



Flight digital

'we're an agency'



OUR PROMISE

We are a full-service digital marketing agency; We build websites, design engaging brand communications and implement multi-channel, digitally-led campaigns. We create and execute complete digital strategy, from research, concept, and planning, right through to content creation, launch and reporting. Executed and optimised with no hidden fees and full transparency.

Our goal is to create industry leaders, maximise disruption and raise the benchmark on innovation by delivering world-class campaigns to listening audiences. We take the time to understand your business, your goals and the industry you are operating in so we can drive real value and maximise ROI. Our team of specialists work in collaboration with you to solve existing business problem and identify new opportunities.

Our offering redefines the common set-and-forget strategy, always striving to push the boundaries and challenge the platforms to their utmost potential - this means staying up to date with digital trends, industry news and consumer online behaviour.

We blend a variety of platforms to build your brand personality, community and ultimately increase conversions through digital platforms. We promise to always be thinking ahead, challenging the norm and putting you in the forefront of consumers minds.

A BEAUTIFULLY DESIGNED, PROGRESSIVE & INNOVATIVE WEB APPLICATION.

A dynamic, platform designed to attract tourists both domestic and international to the Auckland City Fringe areas/businesses/attractions/sights & sounds. Innovation & creativity demonstrated in a newly thought out Web Application will allow for a target audience to discover and plan their trip in a exciting, engaging and fun way.



PROJECT OVERVIEW

The Brief:

Flight have been approached with the task of finding a solution to tourists (both domestic and international) visiting Auckland's city centre without discovering the outer city fringe areas and what they have on offer. We were originally asked to find a solution in the form of a downloadable application that was stored in the IOS & the Play Store for use on iPhone and Android. The solution is to be exciting and engaging as well as expressing the unique selling point (brand voice) of each area and increasing the amount of foot traffic.

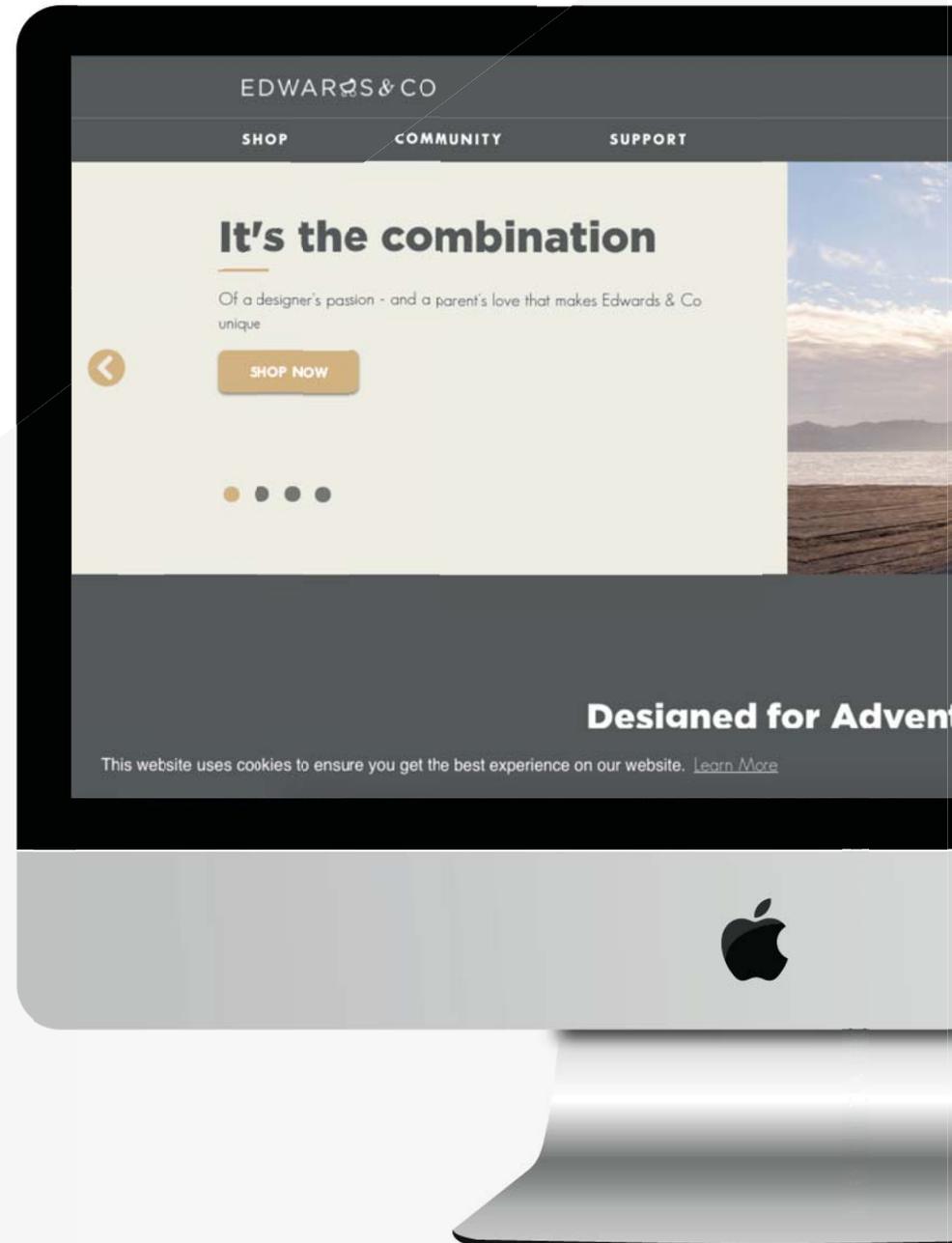
The Issues:

