MA Foundation International Music Marketing ADAD7011
Foundation Element One
Saskhia Menendez - 2023285

The purpose of this portfolio is to provide research into the **MOBO** trust and to identify core values, revenue streams, client base and partners. It will provide visual aspects, give a general feel to current brand, as well as my proposed improvements. I feel these improvements are essential to such an important and valuable educational charity based within the UK. The idea is to raise awareness, build a strong reputation, generate better engagement with the targeted audience and gain more donations and supporters. It will be used to refresh, invigorate and attract new supporters to the trust which is based within the Tileyard community in London.

MOBO Trust

The **MOBO** trust (1169006) is a music education charity that was established in 2016, (www.charitycommission.gov.uk) and is a charitable arm that branches from the **MOBO** organisation. The purpose of the trust is supporting outstanding musical excellence by "providing financial and educational assistance to any young musicians who are involved in working with music of black origin". (Carla William, interview 1) Music of black origin covers many genres including Rnb, Grime, Hip Hop, Reggae, Soul, Jazz and Rap. The Trust is a proud pioneer in recognising and honouring artistic and technical achievements in these areas of music. (www.mobo.com/trust)

PRS Foundation

Compared to both Help Musicians UK (www.helpmusicians.org.uk), PRS foundation (www.prsfoundation.org.uk) and the London Music Fund (www.londonmusicfund.org.uk) the **MOBO** trust aim is to help young musicians who make music of black origin who are from both diverse and disadvantaged backgrounds specifically. Both the PRS and Help Musicians run schemes which offer various types of grants, these are available to musicians from all walks of life, musical styles, genres and tastes. So arguably has more market appeal, along with larger funding pots that people can apply from. The London Music Fund helps support musical projects and fund instruments exclusively for young children and not so much the target market we are aiming at. The **MOBO** trust is therefore unique in what it does and has that competitive advantage in terms of its own objectives within the market but not compared to others in the marketplace as a whole.

LONDON MUSIC FUND

The **MOBO** trust has been established for the last five years compared with Help Musicians which is 100 this year, and PRS Foundation is 21 years old. The London music fund is 10 years old, which shows that the **MOBO** trust is the youngest and least well established compared to its competitors, also over time competition for funding and awareness are increasing meaning its harder to gain awareness and generate revenues. This highlights the need to get more donations and also shows more work is required in raising awareness of what the charity does. In a survey, I asked which educational charity have you heard of the PRS Foundation? Help Musicians UK? or **MOBO** trust? the results really paint a true reflection of where the **MOBO** trust is in terms of awareness. 69% of respondents were aware of the PRS foundation, 31% were aware of Help Musicians UK, and 0% knew of the

MOBO trust. This shows how much work is needed on a grassroots level to raise awareness of the charity, which is crucial for the charities purpose and survival. (Survey 2)

Core Values

ADVANCING EDUCATION IN THE PERFORMING ARTS PARTICULARLY BUT NOT EXCLUSIVELY AMONGST CHILDREN AND YOUNG PEOPLE FROM DIVERSE BACKGROUNDS	WE BELIEVE THAT EVERY YOUNG PERSON SHOULD HAVE THE CHANCE TO SUCCEED

The core values of an organisation are those values we hold which form the foundation on which we perform work and conduct ourselves. In an ever-changing world, core values are constant. Core values are not descriptions of the work we do or the strategies we employ to fulfil or accomplish our mission. The core values are basis elements of how we go about our work, and are practices we use every day. (nps.gov)

The core values of the **MOBO** trust are advancing education in the performing arts particularly but not exclusively amongst children and young people form diverse backgrounds. It aims to help with the next steps of their career in the music industry by providing financial and educational assistance to young people involved in creating music of black origin. (mobo.com/trust)

The trust also believe that every young person should have the chance to succeed, which is why they don't just help young people from diverse backgrounds but also young people from disadvantaged backgrounds too. It's inclusive as well as being diverse; it champions equality and diversity and is a great role model for other organisations to follow.

The **MOBO** Trust mission is to provide life changing opportunities to exceptional talent in the creative industries and beyond.

Revenue Streams

The **MOBO** trust is a charity which collects money in the form of donations, from organisations and the general public. The charity does not currently sell any products, but does employ some as volunteers, as and when required. Most of the advertisement is done via the **MOBO** awards or events that have previously taken place. However, nothing is listed for coming up events. These are areas that can be easily improved and what I intend to focus on.

Client Base

Target : 18-34, Male & Female, unemployed, studying, low income, living alone, or living with parents, no children, low ,mid education, exceptional music ability, music lover, struggles, harsh life experiences, face discrimination, hardship, creative, collaboratives, talented, wish to pursue performing career, Interested in fashion, arts, enjoy being around other creatives, enjoy networking, socialising, outgoing, ethnic communities, multicultural, disadvantaged backgrounds, make music of black origin, generation Z, millennials, urban, bigger cities, poorer areas, use social media, high mobile phone use, notice advertisements on public transport, listen to urban music, communicate with image and video, tech innate, optimists, realists, future focused, curators, sharers over social media, value experience over product.

