

A photograph of a desk with a laptop, a pen, and a smartphone, all under a red overlay. The text "Proposal price and specifications." is overlaid in white.

**Proposal price  
and specifications.**



The price.  
Carefully calculated and fixed.

### **No surprises**

O&O has carefully calculated an exact solution to be able to offer Ipsos a fixed total price. The price is based on the specifications stated in this proposal to match the original briefing and our follow-up research.

Please see the following pages for details and contact Jeanne Ellegaard Sørensen +45 61 61 24 64 or [jeanne@o-o.dk](mailto:jeanne@o-o.dk) for any questions or further information regarding solution and price specifications.

### **Budget**

Corporate WordPress websites for [ipsos.dk](http://ipsos.dk), [ipsos.se](http://ipsos.se) and [ipsos.no](http://ipsos.no)  
Design, UX + infrastructure, CMS, programming, content upload and launch  
INCLUDING:

- unique CMS access per country with english back end / administration module
- flexible and mobile (responsive, 3 breakpoints) design and UX
- platform testing (mobile devices and browsers, mac and pc)
- SEO (basic) x 3 countries
- Google analytics (basic) including existing set up x 3 countries
- browser and device tests
  
- uploads and content designs for 3 countries including optimization of content presentation and use
- Stock photos including 2 years rights management, illustrations and copy writing
  
- CMS user guide (written guide plus phone support)

DKK 467,000.00



The price.  
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## Budget (Danish kroner)

### Solution planning, project management and advice

Meetings and phone meetings etc.	22,000.00
Solution planning and description, tech specs included: - infrastructure - design research and UX - strategic content optimization	54,000.00
9 weeks project management and coordination	36,000.00
<b>TOTAL Solution planning, project management and advice</b>	<b>112,000.00</b>

### Development / programming for 3 "unique" sites

Front end programming (frontpage and 4 additional templates, assorted articles etc.)	76,000.00
Customized WP CMS with English interface and 3 x login Including local SEO and Google Analytics	39,000.00
Programmer coordinating with IPSOS IT Hosting during development etc. x 3	5,000.00 6,000.00
<b>TOTAL Development / programming for 3 "unique" sites</b>	<b>126,000.00</b>

### Design concept, design, DTP and UX

Digital design concept and development	38,000.00
Design implementation including wireframes, prototyping, final artwork for responsive templates	60,000.00
<b>TOTAL Design concept, design, DTP and UX</b>	<b>98,000.00</b>

## **SUB TOTAL 336,000.00**

<b>Content</b> <b>Content upload and optimization for frontpages, call to action elements and navigation</b>	
Advice, copy writing and design including upload and adjustments to CMS	26,000.00
Upload and simpel adjustment x approx. 50 pages	65,000.00
Upload and individual adjustment x approx. 35 pages	23,000.00
STOCK photo package for content optimization including video and illustration	10,000.00
<b>TOTAL Content upload and optimization for frontpages, call to action elements and navigation</b>	<b>124,000.00</b>

<b>Guide</b> <b>CMS introduction and guide</b>	
6-10 pg written step by step guide and 3 hours phone or email support	7,000.00

## **TOTAL DKK 467,000.00**

25 % VAT	116,750.00
<b>TOTAL VAT INCLUDED, DKK</b>	<b>583,750.00</b>



## Elaborations regarding the budget

The budget concerns development of a responsive website for Ipsos in three countries, cf. briefing and enclosed description of the solution, schedule etc. O&O's offer is valid for three months from this date.

The solution is based on WordPress CMS; responsive and thoroughly tested on mobile, tablet and desktop in common browsers. During development the Danish version is regarded as the "master", and SE and NO is mirrored according to this version after testing etc. before actual uploading of content. Upon delivery all three countries will have the same basic content and design and all three countries will have identical back ends (administration modules) but with different log ins, different languages and SEO consideration in codes AND the possibility of different use of template options according to the individual countries' specific wishes of use and upload of content.

The solution ensures maximum synergies and optimization in costs of programming, design, content uploads, photos etc.

### **CMS**

Separate log in to WordPress for each country is created. O&O has access to all three solutions and handles all upload and adjustment of each country's content. Each country will receive a written guide in English to the administration module containing educational images, step by step guide etc. O&O offers each country a minimum of one hour WP support via phone or email included, and since we have extensive experience in guiding new users to get started with WordPress we dare to guarantee an easy and smooth start-up of each country's dedicated administrators.

In addition, O&O offers a specific SLA (service level agreement) that ensures each country access to fast, efficient and professional content upload, landing page compilation etc. Please see SLA enclosed.

The solution is prepared to ensure that Ipsos can perform maintenance of the site after launch - both unaided or in continued collaboration with O&O. However, structural changes / code changes on the site should always involve O&O or a competent WordPress developer.

### **Front end**

After launch, it will be possible to implement programming of add-ons and changes across all three countries but also to add individual elements on each country's page.

### **Other**

The solution also holds implementation of Google Analytics and configuration of Goal tracking (new GA account or continuation of existing account/s).



## Elaborations regarding the budget

### **The solution and the associated budget assume:**

- O&O develops the solution as described. If the solution in the opposite case is adjusted, O&O reserves the right, to the extent necessary, to send an adjusted offer for approval.
- Ipsos informs within 2 weeks specifically which content from the current websites should “live on” and must deliver this and any other content according to schedule and agreed media and structure.
- The solution is established with Wordpress as a CMS (see description and motivation of choice)
- While development is ongoing, the site is hosted by us or on a IPSOS-controlled Web server for open-source / PHP

The budget is prepared on the basis of our current knowledge of the task cf. briefing and it reserves the position to misunderstandings of the contents in the given briefing. In addition, O&O's general and specific recommendations may change depending on identification of need etc. in the actual dialogue between us and Ipsos. O&O commits, however, to provide the whole solution described by us in this proposal; in high quality and at the stated price, in order to secure Ipsos from surprises in costs, timing and service level.

Should the total extent of the task, after the meeting and Q&A, against expectation prove NOT to match the allocated hours of design, planning and development, O&O will direct attention to this matter immediately before the job starts. And adjust the offer up or down, cf. the actual need.

The budget contains presentation of 3-5 creative design concepts in regards to style, tone and concrete design elements to help Ipsos with a quick and efficient process for determining design, cf. the tight schedule.

The budget also contains two revisions on all design and content deliverables. Other revisions will be billed separately and may be split on to the respective countries if preferred.

The budget does not include transport/driving, delivery or materials which are not already covered by this offer. The budget does not include hosting or operation of the solution after the final delivery. Errors discovered after delivery and within the first 12 weeks are corrected as soon as possible.

The price does not include delivery of source files for use in other connections than that mentioned herein. If Ipsos wish to use the design and source code files in another country or another company, for example, an additional cost of 12 % of the budget will be charged.

25 % of the budget is billed after the first meeting and approval of the overall description of the solution. The remaining 75 % will be charged at delivery of the assignment, cf. the agreed timetable. The term of payment is 14 days.

STOCK photo rights are included for a time period of two years.

### **Regarding timing**

Project management applies, cf. specified schedule and budget. If the project is extended at the discretion of Ipsos additional time for project management will occur and will in such case be budgeted separately.