



Proposal for Commercial Production and Social Media Advertising Services

Prepared for: Genesee County Health Department

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Scope of Services

- **Production of Two or Three 30-Second Commercials**
 - Creative development and pre-production (collaborative meetings, concept refinement, storyboarding)
 - Script finalization and adaptation
 - Full video production (filming, directing, talent coordination, location, equipment)
 - Post-production (editing, color grading, sound design, motion graphics)
 - Two rounds of revisions per commercial
- **Social Media Advertising Management**
 - Platform-specific ad formatting for YouTube, Instagram, and Facebook
 - Target audience research and campaign strategy
 - Ad placement and ongoing management
 - Performance tracking and reporting
- **Timeline**
 - **First Drafts:** Delivered before May pilot group for initial review
 - **Final Revisions:** Completed after pilot group feedback, in May
 - **Launch:** July (Back to School Campaign)

Investment Breakdown

Service	Quantity/Details	Cost (USD)
Creative Development & Pre-Production	2-3 commercials	\$2,000
Script Finalization and Adaptation	2-3 scripts	\$1,000
Video Production (Filming & Direction)	2-3 commercials	\$5,000
Post-Production (Editing, Graphics, Audio)	2-3 commercials	\$2,500
Social Media Ad Formatting & Management	YouTube, IG, FB (3 months)	\$1,750



Service	Quantity/Details	Cost (USD)
Campaign Strategy, Targeting & Reporting	3 platforms	\$1,250
Total Investment		\$13,500