Current Partners

first direct

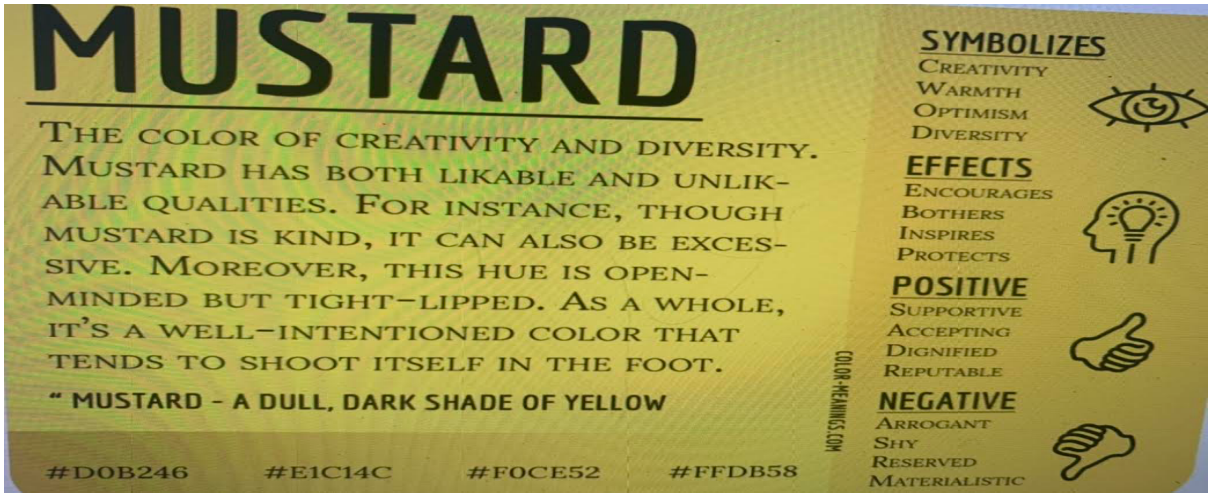
First Direct Bank have partnered with the **MOBO** trust by sponsoring previous events to help cover the advertising and running costs which have had a positive impact, it also helps build a sense of credibility. It was noted that the bank isn't very well known across the target audience, but maybe that is a reason for them to sponsor these events.

MOBO Trust Fund actually comes from a pot of funds provided by Help Musicians UK as well as public donations. The funds that were initially made available through the scheme in 2016 started at £20,000 and have now grown to £100,000 in only 5 years 20% growth year on year. (**MOBO** trust funding guidelines 2019)

Current Mood Board

I carried out a survey of 40 random people aged between 16-44. 35% of respondents said they found the current logo unappealing, and a further 77.5% stated that the logo could be more colourful, impactful and eye catching. This is a very high amount and suggests a better selection of colours would help improve engagement with specified target audience. The choice of colour doesn't really appeal so much to a younger audience (survey1)

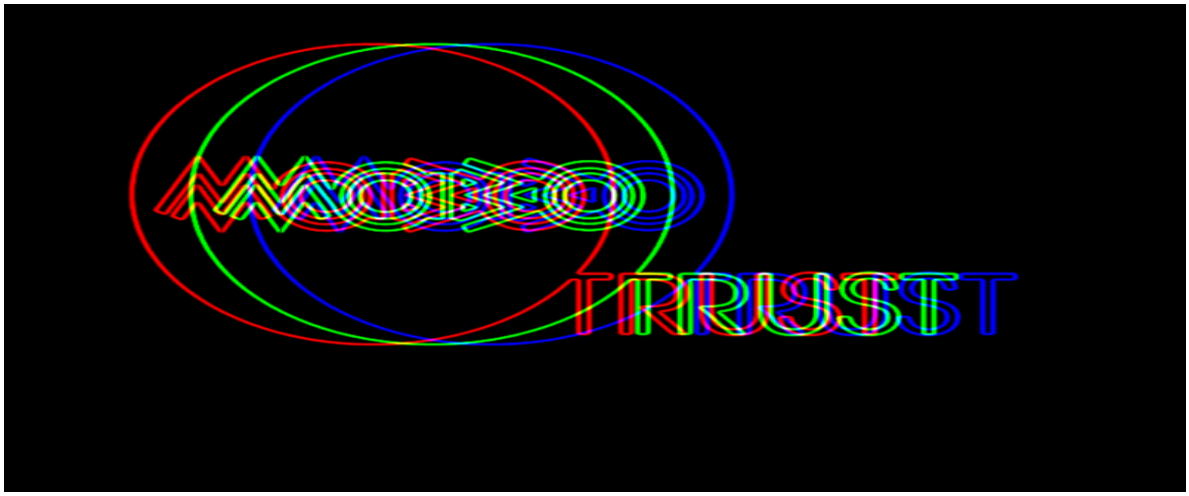
When asked which areas can the **MOBO** trust improve on? 25% of respondents in survey one stated application process could be easier 37.5% responded better educational material and 37.5 % better networking opportunities. My proposal ensures all the consumer needs have been identified and addressed, and any issues highlighted are resolved . (survey 1)



(pintrest.com)

The existing brand Identity is rather plain and bland, above is the description of what the colour mustard represents. The colour can be bothering and arrogant, which is why I propose to change the colour scheme. (survey 1)

Proposed Logo



The new logo is striking, noticeable, confident and inclusive. I feel this will appeal more to a younger audience and improve engagement. Brighter and more vibrant colours would appeal to a younger audience a lot more, this would also help the trust to standout more and help cut through the already crowded marketplace of educational charities, this could also help boost awareness and donations. It's to be used on the roll out of the new website, app and all social media platforms. It will also appear on the tour bus, and all mechanise sold as this also acts as another promotional tool. It appears on a black background this is to help it have more impact and helps it to stand out.

