

## WORKING TOGETHER – A GUIDE FOR NEW CLIENTS

### WORKING TOGETHER

We believe the best relationships are built on trust, transparency and a clear understanding of what we do, and why we do it.

Campaign Edge Sprout likes to work in an inclusive manner with our clients so this document aims to start the process so it will be successful, rewarding and fun.

Campaign Edge Sprout designs original design and creative solutions for our clients. We offer the full suite of creative services and can deliver a range of concepts from a written or verbal brief to address your needs.

These terms and conditions include information about Campaign Edge Sprout and our processes but is not designed as a replacement for us talking to each other. Please feel free to call us if you have any questions about our service.

Campaign Edge Sprout will also custom how we work to suit individual needs upon request.

### COMPANY DETAILS:

#### **Campaign Edge Sprout**

**ABN:** 48 628 313 379

**Street address:** 51 Smith Street Darwin 0800

**Postal address:** GPO Box 4142, Darwin NT 0801

**Phone:** 08 8980 5700

**Email:** [info@campaignedgesprout.com.au](mailto:info@campaignedgesprout.com.au)

**Web:** [campaignedgesprout.com.au](http://campaignedgesprout.com.au)

**Facebook:** [www.facebook.com/campaignedgesproutdarwin](https://www.facebook.com/campaignedgesproutdarwin)

### CONTACTING US

The Campaign Edge Sprout office is open daily from 8.00am – 5.00pm, however, should you need us in a critical situation we are happy to be on call to meet your deadlines 24 hours a day, 365 days a year!

Issues and deadlines can arise quickly and without warning. They don't always happen during working hours or when you expect them.

For this reason, we will make ourselves available are on call at any time of the day or night to make sure you can find us when you need us.

For the most part you will be working directly with your designer, however if the matter is urgent then please get in touch to actively address your needs:

#### **ANYA LORIMER**

Managing Director

**Mobile:** 0409 229 524

**Email:** [anya@campaignedgesprout.com.au](mailto:anya@campaignedgesprout.com.au)

#### **KELLY MULLIGAN**

Account Manager

**Mobile:** 0402 420 734

**Email:** [kelly@campaignedgesprout.com.au](mailto:kelly@campaignedgesprout.com.au)

## HOW WE WORK

Campaign Edge Sprout has a digital quoting system that also serves as a project management system with detailed timesheets against project deliverables. We quote the work, and begin once it is approved. Once the project is completed, the job is marked for billing and any additional requests or author corrections are added to the job before it is sent to you in an invoice. Designers work to an hourly charge – the more complicated the project, the more it will cost.

### HOW DO I OBTAIN A QUOTE?

It's easy! Give us a call on **08 8980 5700** or send an email through to **[info@campaignedgesprout.com.au](mailto:info@campaignedgesprout.com.au)** with as much information as you have about the project. We are more than happy to discuss options, ideas and what can be achieved within your timeframe and within your budget, and we send quotes the same day.

The cost of a project can vary wildly depending on the scope of work, quality of finish, complexity of task and tightness of the brief.

If you are a new client to Campaign Edge Sprout or you need some help to determine exactly what you want then we will help you through the quoting process.

For any new clients, we will need to confirm your business information such as your ABN/ACN and all appropriate billing information.

All our design quotes are valid for 3 months from the date of quotation, and all production/printing quotes are valid for 1 month from the date of quotation.

Once you approve the quote, you will be working directly with a designer to complete your project. No work is started without quote approval.

## CHANGES AFTER THE JOB HAS STARTED

The biggest blow outs happen when the scope of the job changes after we have started. We can't deliver a project at the same price if you add three or four new elements later on.

Author's corrections can add considerably to the cost if multiple rounds of changes are required to the design. Two rounds of client changes are included with all our quotes.

### WHAT HAPPENS IF THERE IS A MISTAKE?

Campaign Edge Sprout assumes all responsibility for our own mistakes or any technical output issues and the product will be replaced at no cost to you. This also covers print errors if we have arranged production for you.

However, if you provide us with the wrong information, or you have signed off on a proof without checking it properly then additional changes and replacement costs will be at your expense.

