



O&O

Proposal for Ipsos homepage in Sweden, Denmark and Norway.

Ipsos wants a new website for the three Nordic countries in one uniform solution with unique front- and back end access per country.

At O&O we are eager to convince Ipsos to let us help you develop just that solution in the best possible way.

This is the O&O proposal.

O&O is an advertising agency within both digital and traditional communication.

We are a long-term business partner to Ipsos Denmark, recommending you to several of our clients for your expertise and relevant product portfolio. As such we know your business, and even more importantly when choosing your communication partner, we know your clientele very well ...

Please view our proposal here and contact us if you have any questions.
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Jeanne Ellegaard Sørensen
Partner



Proposal for websites for ipsos.dk, ipsos.se and ipsos.no: User Experience, design, programming, usability and CMS including all content upload

Simple. Yet sexy

O&O's take on the Ipsos solution has been to create a great digital platform; based on simple access and a flexible and proven CMS, then matching that with an intuitive, responsive and stunning design, supporting engagement and call to action.

Focusing on the user experience O&O will make sure to create a platform to support Ipsos as a preferred partner by assuring that relevant information is brought to the attention of the user in the right way. At the same time we will support simple and easy to use means for Ipsos to initiate dialogue, based on user behavior.

To make sure that both Ipsos and the target groups of clients, potential clients, partners and other influencers will feel the wow factor¹⁾ when visiting the Ipsos sites, our solution will further include the highest standards in graphics, imagery, design composition and copy writing for primary messages. Design and UX (user experience) will be supported by cool transitions, automated on screen changes, interaction features and dedicated video and animation etc.

By O&O

O&O is a full service advertising agency with long-term first hand knowledge of Ipsos, the Ipsos target groups and the Nordic region. We excel in project management, making sure that Ipsos will enjoy a smooth, dedicated and positive process during the tight time frame.

Our Ipsos team will be headed by a partner and digital solution specialist and further include designers, CMS superusers, copywriter, project manager, developers/programmers and creative concept developer.

At O&O it is up to you how much, or how little, you will prefer to be "hands on involved" in the every day progress, and we propose that we commit to an engagement model upon start up to ensure Ipsos a high and flexible service level.

For further information on O&O please see last section and visit www.o-o.dk

¹⁾ a quality or feature of something that makes people feel great excitement or admiration



The best way to execute one solution in 3 different countries without sending a man to the moon

Same. But different

Based on the Ipsos briefing and our follow-up questions O&O suggests that the solution is best served with assuring the 3 different homepages ultimate flexibility in how to use and manage communication and content. At the same time optimizing synergy and economy by constructing all 3 sites on same basic design, code and CMS.

O&O will develop a unique and dedicated template based on a WordPress CMS, allowing each country

- access to their own back end
- unique front ends in coherent design
- dedicated local hosting (or one hosting if preferred)
- language and country relevant SEO
- their own integration to local solutions for CRM, newsletters, web-panel etc

The same template will be implemented for each country to benefit from

- one design and one main code to assure coherence and minimize cost
- common templates for easy content upload on similar content
- the best version of Ipsos look and feel
- easy access to changes and add-ons across countries

See O&O solution description for details on how we suggest handling the technical solution.

World class CMS

O&O strongly recommends the solution is based on WordPress. However we do not recommend using one of the many predefined style templates offered by WP, as the Ipsos solution requires a tailored solution to ensure the requested features and level of quality across devices.

However, O&O developers will pick and choose from the “WP Library” of concrete plugins and features to be implemented with or without additional coding when it makes the most sense.

[WordPress supports a simple and smart solution to multiple sites in one solution!](#)

About WordPress

WordPress is a free and open-source content management system used for 50,000 new sites every day. From small business sites to giant media organizations like TIME and CNN. WP is used by more than 23 % of the top 10 million websites in the world and it is widely known for its userfriendly interface, making it an excellent choice for Ipsos.

