

INDIA



RATE CARD

2024-25

www.bcchealthcarebranding.com

INDEX

CONTENT	PAGE No.
Basic - Corporate Logo & Stationery Design Proposal	1
Brand Identity Packages	2
Brochure Design Package	4
Leaflet Design Package	4
Annual Report Design Package	4
Product Catalogue / Manual Design Package	4
Sales Manual Design Package (with Client Inputs)	4
Product Packaging Design	5
Medical Aid Design	5
Medical Presentation Design	5
Pop Display Design	5
Packaging Design	6
Infographics – Medical explainers	6
Corporate Video for the brand	6
Product Explainer Videos	6
Concept Card Design	7
CME Program Branding	7
Films / Videos	7
Website Package Cost	8
Campaign Creation Proposal	9
Doctor Profile Website Proposal	10
Online Promo Campaign	11
Digital Marketing Packages	12
Start Up Digital Marketing Packages (One Time)	14
Continuous Branding & Marketing Support (Monthly Retainer Packages)	15

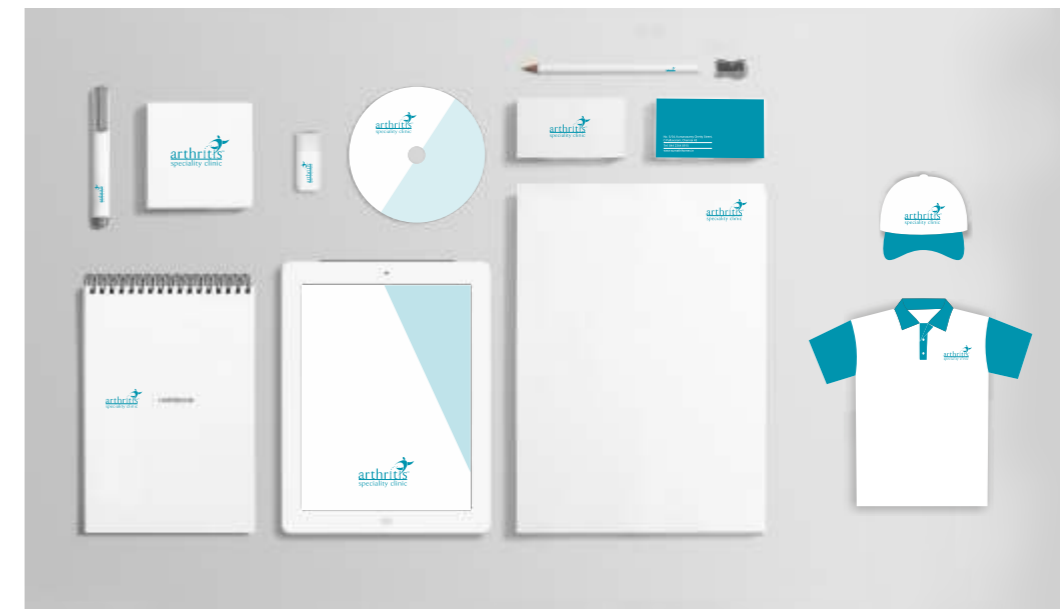
1 Basic - Corporate Logo & Stationery Design Proposal

Towards Brand Identity Package	
Conceptualizing, Planning, Strategizing and Designing of	
a	Brand Identity (Logo) on par with International standards
b	Brand Stationery Design master template • Business card • Letterhead • Identity Card • Envelope • Signage
c	Brand Identity Manual (One Hard Copy) It is your brand BIBLE which contains • Philosophy of Logo • Color Codes in International Formats • Logo Usage Guidelines with Do's & Don't's • Logo Application Mock Up
d	CD containing all the above files with the logo in various formats for all types of usgage
Package Cost	
Rs. 25,000/-	