Its design is also to remain inclusive in line with core values of the organisation. With the new design I have also tried to incorporate an element of lgbt+ friendliness too, if you look there is blue that anyone who identifies as male, red for females and green for everyone

else not included ensuring the trust stays inclusive and accessible to all races, religions, genders or disabilities. (Equalities Act 2010)

My Proposal for the MOBO Trust

- Redesign the Logo to Reinvigorate, Excite and Attract
- Website & Own Social Media Platforms
- Make user Experience Process Easier by Introducing an App
- Raise Greater Awareness and Engagement with the Target Audience
- Generate More Donations
- Remain Consistent to Ethos and Core Values
- Connect with People on a Grassroots Level
- Provide More Educational Resources and Recruit Volunteers
- Promote Music of Black Origin and be Creative and Innovative
- Engage with Disadvantaged and Diverse Communities Throughout England
- Offer Cultural & Educational Experience
- Sell Mechanise /Raffle to Raise Funds
- Allow for Feedback and Progress Reports Periodically to Track Data and Results
- Take Place in Summer to Maximise Attendance

Having its own website will be essential, the benefits of a website is that it will promote the charity online, it will contain elements that help achieve the goals set out in the proposal including branding, promoting products, donations, creating a sense of community and generate repeat traffic. At present the charity identity is lost and competing against the **MOBO** awards. (Hutchinson, 2008)

This was another problem the charity faces in terms of competitiveness; it has no website of its own or uses any social media platforms. Compared to all of the other charities mentioned, they have websites and social media pages which are used on a regular basis to help build a strong a consistent message to supporters and users alike. These are important digital marketing tools in today's consumer landscape. These tools can also be used to promote and amply any specific messages relayed, and build a sense of community. (eConsultancy.com)

Social media platforms and a website are fundamental parts of establishing and nurturing relationships, they help build more long-standing relationships with partners and users alike, and help build a substantial following. These digital platforms can also help get stories heard and to keep any organisation relevant. Influencers and supporters can help distribute content and help raise awareness, it also helps increase engagement and build a strong brand awareness.

In a survey carried out by future charity report it revealed that 57% of charity employees believe that the lack of embracing new technology is one of the biggest hinderances to the sectors development. The report also shows that most charitable organisations need to refresh their restrictive structures, which are mainly costly and administration heavy. This means that they become more business focused and sometimes lack accountability. (thedrum.com)

People get distracted whilst surfing the net. The introduction of an app prevents this from happening and also keeps a younger audience more engaged it's also more interactive and able to keep people up to date, apply easier for funding applications, make donations, interact and share, post on blogs. This gives consumers a range of activities they can participate in if they wish.

As mobile phone users continue to find new ways to use phones for staying connected and for social media functions, opportunities are developed to promote music. The app will share similar functions to the website, however is specifically targeted at younger target audience its direct to consumer, easy to access and more convenient as well as saves any distractions of surfing the net. More people are increasingly using mobile phones to get the information they require. 73% of all media is now consumed via mobile (pamco.org.uk)

The desktop only populations have declined to just 10.6%, of course these numbers tell us that the vast majority of the digital population (78%) is multi-platform and users go both online and use mobile platforms. (www.comscore.com)

Crew (MOBO Trust Educational Festival Tour 2022)

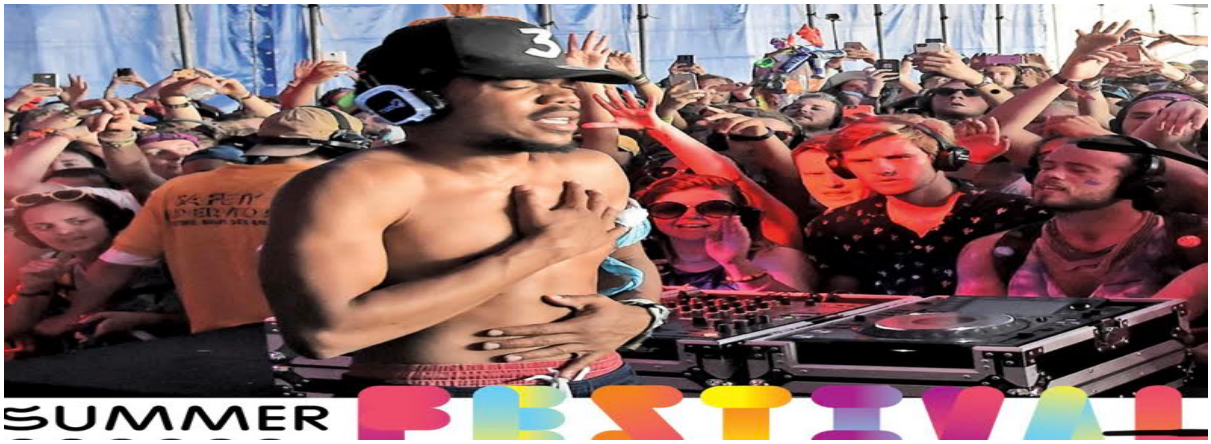
5 x Mentors/Educators
6 x Street Team
1 x Bus Driver
2 x Performers (each week)
Stormzy Guest Appearance Perform Birmingham 2 Songs (one new release)

Live events, Street teams, and Educators/Mentors and previous winners of awards form the **MOBO** trust will be touring England during the summer holidays of 2022. Events will take place on Fridays and Saturdays starting 31/07 ends 29/08/22. Live performances from trust award winning artists giving them exposure and a platform to sell their own story. These will they will take place twice each day at 1pm and 6pm each day 1 hour (2 x 30 min slots) to maximise reach and provide a range of quality entertainment.

5 Consecutive weekends, Covering 5 Major Cities all with diverse and disadvantaged communities. (UK census 2011) This will help increase the charities visibility for longer, boost attendance figures, engagement, generate word of mouth and ensure good weather for the outdoor events as it will be held in the middle of summer.