At O&O we are well-experienced in guiding clients in the use of this intuitive system and upon delivery we will offer a printed or online step-by-step guide as well as support.

See O&O solution description for details on WP and go to this link for an introduction to the endless possibilities when designing for WordPress CMS: <https://theme.wordpress.com>



Design, communication and marketing - as good as it gets

Design

For the new digital design Ipsos is looking for a solution to support a "very simple and easy to access structure" while at the same time it "proves and signals that Ipsos is the most innovative international ..." and "supports your ambition of launching an innovative and state-of-the-art homepage".

The trend right now in digital design is simplicity and quality rather than quantity. In general the "bling bling" is toned down, and although tech specs are getting more and more demanding, the design use of advanced coding is more subtle and must always support user experience rather than just look great.

When designing for Ipsos O&O will combine functionality and mobility with a great look and a little wow-factor. We will make sure that your website visitors feel welcome, are engaged, find answers as well as inspiration, and that they are attracted to the "feel of Ipsos".

Our tools are high quality graphic design, specialized digital knowledge and communication psychology. And we will use all elements in our toolbox; both when planning the design and when creatively using the template possibilities when uploading and implementing content for each of the 3 countries.

Upon start-up O&O will present Ipsos with multiple design possibilities, advice, mood-boards and wireframes. This is to ensure that the process for obtaining your design approval will be as effective and thorough as possible considering the tight time frame.

For now, O&O will think of the new "Ipsos feel" in design to be defined by existing guide lines executed to match the perception of these concepts:

Bold.

Creative.

Simple.

**Management
level.**



Design, communication and marketing - as good as it gets

Communication

For the new website Ipsos communication will be centered around the specialization areas and specialists accordingly (teams as well as profiles), the selected industries and the cases.

O&O copy writers and communication specialists will make sure that the primary target group is presented with a content choice that much like a newspaper cover invites the individual user to fall for the angles targeted exactly him.

Within the delivered content we will be able to identify the “best stories” and most usable angles and we will upload them and present them accordingly, subtracting e.g. little teasers for front page and other dedicated navigation areas.

Both design and functionality will support good communication. And on behalf of Ipsos it will be our goal to make the 3 sites the place to go for information and inspiration on market research, thus supporting your marketing and sales goals.

Marketing

Ipsos wants visiting clients and potential clients to engage in contact via phone or email – to instigate a dialogue.

O&O is among the most experienced agencies in Denmark when it comes to online sale. We also have extended insight in to the target group of B2B decision makers as we talk to them every day on behalf of clients like Microsoft, Atea, Canon, Progressive, Dyrup and GORI.

Please see www.o-o.dk for further references.

In our solution for Ipsos we will implement dialogue boxes whenever relevant, making sure that the CMS supports this. Dialogue boxes will be flexible in use and will include the following:

- I would like to sign up for newsletters
- I would like to sign up for invitations
- I would like to receive more information on the topic
- Please contact me by phone
- Please contact me to book a meeting
- Please contact me by email
- I would like to attend this event
- Etc.

Dialogue and engagement will further be supported by the possibilities of using quick polls, downloads and getting permissions for email marketing.

When planning and designing the website, as well as when we are implementing the content, O&O will ensure a user experience that step by step leads to engagement and/or contact.

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 for any questions or further information regarding solution and price specifications.

Budget

Corporate WordPress websites for ipsos.dk, ipsos.se and 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.
Carefully calculated and fixed.

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
TOTAL Solution planning, project management and advice	112,000.00

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
TOTAL Development / programming for 3 "unique" sites	126,000.00

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
TOTAL Design concept, design, DTP and UX	98,000.00

SUB TOTAL 336,000.00

Content Content upload and optimization for frontpages, call to action elements and navigation	
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
TOTAL Content upload and optimization for frontpages, call to action elements and navigation	124,000.00

Guide CMS introduction and guide	
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
TOTAL VAT INCLUDED, DKK	583,750.00



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.