2 Brand Identity Packages

S.No.	Features	Standard	Corporate	Ultimate
1	On par with International Standards	Yes	Yes	Yes
2	Original Design - Can be Copyright Protected	Yes	Yes	Yes
3	Brand Stationery Design & Guidelines			
	Business Card	Yes	Yes	Yes
	Envelope	Yes	Yes	Yes
	Letterhead	Yes	Yes	Yes
	Identity Card	Yes	Yes	Yes
	Files / Folders	No	Yes	Yes
	Uniform / T Shirt	No	Yes	Yes
	Helmets / Caps	No	Yes	Yes
	Badges	No	Yes	Yes
	Tapes	No	Yes	Yes
	Bags	No	Yes	Yes
	Packaging on Carton	No	No	Yes
4	Brand Digital Stationery			
	Corporate Presentation Template	No	Yes	Yes
	Email Signature Template	No	Yes	Yes
	Proposal / Quotation Template	No	No	Yes
5	Social Media Branding Guidelines			
	Facebook	No	Yes	Yes
	Twitter	No	Yes	Yes
	Google+	No	Yes	Yes
	Youtube	No	Yes	Yes
	Pinterest	No	No	Yes
	Blog	No	No	Yes
6	Brand Bible (Brand Standard Manual)	Soft Copy	Hard Copy	Hard Copy
	Philosophy of Logo Design	Yes	Yes	Yes
	Color Codes in International Formats	Yes	Yes	Yes
	Do's and Dont's with Logo	Yes	Yes	Yes
	Logo Application Mock Up	Yes	Yes	Yes
	Logo Usage Guidelines	Yes	Yes	Yes
	Neutral Combination	Yes	Yes	Yes
	Usage on Glass, Wood, Stone & Acrylic	Yes	Yes	Yes

S.No.	Features	Standard	Corporate	Ultimate
7	Cloud Back Up of Logo Files	Lifetime	Lifetime	Lifetime
8	Employer Branding			
	Offer Letter Design	No	Yes	Yes
	HR Induction Presentation Design	No	Yes	Yes
	Campus Recruitment Kit Design	No	Yes	Yes
	Company Policies & Procedures Design	No	Yes	Yes
9	Final Files Delivered in CDR, JPEG, EPS, PDF & PNG	Yes	Yes	Yes
10	CD Containing all the above files	Yes	Yes	Yes
11	Training Session on Brand Guideline Implementation to the implementation team	No	No	Yes
12	Duration for Design Completion	10 Days	15 Days	20 Days
13	Support on Usage (on Call)	1 Month	6 Months	1 Year
Package Cost		50,000	1,00,000	2,00,000



3 Brochure Design Package

1	Brochure Design	4 pages (A4 / A5)	Rs. 15,000/-
2	Brochure Design	8 pages (A4 / A5)	Rs. 20,000/-
3	Additional Pages (Per Page)		Rs. 800/-

4 Leaflet Design Package

1	Single Side	Rs. 10,000/-
2	Double Side	Rs. 12,000/-

5 Annual Report Design Package

1	Standard Package	Rs. 50,000/-
2	Corporate Package	Rs. 1,00,000/-

6 Product Catalogue / Manual Design Package

1	Upto 20 Pages	Rs. 25,000/-
2	Additional Pages (Per Page)	Rs. 800/-

7 Sales Manual Design Package (with Client Inputs)

1	<ul style="list-style-type: none"> • Industry Insights • Documented Sales Pitch Strategy (Short & Long Pitch) • Illustrated Product Benefits • USPs of the brand 	Rs. 50,000/-
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8 Product Packaging Design

1	Master Packing Design Development	Rs. 35,000/-
2	Adaptation (As per Master Theme)	Rs. 10,000/-

9 Medical Aid Design

1	4 pages	Rs. 15,000/-
2	8 pages	Rs. 20,000/-
3	Additional Pages (Per Page)	Rs. 1,000/-

(2D/3D Content + Medical Text Content to be provided by client)

10 Medical Presentation Design

1	10 Slides	Rs. 15,000/-
2	Additional Pages (Per Page)	Rs. 500/-

(2D/3D Content + Medical Text Content to be provided by client)

