

# We never stop doing Magic.



A majority of our work is compiled and quoted on a scope basis.  
The below are guidelines as to our cost structure but please keep the above in mind.  
We trust the below is in order and should you have any queries please feel free to contact us.

## Concept Development

Developing an executable idea and concept to answer the briefs requirements.  
The idea is adaptable across all TTL elements below, however can be edited if only a specific channel is required.

Concept	R 5, 500
+ Television	R15, 500
+ Radio	R 7, 500
+ Billboard	R 7, 500
+ Magazine Print	R 5, 000
+ Newspaper Print	R 5, 000
+ Digital	R 3, 500
+ In Store	R 2, 500

## Creative, Design and Strategy

Creative design and layout of concept. Billed per hour based on scope of work.

Design	R 450
Creative Direction	R 950
Prep For Print	R 550
Deep Etch Images	R 450
Resize	R 450
Compositing	R 450
Illustration	R 450
Story boarding	R 450
Strategy	R 850

## Copy

Copywriting, editing & proofreading charged per hour.

Copy Writing	R	450
Proofreading	R	450
Subediting	R	450

## Animation & Video Production

Animation and video production rates are based on content, gear requirements, edit and render times as well as structure. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors. Charged per hour.

Video Editing	R	650
Video Animation	R	650
Video Rendering	R	450

## Presentation Development (PowerPoint and Prezi)

Presentation rates are based on content, brief requirements, and other specific requirements. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors.

Powerpoint Presentation	R	450
Prezi Presentation	R	450

## Social Media Management

Monthly Management of Social Media Channels with response to messages and comment monitoring across all channels. Billed per month.

Community Management Facebook	R 7,500
Community Management Instagram	R 5,500
Community Management Twitter	R 5,500
Community Management LinkedIn	R 6,500
Content Calendar Development	R 3,750
Google SEO and SEM Management	R 4,550
Reporting – All elements	R 2,750
Facebook in Page App	R 9,500
Content Strategy	R 4,500

## Web & Software Development

Development rates are based on content, brief requirements, content management systems, and development requirements. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors. Charged per hour.

Wordpress Coding & Populating	R 650
Coding – HTML 5/CSS	R 650
Coding – PHP	R 850
Content Management System	R 800

## Research

Research rates are based on content, brief requirements, and other specific requirements. Base fee is calculated on a fixed timeline to reserve resource, but fluctuates based on abovementioned factors.

Research	R 850
----------	-------

## Project Management

A general project management fee applies to all costing provided. Fee is calculated on 15% of overall project.

## Storage

We store all your work/data on the cloud as well as offsite – this fee contributes to the safekeeping of your data for 60months defined by the South African legislation of data protection project. Fee is calculated on 1.5% of overall project.

*All rates above are generic and indicative of costs, however certain projects may require elements out of scope, which will be charged for separately.*

## CORPORATE INFORMATION

### OPERATING HEADQUARTERS

CMG Marketing Communications (Pty) Limited t/a CreativeMagic Group,  
135 Daisy Street, off Grayston drive, Sandown, Sandton 2191,  
Johannesburg, Gauteng, South Africa.

Tel: +27 (0)10 590 6264 | Cell: +27 (0)71 9130 776

### CONTACT EMAIL

[info@creativemagicgroup.com](mailto:info@creativemagicgroup.com)

### WEBSITE

[www.creativemagic.agency](http://www.creativemagic.agency)

---

### REGIONAL OFFICES

Ghana: CreativeMagic Group Limited  
Abavana Down, Kotobabi, N0 C117/12, Accra, Ghana, West Africa.  
Tel: +233 268 875 345, +233 546 985 112

Nigeria: CreativeMagic Group Limited  
23 Amore Street, Off Toyin Street, Ikeja, Lagos, Nigeria, West Africa.  
Tel: +234 (0)81 1111 8096, +234 (0)809 372 8101

India: CMG Marketing Communications  
A-82, Sector 63 Rd, Noida, Uttar Pradesh 201301, India.  
Tel: +91 (0)99 1167 9178, +91 (0)83 1803 2714