### AUTHOR'S CORRECTIONS

Author's corrections are changes made to the instructions, the scope of the project, the supplied content (text or imagery) or compositional changes that exceed our standard refinement process of two rounds of client changes.

Author's corrections are charged at a standard hourly rate of \$140 per hour plus GST and are charged in half an hour intervals.

We always try to alert you when authors corrections start, however feel free to ask us at any time where your project is up to!

The best way to avoid being charged authors corrections is to supply us with final elements,

i.e. text, images, logos and to provide us with the best brief you can when we quote the project. When you receive a draft from us, make sure to collate everyone's changes and send them through to us at the same time.

## BILLING AND INVOICING

Campaign Edge Sprout offers a variety of different billing methods that you can choose from depending on your needs. Speak to us about your project and what billing method works best for you.

### QUOTED PROJECTS:

We provide a fixed price quotation based on our estimate of complete costs for the deliverables of your project. This is based off a matrix system that is the basis of our quoting and invoicing. You will be invoiced for the quoted amount on completion of the project, plus any additional work as discussed throughout the project.

### BILLING CYCLE:

Campaign Edge Sprout bills monthly at the end of each month for account managed clients. Quoted projects are invoiced on completion and handover.

### STAGED / MILESTONE BILLING:

For large projects with multiple phases, we can invoice at the completion of each phase or as per agreed timeframes.

### MONTHLY TIME BILLING / RETAINER:

This method of billing uses a simple calculation of used hours multiplied by the cost of each hour to calculate your invoice each month. Different rates apply to different creative and services and invoices are listed with the projects completed or partly completed in that month. Timesheets can also be produced to verify any monthly billing clients.

## PAYMENTS

As a small local business, Campaign Edge Sprout appreciates prompt payment of our invoices. Invoices are payable within 14 days. For account clients, we can offer 30 day payment terms. Payments can be made by EFT, credit card or cheque. Details can be found on our invoice.

We require a 50% up-front payment for projects \$5,000 and over, invoiced at the commencement of the project. The remaining 50% of the project quote, plus any variations, will be invoiced upon completion of the project. This ensures we are able to meet the cost of deliverables along the way and ensures we can make payments to any external suppliers. If a job is delayed for any reason before signoff, we reserve the right to bill for the progress work done to date.

Remittance advices can be sent through to **cesaccounts@campaignedgesprout.com.au**

Payments can be made by EFT, credit card or cheque. Credit card payments will incur a 2.2% surcharge. Details can be found on our invoice.

## INVOICE QUERIES

Any queries must be made within 14 days of the invoice being issued.

If you are having trouble servicing an invoice please speak with us. An appropriate payment plan can be negotiated, however this is not a situation we encourage due to wages and other costs it has taken to complete the work that we have undertaken.

All outstanding payments must be honoured before further work is commenced and all work remains the copyright of Campaign Edge Sprout until invoices have been paid in full.

## ACCOUNT/MANAGEMENT SERVICE FEE

Campaign Edge Sprout charge an industry standard account/management service fee of 10% to cover our services and associated disbursements, which include phone calls, photocopying, couriers and other day-to-day costs. Campaign Edge Sprout also pass on costs for large items such as travel and freight.

## PRODUCTION/SUPPLY COSTS

If we have quoted you for production/printing this is always quoted separately to design. It is stated in the quote and also the invoice if it is for supply.

If we need to outsource production to another company (for example, printing), we will invoice you for that service. We need to "mark-up" the cost depending on the service provider. This is a standard industry practice and covers our costs including finance, administration, quality control and project management.

Some of our regular suppliers give us an industry discount for bulk services, which means the amount we invoice you is often the same or less as if you had used that supplier directly.

Please discuss options for production with us so we can make arrangements that best suit your needs.

## PREPAYMENTS

Campaign Edge Sprout is sometimes asked by clients to accept pre-payments for services that may not be delivered until a later date.

We understand that this is a useful service for clients who have certain timing constraints around expenditure. This practice does, however, have a significant impact on our cashflow, and tax obligations and requires careful administration.

While we are happy to assist you by accepting prepayments, the following conditions do apply:

Projects that are invoiced in advance must be started within 3 months of the date of the invoice. This condition will only be waived in the event that Campaign Edge Sprout is unable to deliver the service.