**Timing.
And more.**

MONEY TREAS
BY MEMBER DETI

135,000 Kr.
301,000 Kr.
268,000 Kr.
274,000 Kr.

WAMP ON!

BLAM!



Timing. And how to make it happen.

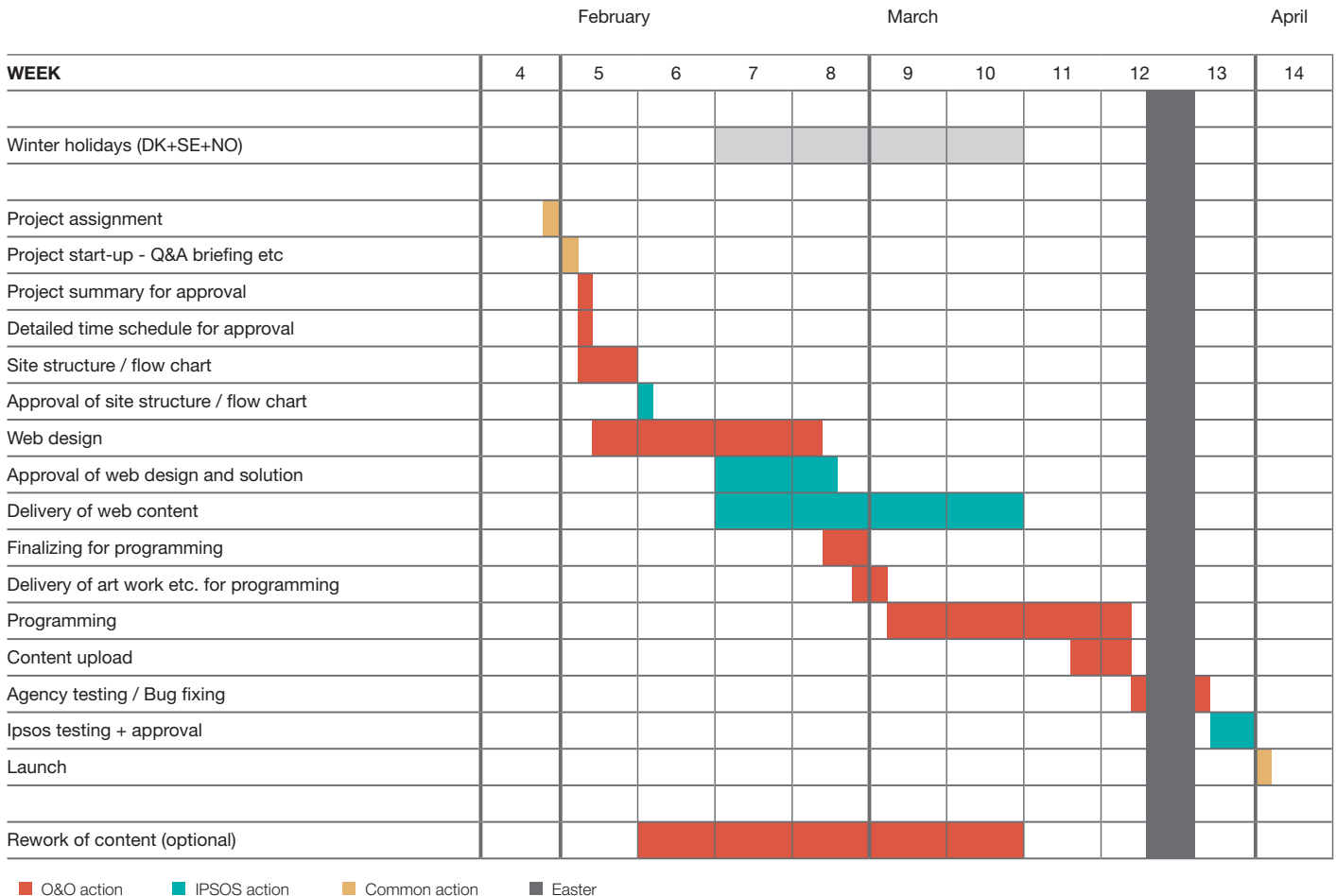
O&O is experienced in upholding tight schedules and our professional project management, high service level and flexibility will ensure this rather ambitious solution to be implemented within the time frame of only two months. However a tight schedule will require a dedicated focus on behalf of Ipsos as well, taking in to consideration that the period of implementation holds both Easter and traditional winter holydays, and the fact that all content must be delivered several weeks before launch to ensure the quality of the solution.