All events will take place in city centres for easy accessibility, which will make it easy to get too. Entry is free to whoever attends, however donations are welcome. Merch/raffle tickets will be sold via the website and app and advertised at events. The raffle tickets will be a chance to attend the **MOBO** awards for two people. Events around performances will also provide educational assistance, work experience advice, funding advice, and build awareness on the trust itself and champion its work. There will be some dj sets and other forms of enetrainemt provided too. This will help buid a purpose and sense of community, it also ensure we attract the right people to attend events.

We want to generate more awareness at a grassroots level where we will connect, engage and motivate young people and build a sense of community. The target audience prefers experience over product, so we will have to be innovative and thinking outside the box we also need to get as maximum exposure. (Interview 2)



All efforts here are mainly for awareness and reputation building, the tour is purely for promotional purposes to remain in line with live entertainment law. A PPL licence will be required and this is done via the PRS (ppluk.com) It falls under the exemption category as it’s a live charity event for no more than 500 attendees at any one time. Donations will be welcome, volunteers to help with crowd management who also be sourced from each city and improve on user experience. (Manchester, C. Poppleton, S & Allen, P, 2005)

Cross Media Promotion: TV, National and Regional Radio, Website, Social Media, App, National & Regional Newspapers, Celebrity Endorsement, Video Content, Blog, Merchandise. This will ensure we reach as many people from the target audience as we can in as many different ways as possible. Media outlets have become more fragmented the audience reach for any one channel is likely to diminish along with their attention. A good example of this would be in 1998, when Sky launched its digital services. This considerably augments the range of additional channels provided by tv services, offering more choice but less viewers on any one channel. (Briggs & Cobley,2002)

1/3 of all people find out about events via word of mouth, it's also been suggested that your ten times more likely to go to an event if you know a friend who is going. It's all about the shared experience, and that's what we aim to provide. Merch and all promo material will hold the logo to ensure continued promotion after the events have finished. Promotion boils down to informing the world about your product, and persuading potential buyers of its value and continually reinforce public awareness. With this strategy you would simply go unnoticed by the general public. (Lathrop, 2003)

Proposed Funding Partners

Supported using public funding by

ARTS COUNCIL ENGLAND

£30,000 will be secured from the **Arts Council England** cultural recovery fund which needs to be submitted by the latest 14th February 2022. (artscouncil.org.uk)

Stormzy the grime/hip hop artist has kindly donated **£25,000** to the trust to help promote awareness of race and issues specifically young black people face today. He has kindly agreed to do some promo shout outs and interviews on top making a guest appearance to help generate awareness and give some celebrity endorsement. This is a very attractive tool to entice young people to come along and to engage with us, it also has a good standing with artists core values and beliefs his reputation will also benefit from his involvement.

TRANSPORT FOR LONDON

Transport for London has kindly agreed to donate a double decker tour bus which performances will run from, as well as the design and appearance of the bus for the tour. Its helping advertises across the London transport network. TfL will help promote a good cause and again ties in with the company's core values. (TFL.gov.uk)

This gives us a total budget of **£55,000**. These endorsements add credibility, create a buzz, helping with free advertisement, increase sales, increase awareness, engagement and donations.

Proposed Mood Board

Campaign Management Timeline

Week	Week (ending)	Production & Delivery	Live Activity	Promo Activity / Marketing Activity
36	2nd Jan 2022	contract starts		
35	9th January	concecpt deign and layout of website and app		
34	16th January	work with developers		
33	23rd January	website and app production		
32	30th January	funding for arts council		
31	6th Febuary			
30	13th Febuary			facebook and instagram go live
29	20th Febuary			promote new website and app coming soon
28	27th Febuary	tweeks to app and website before role out		whats coming soon on social media platforms
27	6th March			countdown clock to website live
26	13th March		behind the scene filming	promote new website and app
25	20th March		behind the scene filming	behind the scene filming edit
4	27th March		post behind scences vids to website & app	promote donation tabs on sections and introduce new blog
23	3rd April			across all paltforms
22	10th April			mix some old and new material to post on website and socials
21	17th April	stormzy management team discussions	behind the scene filming	
20	24th April	Tfl team discussions	behind the scene filming	youtube go live
19	1st May			post video contect to youube
18	8th May	arts council payment due,westinster cooncil permit application	behind the scene filming	post stormzy interview and involvment
17	15th May	manchester and liverpool council permit applications		share locations for tour coming soon
16	22nd May	birmingham & bristol council permit apllications		
15	29th May	source performcers for live shows from previous award winners	behind the scene filming	edit videos post to socials and also new merch coming soon
14	5th June	tour bus ready for promotional use	live unvailing of tour bus	pst blogs of whats coming build community
13	12th June			start competition chance to win a free hoodie
12	19th June			post who will be perfoming on tour across all platforms
11	26th June		behind the scene filming	share behind the scene videos show progress build excitement
10	3rd July			like subcribe share main reasons and to promote merch
9	10th July	PPL aplication		promote raffle and merch twitter go live
5	17th July		live perfromance rehersals + behind the scene filming	merch and raffle tickets available online
7	24th July	Public Liablity & Travel Insurance Applications	live performance rehersals + behind the scene filming	post behind the scenes interviews
6	31st July		2 x live performances + educational awareness	stromzy interview national coverage tv radio and press
5	7th August		2 x live performances + educational awareness	regional press and radio coverage
4	14th August		1 x live performance from Stormzy meet and greet	behind the scene filming for website & socials new blogs +regional press and radio coverage
3	21st August		2 x live performances + educational awareness	regional press and radio coverage
2	28th August	raffle draw takes place	2 x live performances + educational awareness	national & regional press and radio coverage
1	4th September	contract ends	behind the scene editing for final video	
(+) 11	4th December	start review		
(+) 12	11th December	present review finding to Mobo Trust	post new video form mobo trust tour	

