

Projected Subtotal to date: **\$ 5'000'000.00**

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
YOUTUBE SERIES: LUCTOR ET EMERGO	22		SUBTOTAL \$1'330'000.00	
Production team		\$ 20'000.00	\$ 440'000.00	
Production Equipment		\$ 10'000.00	\$ 220'000.00	
Travel expenses		\$ 10'000.00	\$ 220'000.00	
Artist booking		\$ 10'000.00	\$ 220'000.00	
Content Marketing		\$ 10'000.00	\$ 220'000.00	
LIVE EXPERIENCE: LUCTOR ET EMERGO	11		SUBTOTAL \$ 730'000.00	
Artist booking		\$ 50'000.00	\$ 550'000.00	
Content Marketing		\$ 10'000.00	\$ 110'000.00	
Concert audio technicians		\$ 1'500.00	\$ 15'000.00	
Event management team		\$ 5'000.00	\$ 55'000.00	
Out of home advertising			SUBTOTAL \$1'000'000.00	
Booking of Billboards			\$ 850'000.00	
Implementation costs			\$ 150'000.00	
Content Marketing / Social media			SUBTOTAL \$1'500'000.00	
Production of content			\$ 500'000.00	
Social media challenge: artist collaboration			\$ 750'000.00	
Content boost			\$ 250'000.00	
Project Management			SUBTOTAL \$ 350'000.00	
Project Management			\$ 250'000.00	
Technical tools			\$ 100'000.00	

TOTAL: **\$4'910'000.00**

Projected Subtotal to date: **\$25'000'000.00**

Campaign Type	Qty	Projected Cost per Unit	Projected Subtotal	Comments
DOOH New Year's resolution			Subtotal \$ 15'000'000.00	
Creation of Assets			\$ 2'500'000.00	
Booking of Billboards			\$ 13'000'000.00	
Implementation costs			\$ 500'000.00	
Influencer Marketing		12	Subtotal \$ 300'000.00	
Influencer booking		\$ 20'000.00	\$ 240'000.00	
Content Marketing		\$ 5'000.00	\$ 60'000.00	
Live Experience: Silent Disco			Subtotal \$ 2'790'000.00	
Location booking	6	\$ 150'000.00	\$ 900'000.00	refreshment, lighting etc. included
Technological Equipment			\$ 1'740'000.00	
Event Staff			\$ 150'000.00	
Brand Partnership: Joe & The Juice			Subtotal \$ 4'970'000.00	
Artist booking	10		\$ 3'000'000.00	
Audio technicians		\$ 2'000.00	\$ 20'000.00	
Event management team		\$ 10'000.00	\$ 100'000.00	video- and photographer for content creation included
Production Equipment		\$ 10'000.00	\$ 100'000.00	
Merch (re-usable cups limited edition)			\$ 500'000.00	
Print poster (in-store)			\$ 1'250'000.00	
Content Marketing / Social media			Subtotal \$ 1'500'000.00	
Production of content			\$ 500'000.00	
Content boost			\$ 1'000'000.00	
Project Management			Subtotal \$ 350'000.00	
Project Management			\$ 250'000.00	
Technical tools			\$ 100'000.00	

TOTAL: \$24'910'000.00

Projected Subtotal to date: \$ 30'000'000.00

Campaign Type	Qty	Projected Cost per Unit	Projected Subtotal	Comments
Podcast			Subtotal \$ 25'820'000.00	
Artist booking	33	\$ 100'000.00	\$ 3'300'000.00	
Location booking	11	\$ 20'000.00	\$ 120'000.00	
Technological Equipment			\$ 100'000.00	
Billboard promotion		\$ 2'000'000 per city	\$ 22'000'000.00	billboard booking, creation promotional material, implementation
Event Management team			\$ 100'000.00	
Production team			\$ 150'000.00	
Creation of Promotion material			\$ 50'000.00	
Influencer Marketing			Subtotal 1'810'000.00 CHF	
Influencer booking	22	\$ 10'000.00	\$ 220'000.00	
Content production and marketing			\$ 750'000.00	
Production team		\$ 20'000.00	\$ 440'000.00	
Production Equipment			\$ 200'000.00	
Travel expenses			\$ 200'000.00	
Content Marketing / Social media			Subtotal \$ 1'750'000.00	
Production of content			\$ 1'250'000.00	
Sponsored ads			\$ 250'000.00	
Content boost			\$ 250'000.00	
Project Management			Subtotal \$ 600'000.00	
Project Management			\$ 500'000.00	
Technical tools			\$ 100'000.00	

TOTAL: \$29'980'000.00