The O&O time schedule shown ensures sufficient time for agency research, client briefing, Q&A, creative layouts, rework etc., as O&O recognizes the importance of a mutual understanding of the complete solution before the start-up of programming.

For Ipsos this means that the majority of your expected involvement will be in the month of February and in the week right up to launch date.

O&O recommends that the time schedule be revised by Ipsos and O&O together upon start-up if Ipsos should prefer a more comfortable time schedule.

Estimated time schedule - Ipsos





Timing. And how to make it happen.

Regarding timing

Execution of the tight schedule requires that O&O has direct access to communication to and from the decision maker(s) during the whole process. This does not mean a lot of time consuming dialogue but ensures that O&O can present concrete solutions directly to the decision maker(s) and obtain direct response at presentations etc. At the same time, we recommend Ipsos to dedicate at least one coordinator to the process who O&O can have a daily coordinating dialogue with.

Developing - step by step

O&O has a proven plan for the solution, bringing us from strategic and creative concept through execution to launch ...



Detailed Solution Description.





O&O recommendation for Ipsos. Detailed solution description. And some specs.

O&O recommends Ipsos a great digital platform, based on simple access, and a flexible and proven CMS, then matching that with a intuitive, responsive and stunning design supporting engagement and call to action.

The recommended solution has just enough wow-effect and smart features. However, O&O will also present Ipsos with a catalogue of ideas of optional elements and features.

- In technical regards the recommended solution is a basic solution containing “the essentials” cf. the written brief, with a focus on a tight and simple navigation, usability and maintenance while at the same time providing a great customer experience. The recommended solution is calculated in this proposals budget.
- The additional catalogue of ideas presents Ipsos with a few selected options to “do more” or to do even more nice things...

The recommended solution description in details

WordPress

The solution is to be build in WordPress ensuring optimal usability and flexibility in the CMS. For several years, WP has been the most downloaded open-source CMS software, and 20 % of all websites in the world run on WP. Unlike e.g. SiteCore it has no license fee.

The reason as to why WordPress is a popular choice is that it is easy to use, easy to install and easy to understand. In addition, it is flexible and it is one of the few CMS softwares on the market which is designed to be search engine friendly. WP publishes both minor and major updates much faster than many other open-source CMS platforms. Due to the fact that WordPress is so widespread, it also means that there is a large community of developers who contribute with improvements. The flexible plug-in architecture makes most features possible and cost effective.

New functions can be updated and implemented to the Ipsos solution without having to change the entire structure. Since Ipsos have a relatively tight schedule, WordPress is also preferable, as it is easy and efficient to work with for both programming and content upload.

3 in one

The technical challenge with 3 unique sites in one solution is handled in a multiple sites solution provided by WP and adjusted in code and programming to fit our purpose. The administration module for each country will be identical; the language here is English. The interface is simple and intuitive including relevant naming of topics, templates etc. Back end has a standard image archive and the option to “turn already established pages on and off”. Ipsos can administrate each complete page via back end and furthermore create “separate” landing pages for newsletters, campaigns etc.

SEO is secured in all 3 sets of code and Google analytics will be implemented per country upon request.



O&O recommendation for Ipsos. Detailed solution description. And some specs.

The design and template structure in the solution will ensure that Ipsos' own uploads look good and are functional and that the total look and feel is secured, regardless the countries' different content. This is rendered by the fact that the programmed page templates (front page + 4 sub pages) are developed to be flexible and "smart" with consideration for the options in reuse of design and multipurpose articles etc. And also by the solution providing the possibility to establish "local" page templates for specific content during the content upload after ended programming.