Applications may not be the best solution for every idea as they come with their own set of problems.

The first issue comes in the awareness of the product. As an app is not 'just found' by a general population marketing needs to drive people to a website or something similar where they can read and understand its function before considering the download. This becomes more of a problem with a moving (tourist) marketing as they do not have time for the messages to sink in before they move on. To hit a international tourist when they land and have messaging clear enough to have them download the app will be a difficult task.

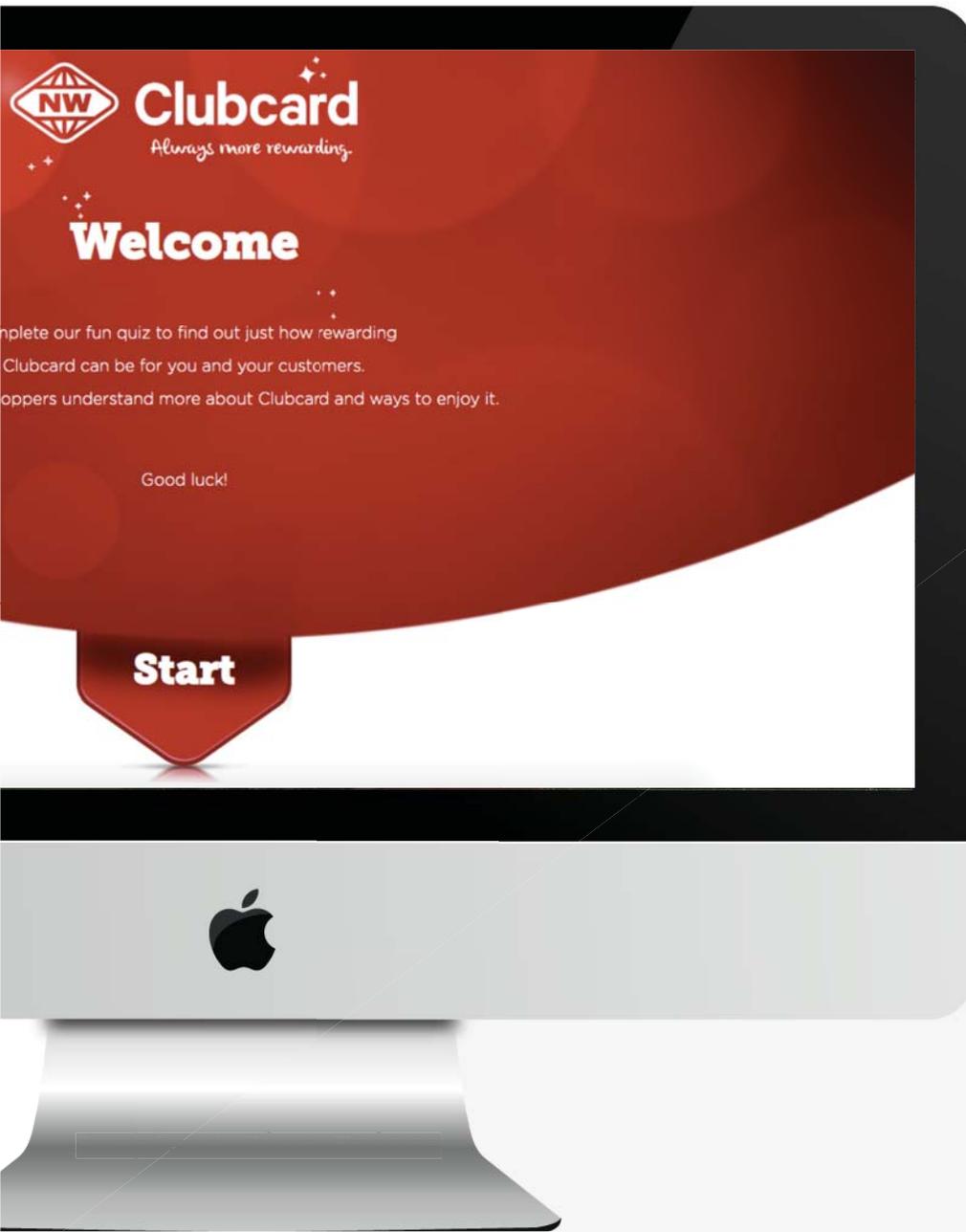
The second issue with the creation of an app is that if the app is not going to be used daily people would prefer to not have the clutter on their device. With this we cut out a group of our target market who may have used the functionality given it be in a single step and does not require the commitment of a download.