11 PoP Display Design

1	Per Gondola / Hanger Displays	Rs. 20,000/-
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Size will be customized as per print production requirements

12 Product Packaging Design

1	Master Packaging Design as per international standards Includes carton pack design + label design for the product + instruction leaflet design	Rs. 35,000/-
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(2D/3D Content + Medical Text Content to be provided by client)

2	Adaptation Packaging Design inline with Master Packaging Includes carton pack design + label design for the product + instruction leaflet design	Rs. 10,000/-
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(2D/3D Content + Medical Text Content to be provided by client)

13 Infographics – Medical explainers

1	Creating informative content in visual form which is easy to read and understand – an effective tool to explain technical / core subjects easily	Rs. 15,000/-
	10 sequence illustration. Per extra sequence	Rs. 10,000/-

14 Corporate Video for the brand

1	Covering the brand story – milestones, values, infra, team, market presence, products, accolades and interview of key people.	Rs. 5 Lacs (Starts from)
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(The above cost is applicable for one day video shoot. The cost may vary if shoot has to cover multiple locations which increases number of days or if special animation effects are required)

15 Product Explainer Videos

1	Explainer videos are 2D animation videos that explain the product benefits with voice and music. 60 sec animation	Rs. 75,000/-
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16 Concept Card Design

1	Concept card marketing is an approach wherein interest inducing series of concept cards are created around the product features/ benefits to deliver the message. 10 Cards	Rs. 30,000/-
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17 CME Program Branding

1	Concept design for the program with one major design and subsequent adaptations for invite, venue branding, event promotion, awards design, presentation templates, event collateral and post event coverage report design	Rs. 50K - Rs. 1 Lac
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18 Films / Videos

TVC Package	Rs. 3.5 Lacs (Starts from)
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Doctor Interview (10 Videos)	Rs. 50,000/-
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Doctor Profile + Infrastructure Photoshoot	Rs. 50,000/-
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19 Website Package Cost

Features	Standard	Corporate	Ultimate
No. of Pages	Max 10	Max 25	Max 50
Mobile Responsive	Yes	Yes	Yes
Industry / International Standards	Yes	Yes	Yes
Testing	Yes	Yes	Yes
User Friendly Navigations	Yes	Yes	Yes
Attractive Home Page	Yes	Yes	Yes
Elegant Design	Yes	Yes	Yes
Medical Content Writing <small>(Base Content to be provided by client) 300 words per page</small>	Yes	Yes	Yes
Competition analysis	No	Yes	Yes
Visuals from Shutter stock images	10	25	50
Lead generation forms	3	10	Unlimited
One time on page SEO	Yes	Yes	Yes
Social Media Account Creation <small>FB, Insta, Youtube & LinkedIn)</small>	No	No	Yes
Text Animation Video with music	No	No	Yes
One time off page SEO	No	No	Yes
Website Maintenance after handover	10 Days	20 Days	30 Days
Package Cost	50,000	75,000	1,50,000

20 Campaign Creation Proposal

Towards campaign strategising, conceptualising, designing and arriving at the core campaign communication which captures the essence of the product / service and connects well with the desired target audience.

Tone Setting

Catch Phrase Creation

Template Creation for the campaign

Images Suggestion

Campaign Creative Extension Plan for Online & Offline

Adaptations for Online & Offline
(Adaptations services to be utilised within 30 days period)

Package Cost

Rs. 1,00,000/-

21 Doctor Profile Website Proposal

One Time Development	Standard
No. of Pages	Max 4
Mobile Responsive	Yes
Industry / International Standards	Yes
Testing	Yes
User Friendly Navigations	Yes
Attractive Home Page	Yes
Elegant Design	Yes
Online Appointment Form	1
One Time Package Cost	Rs.25,000

