



## 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