Finally, the data that can be pulled from an application does not have the high-level analysis that can be found within a website. Data from an app goes as far as analysing its users entries however the data can not be used for marketing purposes in the same way a website is able.





PROJECT OVERVIEW



Proposed solution: A Fun, Interactive Itinerary Creator

We are to create a web application which is a representation of each areas unique selling point, their messages, voice and location as well as being a fun and interactive customer experience.

A web application is to **work & look the same way that a downloadable mobile application would** as it will be dynamic across all devices and will allow a user to explore what is available by **entering their own profile of interests and other characteristics which will allow the app to automatically generate a proposed trip.** This trip will include places to eat, rest, see, visit, shop and activities.

The first step in the customer journey would be a landing page that can be easily marketed and will **showcase what each area is best known for.** You will then be able to click into each geographic to get more information on what you are able to do, **followed by being prompted to plan a trip.**

The planned trip will have activities added or removed according to your desires before being able to be shared to social media platforms or printed and followed. This will **encourage user generated awareness** as people share the trips they have planned as well as being a driving force of foot traffic into each sector of people who may not have considered the area for a visit.

As the solution will be hosted on a web domain all marketing can be geofenced into tourist destinations for the purpose of getting the most return from the lowest spend. **The trick to marketing will be about positioning the application to be found at the time of planning.**

The owner of the web application will have the ability to add areas as they please meaning the city fringe will be a starting point but the ability to include all of Auckland is still possible.

We are then able to enter new phases of development with ideas such as; user ratings where you can follow someone else trip that has had a 5 star rating, integrations with transport routes, forums for discussions, event calendars etc



Web Application



Web Application - Defined

A web application (or "web app" for short) is any computer program that performs a specific function by using a web browser as its client. The application can be as simple as a message board or a contact form on a website or as complex as a word processor or a multi-player mobile gaming app.

A web application relieves the developer of the responsibility of building a client for a specific type of computer or a specific operating system, so anyone can use the application on any device along as they have internet access.

Web applications commonly use a combination of server-side script (ASP, PHP, etc) and client-side script (HTML, Javascript, etc.) to develop the application. The client-side script deals with the presentation of the information while the server-side script deals with all the hard stuff like storing and retrieving the information.