Design

The solution includes worked through style sheets, including flexibility in font sizes, use of colour in both text and background among other features and with multipurpose image fields and articles as well as a choice to opt in or out of a selection of "share" functions, call to actions, dialogue boxes etc.

The design and interface is responsive and will function equally well on tablets and PC and be both appealing, intuitive and functional on mobile. Tests for browsers and devices include: Laptop / Desktop: IE11 (IE10 "graceful degradation"). Latest version: Firefox (OSX, Windows), Chrome (OSX, Windows), Safari (OSX). Tablet: iPad 2+ (latest version of iOS), Samsung Galaxy (GT-P5210). Smartphone: iPhone 5+ (Latest iOS), Samsung Galaxy S4 (Android 4.4+)

Structure

The programmed solution consists of front page plus four different sub page templates. All five contain a set of different article types that can be selected and deselected as well as reused. After programming has finished, new templates can be created by O&O - and later Ipsos - as it makes sense during content upload. These following templates will be based upon the possibilities made available in the programmed templates.

- Much like having a PowerPoint template but still wanting to copy the tailored layout for a specific case story for the next one ...

All pages are developed with a solid top and bottom (footer). Unique per country and editable in text - but not in design. The menu can be changed and expanded unrestricted and its placement will be locked independently of the vertical scroll ensuring navigation.

All elements and articles will be able to link internally or externally and is managed in the back end.

Automated views of news, jobs and the like is not recommendable - but possible. In our experience more attractive and efficient views are achieved by manual creation of articles, references and links.



O&O recommendation for Ipsos. Detailed solution description. And some specs.

Front pages

The front page is developed as a flexible template in alignment with the other templates. Ipsos can use the front page template - or any other templates to easily create landing pages or campaign sites within the frames of the look and feel.

The front page contains 4 different article types as a minimum that can be used - or deselected - and repeated vertically. They each represent a set of options giving further possibilities in design variation.

Examples are 1) collage with the possibility to combine text and images in a flexible and dynamic layout, 2) text articles to include text on 2-3 font levels with the opportunity to work with adjustments in colour and columns, 3) image frieze - for instance with automatic switch and the opportunity to replace still image (s) with video and 4) text article with three separate columns with the option to select or deselect a header.

The front page must be able to activate the mini sign-up box which for instance can be used for newsletter subscription, appointment booking etc., depending on simple text change in the CMS.

The front page contains accept of cookies.

Sub pages

The sub pages are developed as scrollable templates x 4. They will each contain 3 or 4 different article types that can be used - or deselected - and repeated vertically. Including full screen several of the options can also be used in the front page articles, texts in different column modules, image frames of minimum three different widths (multipurpose which in minimum one case can contain the choice between still and video), optional display of buttons to share and print, a handful of standard buttons; for example learn more, sign up etc.

Sub pages can also include

- Catalogue view to employees or customer logos and the like
- Video in predefined format (in addition to the above)

The detailed description above may appear to be complex and everything but simple. But the template structure and established layouts made possible by the many tech specs are actually what will make maintenance and Ipsos' own uploads simple and user friendly - while maintaining high quality output.



O&O recommendation for Ipsos. Detailed solution description. And some specs.

While the above represents an attractive, functional and “nice” version of exactly what Ipsos demands in a solution, focusing on usability, accessibility and likeability, a number of selected options to “do more” or to do even more nice things are presented here.

It is generally the nice-to-have-solutions. And it is our recommendation that a further dialogue based on objective and expected ROI must determine whether - and which - elements the final solution may be expanded with. Now or later. Below is compiled as list of ideas and each element is described and estimated with a maximum price set individually to ensure Ipsos the best comprehensive view of the possibilities.

The idea catalogue is divided in features which respectively support the functionality / usability and likability / wow-factor.

