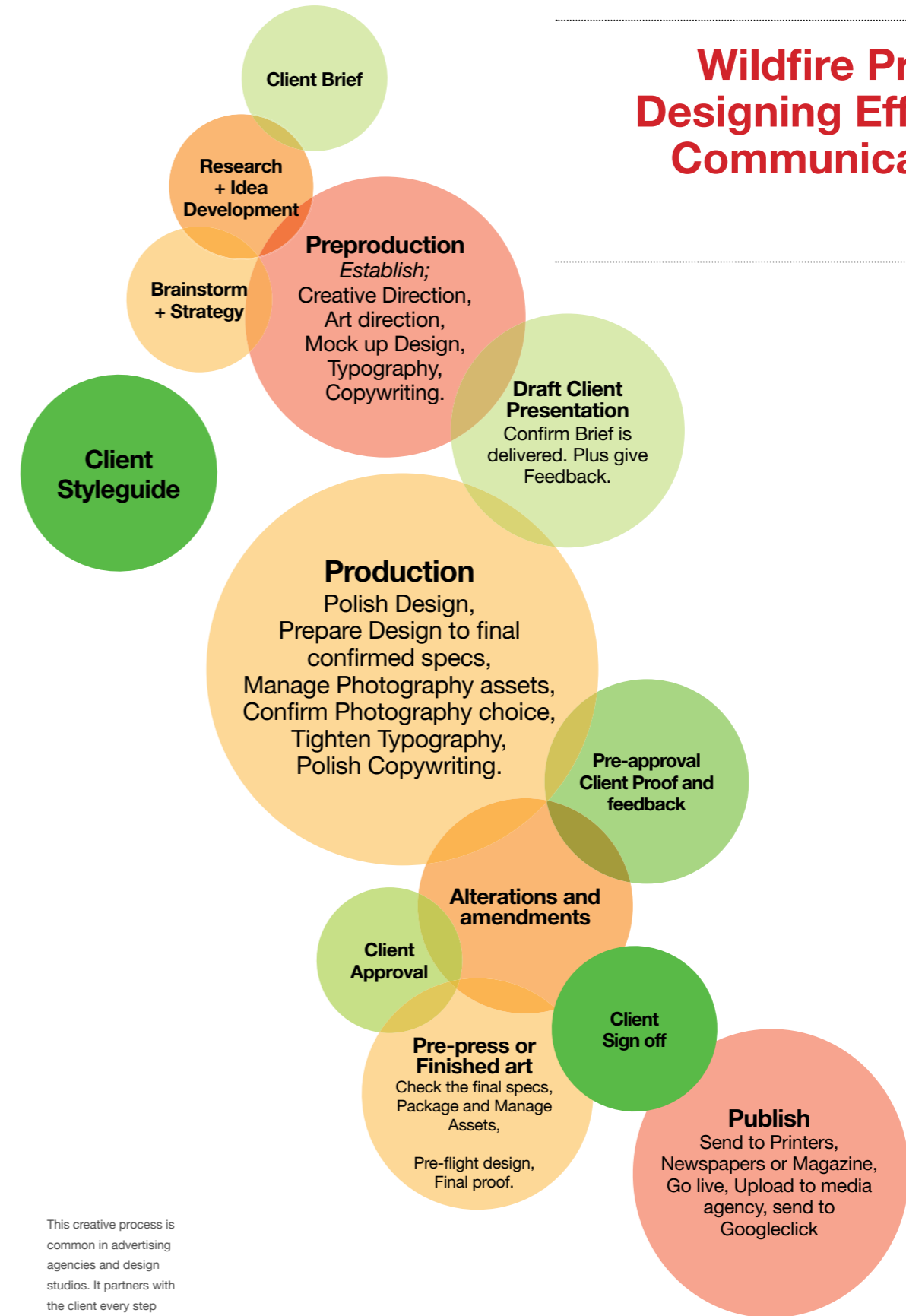
Late fees On Invoices

All invoices are either upfront payment or within 7 days terms. **Wildfire Productions** is not a bank and so cashflow to resource your ongoing work is required in a timely manner. If an invoice is paid late **Wildfire Productions** reserves the right to charge a late fee of 25% of the total invoice outstanding. When you commission **Wildfire Productions** you are agreeing to these terms. Some third parties are upfront or online payments so **Wildfire Productions** will invoice you and expect payment before the work is printed or commissioned to third parties.



* Purchasing working files will incur clean up time to make presentable and due to handing over intellectual property owned by **Wildfire Productions** it is purchased with both time to prepare, time it took to do the job and final supply at 200% the current rate as the asset is now owned by the client.

Wildfire Process Designing Effective Communications.



This creative process is common in advertising agencies and design studios. It partners with the client every step of the way. It gives the client a good amount of creative involvement and the designer has the opportunity to explore different approaches.

australia
schweppes

OMC
INTERNATIONAL

WallTWall
the art of great window furnishing

 **nabtrade**


CAPE CONRAN
Coastal Park
Cabins and Camping

WATERS
DESIGN GROUP

“developing your story + your brand landscape is like putting
a spark to tinder ... it should just take off from there.”


EASTSIDE
FENCING


PRIMEFARM
ANIMAL PRODUCTION


L
&
S
C


Emerging Woman


CENTURION
FITNESS GROUP

alto
books


the
Babes
project

HELP TAC

Wildfire
Productions

Contact Myke Mollard directly and strike up a conversation.

0402 276 624

mykestar_7@hotmail.com • **Wildfireproductions.com.au**

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