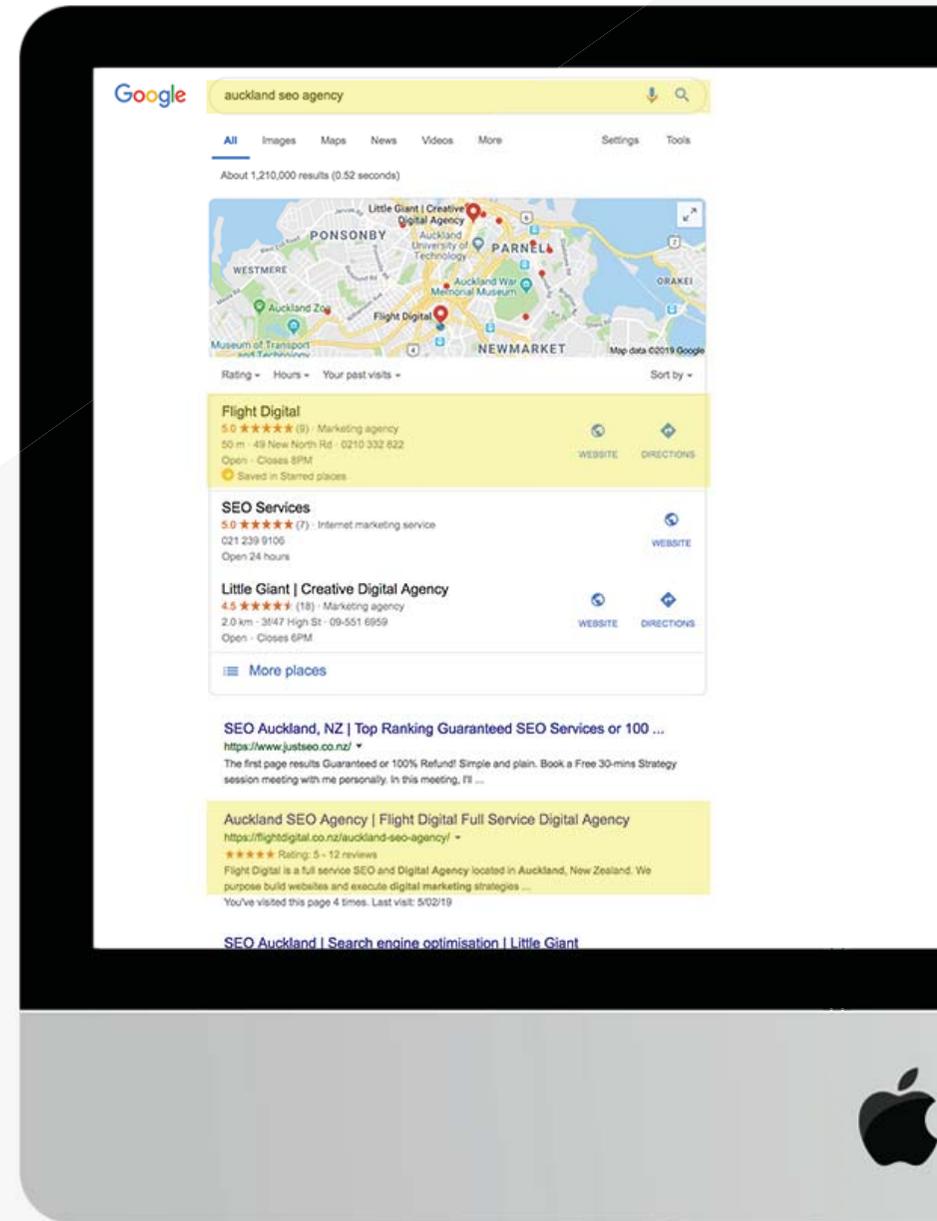
A progressive web application takes advantage of the latest technologies to **combine the best of web and mobile apps**. Think of it as a website built using web technologies but that acts and feels like an app.