Additional ideas for Functionality / Usability

Google map in connection with contact info / DKK 6,000.00

- Helps customers identify the visiting address and is developed as an interactive display appearing when clicking on the icon or equivalent. (see example at www.o-o.dk)

Quick poll / DKK 16,000.00

- Gives Ipsos access to ask visitors a simple question (multiple choice) in a small purpose-designed box which at the same time makes it possible to collect data while supporting the customer experience.

Target group generator / DKK 24,000.00

- Allows the user to fill out a few choices (demography, etc.) and then generate a persona in an image with corresponding facts and automatic display of relevant Ipsos articles, appointment booking, cases etc. Alternatively, the same functionality can be used to generate industry or method insights etc. The solution is based on fixed results.

Case sorting / indexing / DKK 15,000.00

- Helps users sort Ipsos' many great articles, case studies etc., using simple controlled keyword criteria and / or category information out on the subject in back end.

Social media buttons / DKK 6,000.00

- x 3 in news articles (including email) so they can easily be shared on the user's own media and sent by mail. Can be enabled or disabled in the administration module

Facebook account (relevant countries) / DKK 35,000.00 per country

- Based on purpose and content on the homepages, activity plan, strategy and KPIs are developed maximizing synergies, “cross-selling” and exposure etc.



O&O recommendation for Ipsos.

Detailed solution description. And some specs.

Front page on mobile / DKK 15,000.00

- Which to an even greater extent than the ordinary responsive front page handles the customer's needs for quick overview on the phone and give the iconic user menu an alternative in the form of one or several other navigation forms to ensure quick (easy!) access to exactly what is important on the phone (invitation, flag ship case, appointment booking, user specific topic or other). The solution included is partially prepared for this extra feature making it a low cost choice. (see 3.dk and 3.dk on mobile, for example, or dr.dk and mobil.dr.dk)

Landing Page Template / DKK 7,500.00

- Based on already encoded elements, O&O creates a multi purpose page template for landing pages for eDM, newsletter, invitations, posts from other media etc. Here Ipsos can present events etc. and give the user access to the registration, appointment, information gathering etc.

Auto reply / DKK 4,000.00

- Automated short email to users when they respond to call to action elements such as newsletter subscription box, sign up for events box etc. including copy writing on up to 6 topics. The solution included is partially prepared for this extra feature making it a low cost choice.

Hosting

- O&O offers hosting of the website via a partner. By choosing hosting with us, an agile solution in terms of quick fixes for technical development etc. is achieved.

Automation for marketing and communication / DKK 34,000.00

- Integrating Ipsos' existing newsletter setup to automated data collection, distribution and targeting.

Downloads / DKK 10,000.00

- Giving Ipsos the possibility to upload white papers, reports etc. via the back end for a nicely displayed front end access, making lead generation and permission gathering much easier.

Additional ideas for Likability / Wow-factor

Interactive info graphics illustrating the five different specialist capabilities / DKK 29,000.00

- Used to give the user the possibility to click through to more and more detail on exactly the topics that interest him, while he gets an experience that signal energy, grandeur and digital state-of-the-art at the same time.

Interactive graphs etc. for displaying findings in data, etc. / DKK 29,000.00

- A dedicated "tool" in the back end allows Ipsos to enter various data / input for display on the page in nice graphs / charts. The graphs are generated automatically from input and displayed in predefined page templates as desired.

Video for other features based on stock or similar / DKK 29,000.00

- A predefined opportunity to place a video as a background behind the entire page to make it appear extra nice and vibrant.



O&O recommendation for Ipsos.

Detailed solution description. And some specs.

Interactive video / DKK 59,000.00

- Gives the opportunity to show a great animation OR a video sequence which gives the user access to “stop sequence along the way” with a click on the mouse, and dive into more graphic or text “in the film”. Can for instance be used for a tour of the office with a presentation of the teams and focus areas, or for target group presentations with access to dive into the segments the user finds relevant and to a “drone movie” filming teams or employees while displaying names and positions when flown past - or something else completely different.