(Gantt chart in appendix)

Budget

Item	Amount	Cost	Sub Total	Dates
Website	1	£550		
SEO	1	£450	£950	
Consultancy Fee	9 months	£32,400	£33,350	
Bus Driver (per day)	20hr X £20 x 5 wks.	£2,000	£35,350	
Hotel Costs (per night, per room)	£45 x 6 rooms x 4 wks.	£1080	£36,430	
Food Costs (Per day, Per Person)	12 x £10 x 10 events	£1200	£37,630	
Hoodies	500	£5524.20	£43,154.20	
Travel Insurance	1	£80	£43,234.20	
Public Liability Insurance	1	£150	£43,384.20	
Tank Tops	500	£3086.22	£46,470.42	
Flyers (A7)	10,000	£100	£46,570.42	
App	1	£3000	£49,570.42	
Posters	200	£100	£49,670.42	
Social Media Accounts	£0		**£49,670.42**	**£4900** **+ (Contingency 10%) £54,570.42**

The expenditure above is for the planned activities that are required from the budget of £55,000, everything is within the given budget. It also has a contingency plan of 10%, just in case needed and shows that any additional costs have been taken into consideration. Expenditure comes in three components production costs, service costs and marketing and promotion. (Kemp, 2002)

All costs will be recoups via the sales of merchandise, and other fundraising that will take place and this is only an estimate as it could very easily be more dependent on success, this can also be used to monitor the overall success and give a bench mark to works towards. This will take place in the post production phase.

Head of Terms Agreement

Agreement Number :00001

The MOBO Trust

To Whom It May Concern:

This agreement sets out the terms on which we agree to enter into a contract for services which are set out below;

The term shall commence on the 03/01/2022 and shall continue until 9 months after the contract date commences, with a further post production review 3 months after the contract ends (free of charge). This will enable a full evaluation on the success of building awareness driving engagement and increasing donations.

My fee will be £32,400. 50 % of this is to be paid when the contract commences, 25% when my contract ends, and a further 25% once the review is complete.

The contract will expire nine-months after the signature date unless agreed and signed by both parties, before the end of the initial nine-month period.

Any overtime needed will be on written approval only, there is a guarantee that is stated above of a free 3 month post production review has also been included (free of charge).

Termination of this contract shall be in writing and give a 30-day notice period on both sides set out the reasons for termination.

Please seek independent legal advice before signing

From: Saskhia Menendez

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https://www.pinterest.co.uk/pin/64668944639831091/

https://pamco.co.uk/pamco-data/data-archive/

Questionnaire

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Linked In Survey Two & Survey Three

Magazines

https://www.nme.com/news/music/nova-twins-call-on-mobo-awards-to-introduce-rock-alternative-category-to-2021-awards-2828466

Journals

MOBO Help Musicians Funding Guidelines 2020

Appendix

MOBO Trust Questionnaire

PAGE TITLE

Question Title

1. Do You Find the Logo Above to be Visually Appealing?

Yes
No

Question Title

2. Do You Think It Could Be More Colourful and Eye Catching?

Yes
No

Question Title

3. Do You Think Using an App Would Make the Application Process Easier?

Very likely
Likely
Neither likely nor unlikely
Unlikely
Very unlikely

Question Title

4. What Is Your Gender?

Female
Male

Question Title

5. Which Best Describes Your Age Bracket?

Under 18
18-24
25-34
35-44
45-54
55-64
65+

Question Title

6. How Familiar Are You with The Brand?

Extremely familiar

Very familiar
Somewhat familiar
Not so familiar
Not at all familiar

Question Title

7. Do You Think the MOBO Trust Does a Good Job?

A great deal
A lot
A moderate amount
A little
None at all

Question Title

8. Would You Recommend to a Friend?

Very likely
Likely
Neither likely nor unlikely
Unlikely
Very unlikely

Question Title

9. What Services Do You Think MOBO'S Can Improve on?

Educational Material
Easier Application Process
More Networking Events
More Sociable Events
Other
Other (please specify)

Question Title

10. Would You Donate If You Had the Option

Yes
No

or Copy and paste questions

DONE

Powered by
See how easy it is to create a survey.

Survey Results of 40 people aged between 18-44
https://www.surveymonkey.com/results/SM-VVQ8XXFK9/
username: JIPC91520
password: London2021

Interview One
Carla Williams Trustee of MOBO Trust 26/02/2021

1. **When Was the MOBO Trust Established?**

   Answer: 2016

2. **How Many Successful Applicants Each Year?**

   Answer: 50

3. **What Was the Allocated Funding Available in 2020?**

   Answer: £100,000

4. **Do You Find You Get More Applicants from a Specific Gender?**

   Answer: Its generally quite even 55% 45% men, however more females apply but males tend to have a higher success rate within the industry.

5. **Who Partners with The Trust?**

   Answer: Help Musicians UK, First Direct Bank, Public Donations.

6. **How Many People Have You Funded Since 2016?**

   Answer: 120

7. **Who is You Client Base?**

   Answer: Our clients have to be over the age of 18 to apply for funding from the MOBO trust and must be a resident of the UK. They should have exceptional musical abilities and be working with music of black origin. The trust aims to provide financial assistance to people from both diverse and disadvantaged backgrounds. Our mission is advancing education in the performing arts but not exclusively amongst children and young people from diverse backgrounds.

8. **What Are the Core Values of The Trust?**

   Answer: To celebrate music of black origin and to motivate younger people and people from diverse and disadvantaged backgrounds to be able to create exceptional music and to elevate them to the next level in their musical career. The charity believes that every young person should have a chance to succeed.