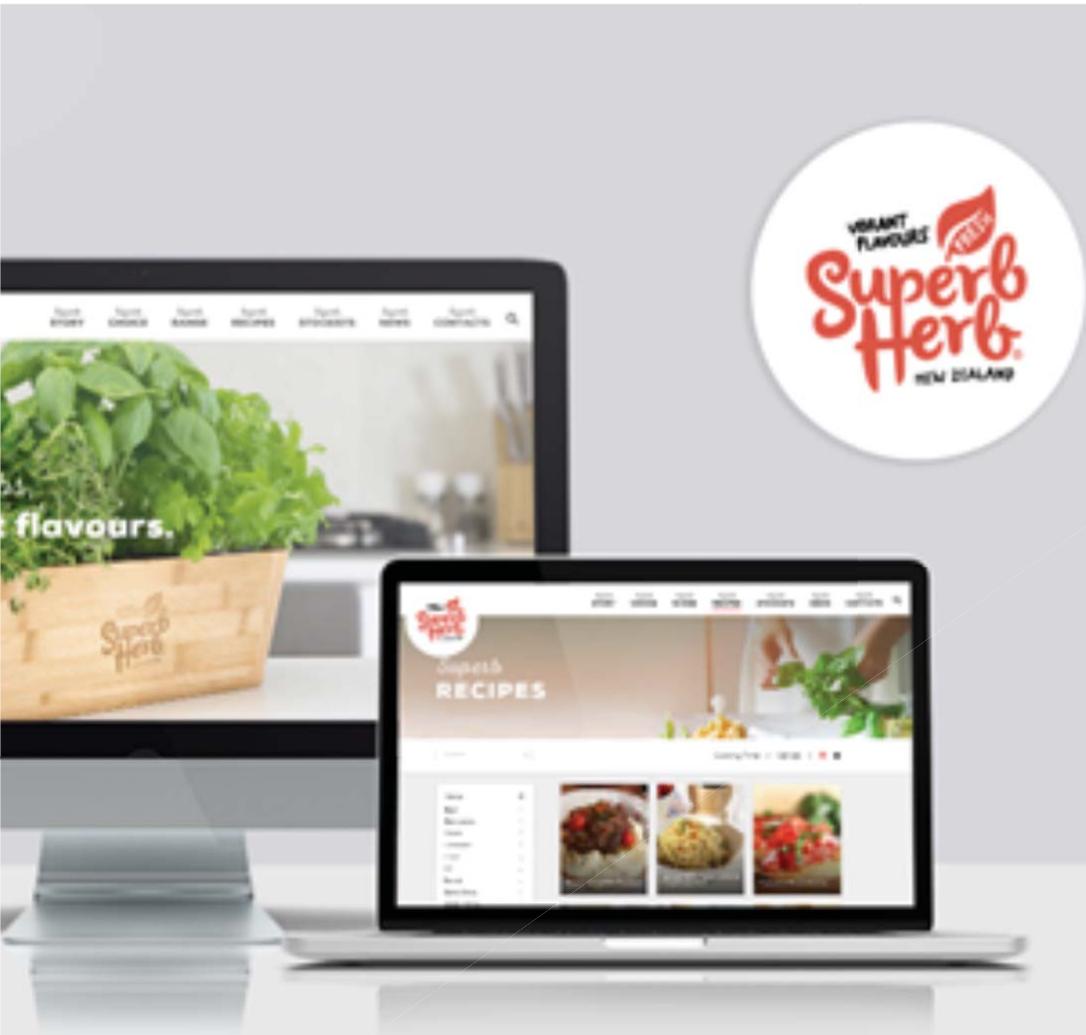
Progressive web apps take advantage of the much larger web ecosystem, plugins and community and the relative ease of deploying and maintaining a website when compared to a native application in the respective app stores.



OUR PROCESS CONSISTS OF:

1. Research
2. Strategic Analysis /Planning
3. Information Architecture
4. Technical System Design (Back end)
5. Graphic & UI Design
6. Implementation (Front end)
7. Testing
8. Training & Documentation
9. Launch
10. Project/Delivery Management
11. Advanced SEO Structuring (Optional)
12. Photo + Video Content Creation
13. Regular reporting
14. Client comms





EXAMPLES OF OUR DEVELOPMENT WORK

1. <https://superbherb.co.nz/>
2. <https://manaiamotorhomes.co.nz/>
3. <https://360propertymanagement.co.nz/>
4. <https://edwardsandco.nz/>
5. <https://sramakeup.com/>
6. <https://yachtiesofnewzealand.co.nz/>
7. <https://www.avalanchecoffee.co.nz/>
8. <https://whiteningco.nz/>
9. <https://measureanddraw.co.nz/>
10. <https://clubcardquiz.co.nz/>



DELIVERABLES - City Fringe Web Application

Service agreement with Flight Innovations Ltd

Summary: A custom web application that allows a user to create a profile which suggests a Itinerary