22 Online Promo Campaign

1. Single Page Campaign Site	
- Clear and precise sales communication	- Quick Details about the offers and packages offered
- Offer duration mention	- Lead Form linked to your email id for immediate call back
- Success Stories (if you may prefer to share)	- Contact Details
2. Leaflet 3. Standee 4. Poster 5. Print Ad / Emailer	
6. Social Media Adaptation	
Facebook - Cover Page + 5 Posts	Twitter - Cover Page + 5 Posts (fb follow up)
Youtube - Cover Page + 1 video post	Google + - Cover Page + 5 Post (fb follow up)
7. Text Animation Video	
Package Cost	Rs. 50,000/-

23 Digital Marketing Packages

Features	Standard	Corporate	Ultimate
A. Keywords Plan	10 Keywords	25 Keywords	50 Keywords
B. Initial Analysis	Yes	Yes	Yes
1. Website Analysis	Yes	Yes	Yes
2. Duplicate Content Check	Yes	Yes	Yes
3. Keywords Analysis	Yes	Yes	Yes
4. Competitor Analysis	Yes	Yes	Yes
5. Broken Link Check	Yes	Yes	Yes
C. Onpage Optimization			
1. Meta tag optimization	10 Pages	25 Pages	40 Pages
2. Images all tags updation	20 Images	50 Images	100 Images
3. Google webmaster tool set up (if not added)	Yes	Yes	Yes
4. Google Analytics tools set up (if not added)	Yes	Yes	Yes
5. XML Sitemap Updation	Yes	Yes	Yes
6. Robots.txt file updation	Yes	Yes	Yes
7. Page Speed Optimization	Yes	Yes	Yes
8. Internal link Structuring	Yes	Yes	Yes
9. Check Mobile Usability	Yes	Yes	Yes
10. Add Custom 404 page(in not created)	Yes	Yes	Yes
11. 301 Redirection	No	Yes	Yes
12. IP canonicalization	No	Yes	Yes
13. URL Canonicalization	No	Yes	Yes
14. Social Media Link Optimization	Yes	Yes	Yes
15. Add Favicon	Yes	Yes	Yes

Features	Standard	Corporate	Ultimate
D. Local Listing			
1. Add your Business in Google my Business	Yes	Yes	Yes
2. Company Profile Listing	3-5 listings	5-10 listings	10-15 listings
E. Monthly Reporting			
Seo Ranking Report	Yes	Yes	Yes
Traffic Analysis Report	Yes	Yes	Yes
F. Social Media Marketing			
1. Facebook Account Creation	Yes	Yes	Yes
2. Twitter Account Creation	Yes	Yes	Yes
3. Pinterest Account Creation	Yes	Yes	Yes
4. Youtube Channel Creation	Yes	Yes	Yes
5. LinkedIn Page Creation	No	Yes	Yes
6. Slideshare Account Creation	No	Yes	Yes
G. Regular Activity (Monthly Basis)			
1. Cover Image Design	1	2	4
2. Creative Post (Relevant to your Business)	5	10	15
3. Video Post	1	3	5
4. Motivational Post	2	5	8
5. Special Day Post	If Required	If Required	If Required
6. Infographics Design	0	0	2
7. Presentation Sharing	0	1	3
Package Cost	75,000	1,50,000	2,50,000

24 Start Up Digital Marketing Packages (One Time)

Sno.	Deliverables	Silver	Gold	Platinum
A	Brand Logo Design			
1	Professional Brand Logo Design	Yes	Yes	Yes
2	Brand Manual Design			Yes
3	Professional Stationery Design	3	5	8
B	Brand Communication Design			
4	Folder Design		Yes	Yes
5	Brochure Designs			1
6	Leaflet Designs		1	2
7	Internal Branding Designs	2	5	8
8	Social Media Post Designs (FB / Insta / LinkedIn) - One Time Design	10	15	20
C	Brand Website			
9	Website Creation	5 Pages	10 Pages	15 Pages
10	Appointment Form Integration	Yes	Yes	Yes
D	Social Media Professional Account Setup			
11	Facebook Professional Setup	Yes	Yes	Yes
12	Instagram Professional Setup	Yes	Yes	Yes
13	LinkedIn Professional Setup	Yes	Yes	Yes
14	Youtube Professional Setup			Yes
15	Google My Business Setup			Yes
E	Brand Consultation			
16	Personal Branding Consultation (One Time)	Yes	Yes	Yes
17	Campaign Activity Consultation		Yes	Yes
F	Files Handover			
18	All the required files will be compiled and presented for future use	Yes	Yes	Yes
Package Cost		50,000	75,000	1,00,000