9. **Do You Feel the Trust Could Benefit from Its Own Website and Social Media Channels?**

The Trust currently has a sub section on the MOBO Trust website. The trust itself is not currently on any social media platforms as far as I am aware.

Interview Two

Telephone Interview with Martell Webster Baidoe 20 years old music enthusiast (09/03/2021)

1. **How old are you?**

   Answer: 20

2. **How Many new tracks do you listen to each month on average?**

   Answer: 4

3. **What Is your education level?**

   Answer: finished college with level 2 Btec electrician qualification

4. **How do you find out about new music?**

   Answer: friends, radio and adverts

5. **Who do you live with?**

   Answer: I live alone have recent found my own place so I am independent

6. **How much have you spent on new music in the last month?**

   Answer: £4

7. **What attracts you to buy new music?**

   Answer: Something I can relate too, must be relatable to my circumstances and life experiences, and also the design and look of that music is very important to me and what it represents.

8. **What do you value most experience or product?**

   Answer: I prefer experience over a product because I can cherish those memories more so products devalue overtime experiences don't.

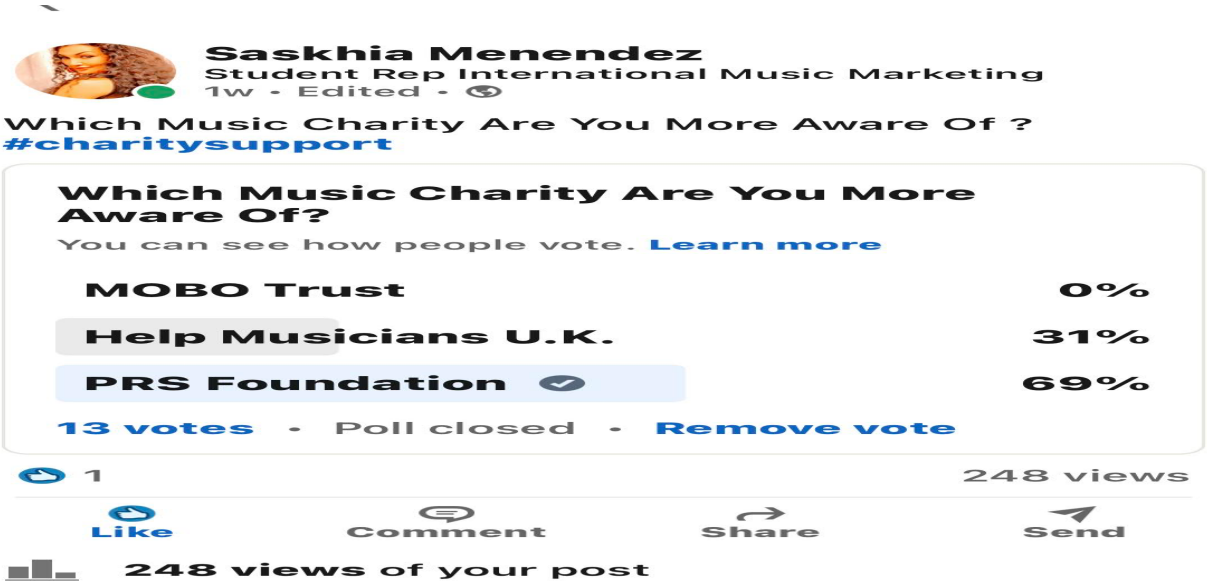
9. **Have you heard of the MOBO trust?**

Answer: No, I have heard of the MOBO awards but not about the trust or what they do.

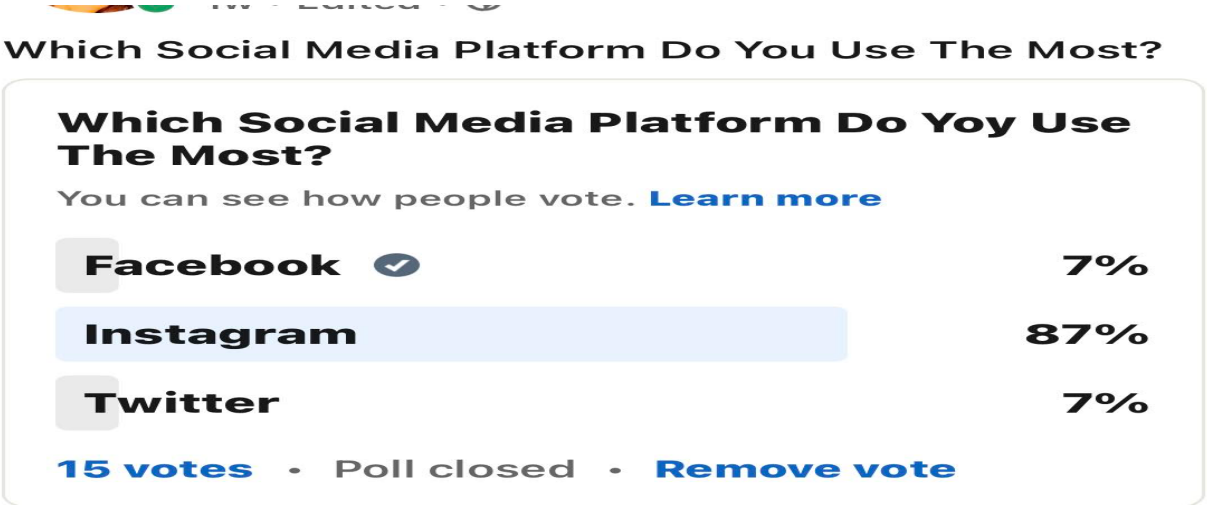
10. **Do you find charities to be out of date with today's trends?**

Answer: Most definitely, they do not seem to connect with younger people or relate to us and how we do things today. They are not very well placed in terms of advancements with technology or things that interest me.

