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| --- |
| **Experts**  |
| **List of experts**  | **Hourly rates**  |
| Social media strategy and monitoring  |  |
| Graphic and web-design  |  |
| Audio-Visual production  |  |
|  |
| **Activities**  | **Unit**  | **Unit cost** | **Total**  |
| **Digital Communication Strategy**  |
| Creative concept  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ***Total Digital Communication Strategy***  |  |
|  |
| **Video production**  |
| Creative concept  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ***Total Video Production***  |  |
|  |
| **Social Media Campaign**  |
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|  |  |  |  |
|  |  |  |  |
| ***Total Social Media Campaign***  |  |
|  |
| **Campaign microsite**  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ***Total Campaign Microsite Costs*** |  |
| (1) Add as many lines as needed  |