25 Continuous Branding & Marketing Support (Monthly Retainer Packages)

Sno	Support	Standard Retainer	Corporate Retainer	Ultimate Retainer
A	Strategy			
1	Strategic Brand Consultation (Advise / Guidance / Strategy / Implementation Plan)	Yes	Yes	Yes
2	Calendar Plan for the Year	Yes	Yes	Yes
B	Brand Communication Design			
3	Core Communication Design (No. of focus areas)	1	2	3
4	Brochure Designs (Per quarter)	1	2	3
5	Leaflet Designs (Per quarter)	1	2	3
6	Internal Branding Designs (One time) Concept Design		5	10
7	Signage Designs (One time) Elements		10	15
8	Stationery Design (One time)	5	10	15
9	Social Media Post Designs (FB / Insta / LinkedIn) - No. of Posts per month	10	15	20
10	Video Editing Services (No. of Videos per month)	1	2	4
11	Camp Strategy + Communication (Per year)		1	2
C	Brand Website			
12	Website Maintenance	Yes as per the plan	Yes as per the plan	Yes as per the plan
13	Appointment Form Integration	Yes	Yes	Yes
14	Blog Updates		1	2
15	Landing Pages (One time)	1	2	3

Sno	Support	Standard Retainer	Corporate Retainer	Ultimate Retainer
D	Digital Marketing			
16	Tags Mapping + Site Map Creation	Yes	Yes	Yes
17	SEO Keywords (No. of Keywords)	10	20	30
18	Social Media Account Hygiene Management	Yes	Yes	Yes
19	Social Media Management & Post Scheduling as per the schedule	Yes	Yes	Yes
20	Campaign Creation in FB / Insta / Youtube (Max No. of Campaigns at a time)	1	2	3
21	Campaign Creation in Google (No. of Campaigns at a time)	1	2	3
22	Campaign Monitoring + Lead Reporting	Yes	Yes	Yes
E	International / Region Specific Marketing			
23	Landing Page Design Creation (Specific to countries - One time)		1	2
24	Language Translation Services as per the requirement of Leaflet (Not exceeding 500 words - One time)		1	2
25	Digital Marketing Campaigns targeting specific countries		1	2
F	Personal Brand Grooming			
26	Customised Personal Branding Plan based on the Personality Type		Yes	Yes
27	Activity Schedule for each month on the personal branding aspect		Yes	Yes
28	FB Live Support		1	2
29	Profile Shoot			Yes
30	Awareness Marketing Video Shoot (Video per quarter)			12
G	Report			
31	Based on the quantum of work - the report will have coverage of the activities	Yes	Yes	Yes
	Package (Plus Taxes)	1 Lac	2 Lacs	3 Lacs

26 Monthly Retainer Packages

01. Standard Retainer Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 1 Lac

02. Corporate Retainer Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 2 Lacs

03. Ultimate Retainer Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM

Rs. 3 Lacs

04. Agency Partner Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM
(Inhouse Agency Model with 2 Key People to Coordinate Brand Functions Fully Stationed at Client Office)

Rs. 5 Lacs

05. Agency Partner + Package

a. Designing b. Development + Maintenance c. Digital SEO + SMM
(Inhouse Agency Model comprising of Brand Manager, Designer, Digital Marketer, Content Developer and Web Developer - 5 Member Key Team to Coordinate on Brand Functions Fully Stationed at Client Office)

Rs. 10 Lacs



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branding & marketing

Corporate Office

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