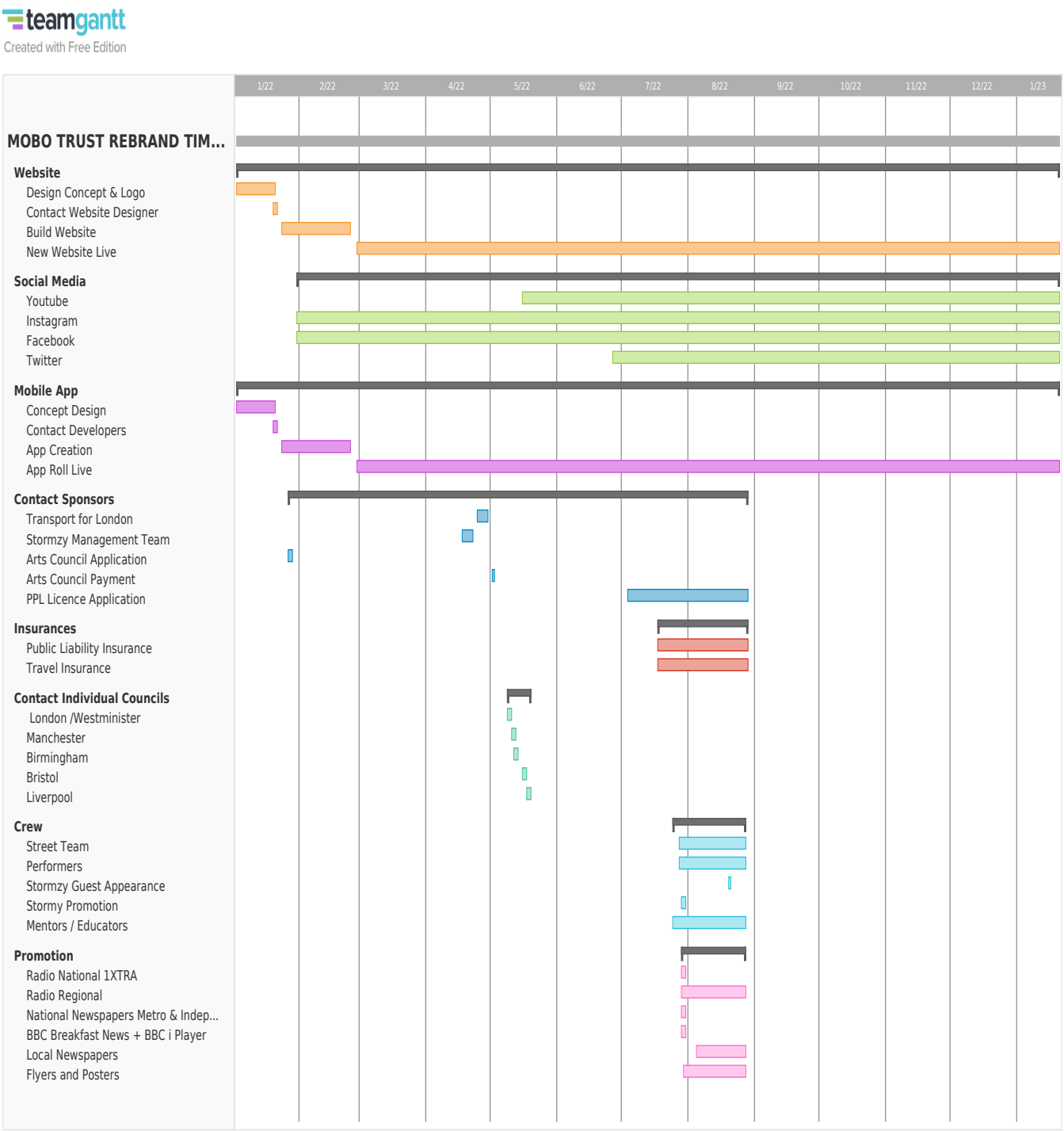
Survey 2



Survey 3



Gantt Chart


teamgantt
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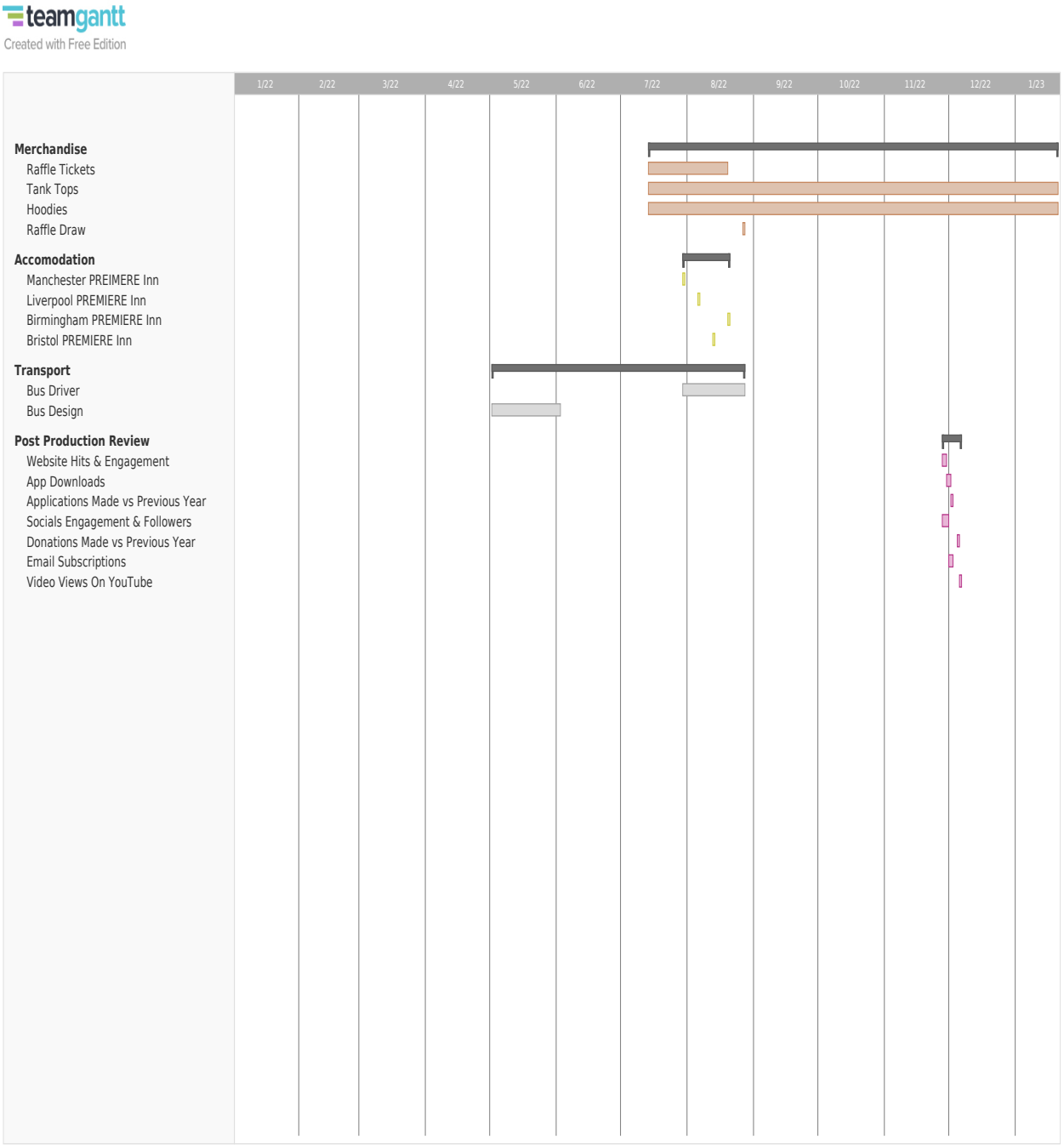
7/22
8/22
9/22
10/22
11/22
12/22
1/23
MOBO TRUST REBRAND TIM...
Website
Design Concept & Logo
Contact Website Designer
Build Website
New Website Live
Social Media
Youtube
Instagram
Facebook
Twitter
Mobile App
Concept Design
Contact Developers
App Creation
App Roll Live
Contact Sponsors
Transport for London
Stormzy Management Team
Arts Council Application
Arts Council Payment
PPL Licence Application
Insurances
Public Liability Insurance
Travel Insurance
Contact Individual Councils
London /Westminister
Manchester
Birmingham
Bristol
Liverpool
Crew
Street Team
Performers
Stormzy Guest Appearance
Stormy Promotion
Mentors / Educators
Promotion
Radio National 1XTRA
Radio Regional
National Newspapers Metro & Indep...
BBC Breakfast News + BBC i Player
Local Newspapers
Flyers and Posters

Gantt Chart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10/22
11/22
12/22
1/23
Merchandise
Raffle Tickets
Tank Tops
Hoodies
Raffle Draw
Accomodation
Manchester PREIMERE Inn
Liverpool PREMIERE Inn
Birmingham PREMIERE Inn
Bristol PREMIERE Inn
Transport
Bus Driver
Bus Design
Post Production Review
Website Hits & Engagement
App Downloads
Applications Made vs Previous Year
Socials Engagement & Followers
Donations Made vs Previous Year
Email Subscriptions
Video Views On YouTube

Quotes

SasKhia,