Interactive image field / DKK 21,000.00

- Where the user can “drag the image” (so you do not see the whole picture at the same time but can choose to focus on one area at a time, or to dive in just one, and omitting to focus on the rest). You can for example use it to show the office, show employees and their information, etc., show a case from different angles and much more.

Animations / DKK 18,000.00

- Developed on the basis of delivered content for specific presentation on one topic. Shown in existing code to increase the wow-factor and / or create additional awareness of chosen topics. Maximum 2 minutes.

Photo shoot / DKK 25,000.00 (per day)

- On location at Ipsos headquarter including one day of photography, e.g. offices, employees etc. (transportation is not included). Including all rights and website ready images. (Example: Approx 25-35 employee shots per day).

NEWS.

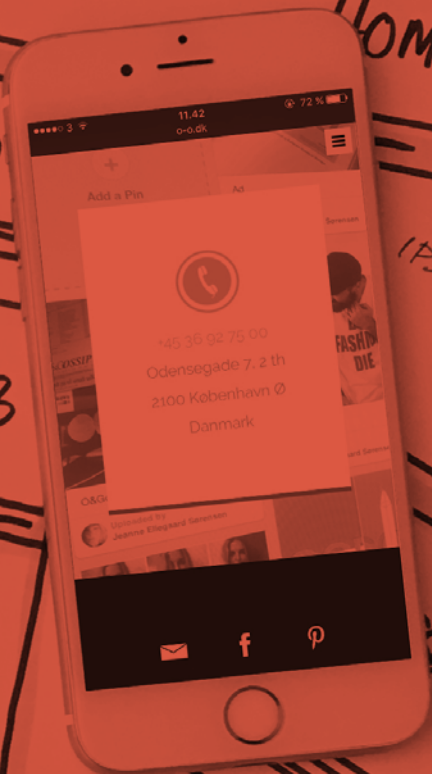
Know.

HOME

SUB

Market
Reconnaissance.

About us.





About O&O

Who we are

O&O was founded in 2007 and is owned by the two partners (Jeanne Ellegaard Sørensen and Simon Vestertjele), who both have more than 15 years of experience in digital and traditional advertising and communication. In total we are eight employees plus freelancers and sub-suppliers and we are located conveniently at Østerbro in Copenhagen – just five minutes away from Ipsos Denmark headquarter.

What we do

O&O is a full service advertising and design agency to most of our clients and an equally dedicated niche supplier to the rest. We offer a broad range of in-house services including creative concept development, art direction, high quality design, UX planning, content management, illustration, copy writing, project- and production management, prototyping, creative and strategic advice, etc.

O&O collaborate with hand-picked freelancers and established sub-suppliers, which enables us to deliver advanced photography, dummy production, exhibition materials, media planning, copy and proofreading in several languages, front- and back end programming and other technical productions including all types of printing.

Several of our clients operate both nationally and internationally, which over the years has given O&O a solid experience in working abroad – especially in the Nordic Countries where we have executed campaigns for Canon, Toms Group, Dyrup and Egmont among others.

How we do it

We pride ourselves in delivering “five star” service, flexibility and rock solid project management, making us a preferred long-term partner to our clients.

Ipsos can expect to find O&O easy, engaging, pleasant, inspiring and solid to work with.

Clients

Among our many client references are Atea, Superligaen, Maersk Group, iBob, Canon, Dyrup Pro/PPG, Egmont, Toms Group, Scandinavian Tobacco Group, HusCompagniet, Microsoft, AudioNova, and BaneDanmark.

For further information and references, please contact:

Jeanne Ellegaard Sørensen

Phone: 61612464 / Mail: jeanne@o-o.dk

or see www.o-o.dk



Service Level Agreement

1. Availability

At the start-up of the co-operation Ipsos is provided with all contact information on the team members, and these can be contacted around the clock seven days a week. In addition, the office phone is open monday-friday at 8.30 to 16.30. O&O ensures the client 24/7 availability to at least one member of the dedicated client team via telephone. Furthermore, we guarantee that emails to the team members will always answered within 3 hours of the agency opening hours and within 12 hours outside the agency opening hours.