WEBSITE FEATURES	DELIVERABLES
PLATFORM	Custom Web Application
PAGES	NA
CORE FUNCTIONS	Allow tourists to discover new experiences and create a proposed itinerary
INTEGRATIONS	Maps API's
DESIGN	Website Wireframe/ UXUI Designs supplied for approval before development.
SEO	NA
WEBSITE CONTENT	Photo, video, copy content supplied by client and tourism boards
HOSTING DETAILS	Hosting Expected \$150 - \$400 per month depending on final application size
EXTRA'S	Custom Solution



ESTIMATE BREAKDOWN - City Fringe Web Application

Service agreement with Flight Innovations Ltd

TASKS	MIN ESTIMATED HOURS	HOURLY RATE	MIN COST	MAX ESTIMATED HOURS	HOURLY RATE	MAX COST
Strategic Analysis /Planning	20	\$185	\$3700	25	\$185	\$4625
Information Architecture	25	\$145	\$3625	30	\$145	\$4350
Technical System Design (Back end)	30	\$145	\$4350	40	\$145	\$5800
Wireframing	50	\$125	\$6250	70	\$125	\$8750
Graphic & UI Design	20	\$125	\$2500	30	\$125	\$3750
Content Uploading	15	\$125	\$1875	20	\$125	\$2500
Implementation (Front end)	170	\$125	\$21250	250	\$125	\$31250
Testing	6	\$125	\$750	20	\$125	\$2500
Training & Documentation	10	\$125	\$1250	14	\$125	\$1750
Launch	8	\$125	\$1000	12	\$125	\$1500
Project/Delivery Management	8	\$125	\$1000	10	\$125	\$1250
Advanced SEO Structuring (Optional)	0	\$125	\$0	0	\$125	\$0
Photo + Video Content Creation	0	\$145	\$0	0	\$145	\$0
Totals	362		\$47550.00	521		\$68025.00
GST			\$7132.50			\$10203.75
Total + GST			\$54682.50			\$78228.75

Hourly billing indication:

All service is billed hourly and tracked down to the minute, time reports are able to be delivered every 14 days within our billing cycles. Each project is allocated a dedicated project manager who will ensure there's clear communication between your team and the various members of our team who will be working on your project from start to finish.



HOW WE DO BETTER BUSINESS

Hourly billing indication

All service is billed hourly and tracked down to the minute, each project is allocated a dedicated project manager who will ensure there's clear communication between your team and the various members of our team who will be working on your project from start to finish. Billing terms are negotiable, they generally start with a deposit of 60% of the total hours with progress payments each 10 hours there after.

No locked-in contracts

We see a big problem in the industry where businesses are being locked into contracts that do not allow them to leave for a minimum term. Digital marketing is a financial investment and if you aren't getting out more than you are putting in, something needs to change. At Flight Digital the contracts are open-ended, we have your best interest at heart and work hard to nurture profitable long-term relationships.

Dynamic budgets (marketing)

As your business grows we will provide budget recommendations based on maximising your return on investment and reducing your cost per conversion. We are a phone call away if you want your daily budgets increased or decreased, if you have a lull period due to seasonal factors we will adjust accordingly to suit your businesses profitability and success.

Reporting

At the end of every month you will receive a report in your inbox on the performance of your campaign and recommendations moving forward. Besides these monthly updates we have an open door policy so you are free to pop in anytime for a beer!



NEXT STEPS

Once the proposal has been accepted and the deposit has been received, we're ready to get started.

Here are a few things we need from you:

1. Any design files, logos in png format, brand guidelines, existing content (Images, videos)
2. Admin access to your social accounts.
3. Admin access to your google analytics account if already set up.
4. Access to your website so we can set up tracking.

By signing this document you agree to the proposed and outlined terms of service as well as payment authorisation outlined within the agreement.

Package selection or budget indication if applicable:

Flight Digital Rep: Leon Thomason

Position: Managing Director

Date: 15/04/19

Signed: _____

Client:

Position:

Date:

Signed: _____

Individual(s) listed above certifies by signing this agreement that he/she agrees to Flight Innovations Terms and Conditions available at www.flightdigital.co.nz and is duly authorised to sign the agreement on the clients behalf