I am responding to your Bark enquiry for A7 flyers.

The price depends on the thickness of paper or card required.

Here are a few options -

A7 S/S Flyers
on 250gsm card
5,000 £ 70
10,000 £ 100

A7 S/S Flyers
on 150gsm paper
5,000 £ 50
10,000 £ 75

No VAT applies. Delivery is £10 + VAT.

Printing can be with you in 4 working days.

Hoping this will be of interest. We also print posters, folded leaflets and brochures.

Best wishes,

Nigel Harper
DUPLIQUICK

16:25

gocustomclothing.com

Quantity
Edit This >

Printed
Edit This >

2

No. Of Positions
Edit This >

Get A New Quote
Start Again >

Your Results

Quantity Price Bracket	500 – 999
Price Per Garment	500 x £2.62
Set Up Charges (ex. VAT)	£10.00
Personalization Price Per Item	2 x 500 x £1.25
Delivery (ex. VAT)	Free
Total (ex. VAT)	**£2,571.85***
VAT	**£514.37**
Gross Total	**£3,086.22**

***Please note this is just a broad estimation of the likely price you will pay for this garment type and is [illegible] various assumptions and simplifications. [illegible] accurate price you will need to add the specific item/s you**

Chat

16:24

gocustomclothing.com

500

Quantity

Edit This >

Printed

Edit This >

2

No. Of Positions

Edit This >

Get A New Quote

Start Again >

Your Results

Quantity Price Bracket	500 - 999
Price Per Garment	500 x £6.81
Set Up Charges (ex. VAT)	£10.00
Personalization Price Per Item	2 x 500 x £1.25
Delivery (ex. VAT)	Free
Total (ex. VAT)	**£4,667.25***
VAT	**£933.45**
Gross Total	**£**

Chat