2. Prices

O&O's prices are excl. VAT unless otherwise stated. O&O's billing currency is Danish Kroner unless agreed otherwise. Any prices in foreign currency is based on Danish Kroner (DKK) on the billing date.

In addition to the offered or agreed price O&O is entitled to bill:

- Any tasks shown as "additional" in the budgets (at start-up).
- Extra adjustments, changes and/or corrections – upon Ipsos's wishes – that are not included in the original/agreed offer.
- Additional iteration.
- Evening- and weekend work related to client instigated issues.
- Gathering, delivery and handling of production materials after the first delivery.
- Price increase in material or service purchases after 3 months from date of offer.
- Any extra meeting time/telephone meeting time and transport at the request of Ipsos.
- Tasks initiated on request of Ipsos without prior offer.

3. Offers

O&O's offer is binding for three months. From the date thereof.

An engagement is agreed when the client's acceptance is received in writing by O&O.

4. Delivery

Delivery takes place as agreed with Ipsos.

O&O always delivers the completed assignments as soon as possible and at the time defined by O&O if a specific delivery date is not agreed upon.

O&O is obliged to honour all agreed deadlines.

5. Payment

Payment is due 14 days from the invoice date.

6. Rights

Copyright to the work performed by O&O, such as concepts, creative executions, original materials, source codes, etc., belongs to O&O.

Ipsos has the right to use all the ready-made materials delivered in connection with the assignment.

Any materials provided by O&O for O&O's execution of the assignment (e.g. work materials, tools, etc.) belong to O&O.

Any materials/objects acquired/purchased by O&O on behalf of Ipsos, and delivered to the client as part of the solution, belong to Ipsos in full.



Service Level Agreement

7. Errors

O&O ensures that all productions and executions are quality-checked. O&O does not take responsibility for any errors that might be caused by Ipsos and not identified/addressed by Ipsos in the proof reading process.

O&O takes no responsibility for errors that are directly or indirectly related to the content, information or materials supplied by Ipsos.

8. Liability

O&O is liable for errors in accordance with Danish legislation. O&O's liability is limited to one payment. O&O's liability is limited to an amount equal to the production cost of the give individual delivery excl. VAT. O&O can choose to replace a delivery with a flawless delivery where it does not adversely affect Ipsos's specified time table/deadline.

9. Subcontractor

- O&O takes responsibility for any work performed by one of O&O's chosen subcontractor/freelancer.
- O&O is entitled to freely choose subcontractors unless otherwise agreed.
- O&O is entitled to have any given assignment, fully or partly, executed by a subcontractor.
- O&O does not take responsibility for the quality of the service/work performed by a subcontractor selected by Ipsos.

10. Filing and delivery

O&O digitally archives and stores all materials produced at the request of Ipsos for minimum two years.

O&O is responsible for the safekeeping of all materials produced at the request of Ipsos for at least two years. As well as for materials lent to O&O by Ipsos in regards to the execution of an assignment.

Ipsos can at any time, within two years from delivery of the task, revoke materials lent to O&O. Ipsos can at any time request the materials prepared at the request of Ipsos within a period of two years from the original task delivery. O&O is entitled to payment for time and transportation of delivery of materials to Ipsos, beyond the original, first delivery.

Copyright protected work created by O&O, such as concepts, creative proposals, original materials, source codes, etc., will only be delivered and handed out to Ipsos on a specific request. When delivering and handing over copyright protected work/original materials to Ipsos for the use in another markets or in another business unit or company owned by Ipsos, O&O will bill the delivery according to budget specifications.

11. Privacy

All material and information that O&O receives from Ipsos – which are not public – will be handled with strictly confidence. Even after a given discontinuation of the collaboration.

12. Special agreements

Special agreements in regards to specific procedures, delivery speed and delivery systems can be made.