Invoices in advance will only be accepted for a specific project or task as specified on our invoice.

Prepayment projects must be completed within 12 months of the invoice date.

No refunds will be given for prepaid services under any circumstances.

If you are requesting a prepayment, these conditions will form part of your invoice and your payment of the invoice will indicate your acceptance of these conditions.

On completion of the project should there be extra charges for example – author corrections another invoice will be sent outlining the charges.

## WORKING FILES

We are often asked to provide clients with "working files" to allow them to work on their own design projects or changes. We are happy to do this, but you should be aware of the benefits and risks.

### WHAT ARE WORKING FILES?

We use specialised software to put together artwork, most commonly used is the Adobe Creative Suite.

When we supply the artwork to you and your printers, we generally convert the files to a pdf. These files have all the images and fonts embedded in them so that no special software is needed to output the files.

You can easily look at and print the files and they should look exactly as they are intended. However, these types of files cannot be changed.

The "working files" are the original InDesign, Illustrator or Photoshop files. "Working files" are also accompanied by the photos and other graphic links in the document, and enable you to make changes to the artwork directly.

### HOW MUCH DO WORKING FILES COSTS?

It is a national industry standard that working files (without fonts) cost 30% of the cost of the total project. If only part of the project is required, such as a poster then you will only be charged for the poster files.

## NOTES ABOUT WORKING FILES

Our technical knowledge and quality control guarantee for our products is void if working files are supplied. Major technical issues occur if we have to save back to an earlier version and we cannot be liable past the point of working files being supplied.

You will need to ensure you also have purchased licences to the fonts used in the document. If you are using standard fonts, you may already have them installed on your computer. Font software in the TrueType™, OpenType™ and legacy PostScript formats are protected by various Intellectual Property laws, including trademarks, copyrights and design patents. Due to these protections, we are breaking copyright law by providing them to you. When purchasing fonts, ensure you read the licensing requirements of the vendor. Some licences will allow you to install the font only on one computer, while others allow you to purchase multiple licences.

## WHAT ARE MY OTHER OPTIONS?

If you know from the beginning that you will want to make ongoing amendments to a document or publication, Campaign Edge Sprout can typeset your document in a Word template for you.

# COPYRIGHT

## COPYRIGHT PROTECTION

Copyright protects the original expression of ideas and automatically safeguards original works of art, design, literature, music, films, sound recording, broadcasts and computer programs from copying and certain other uses. Many of the materials we work with and supply to clients is subject to copyright protection and it is important to understand the legal implications of this.

## FORMS OF COPYRIGHT

Work created by Campaign Edge Sprout and our subcontractors on behalf of clients generally falls into one of a number of categories of copyright:

### LIMITED COPYRIGHT LICENCE:

In this situation, Campaign Edge Sprout or a third party retain full ownership of the copyright and grants the client a limited licence to use the materials. This means you can use the materials for the specific purpose for which it was created but not for other products or materials. This type of arrangement typically relates to photography and images purchased from an image library.

### UNLIMITED COPYRIGHT LICENCE:

This applies when the image, tagline or design will

be used many times and the brief is to create an original body of work. Ownership of the intellectual property is retained by the creator (Campaign Edge Sprout) but you are granted a licence to use the materials in perpetuity. Once you have paid the invoice for work designed or produced by Campaign Edge Sprout it falls under this category. We reserve the right to use the material we have created for self-promotion however once the invoice has been paid the copyright is automatically licensed to you.

## CREATIVE IDEAS OR MARKETING PLANS

Campaign Edge Sprout has developed a number of proprietary approaches that we use to undertake work for our clients. These include rationales, models and marketing approaches or recommendations.

Our ideas and thinking represent a considerable investment in knowledge and experience through development and are subject to copyright law. This means that if we use a specific approach or develop a plan for you, you may not share the material itself with third parties, such as another design, web or marketing company.

## CREATIVE DEVELOPMENT

Sometimes in developing a campaign or logo we will create several concepts for clients. Unless you go on to purchase a concept, you do not own copyright or have a licence to use any of the supplied concepts in any way.

If you do not purchase the creative development, or decide to use a different one, we may choose to present the concept or something similar to another client.