

Atlantic Current
Art Direction & Creative Services

Ongoing Services

Brand Voice

- Creating the personality and voice of the Delray Beach CRA in order to communicate the agency's value to the community in a consistent tone.
 - The Delray Beach CRA will have the same dedicated director on their account with no risk of turnover. Therefore, the voice will remain consistent from month to month.

Art Direction

- Using editorial background (Atlantic Current Magazine) to create the ideal content concepts to communicate CRA messaging to the public.
 - Drawing on publishing experience and editorial perspective unique to our company in order to create custom content concepts that effectively communicate CRA messaging and engage the Delray Beach community.
 - Use editorial background in print and digital to deliver a unique approach to content, creative, processes and more.

Creative & Visual Arts

- Crafting the creative content to communicate and storytelling on behalf of the CRA with one on one creative attention.
 - Graphic Design (Dedicated Designer)
 - Artistic illustrations and renderings
 - Email newsletter designs
 - Social media graphics
 - Custom campaign designs
 - Photography Production and Post Production
 - Capturing professional images to document and communicate content concepts on behalf of the CRA.
 - Dedicated photographer and editor to provide a consistent creative look that is unique to the Delray Beach CRA.
 - Video Production and Post Production
 - Capturing and editing video content based on created content concepts.
 - Dedicated videographer and editor to provide a consistent creative look that is unique to the Delray Beach CRA.
 - Creative Writing and Editing
 - Copywriting and editing completed by the same writers and editors as our magazine.
 - Stories will be conducted with the same processes as our magazine's editorial articles.

System Creation and Consulting

- Creating and implementing editorial systems and processes in order to create, distribute and replicate creative.
 - Creating a customized process based on brand voice and creative services.
 - Creating content calendars and outlines.
 - Consulting CRA team on systems and processes.

Weekly Deliverables

- Brand Voice & Art Direction (Ongoing)
- Social Media Copywriting
 - 2-3 posts per week
- Designing and Curating Social Media Feeds
- Consulting (Ongoing)

Monthly Deliverables

- Graphic design
 - Designing monthly email newsletter
 - 4 hours of design time toward social media graphics
- Photography Production and Post-Production
 - 2 hours of shoot time per month
- Creative Writing
 - 3 blog posts per month
- Video Post-Production
 - Editing video for the purpose of short social media clips
- Systems and Consulting
 - Monthly social media content calendars
 - Consulting and communicating with CRA team

Quarterly Deliverables

- Video Production
 - 3 hours of video production for the purpose of Instagram Reels and/or short social media clips
- Quarterly Art Direction Meeting
 - Meeting with CRA team to forecast and plan for upcoming creative needs
- Additional Video Production
 - 2 hours of video production for the purpose of higher production videos
 - Landscape videos for the purpose of viewing horizontally
 - Examples:
 - Quarterly update with CRA team member on camera talking through current projects

- Funding recipient testimonial talking through the ways the CRA funding helped improve their business

Total Monthly Cost: \$3,950

Additional Services

Photography: \$250/hour

Photography + Video: \$350/hour
(includes one Instagram Reel edit per hour of shoot time)

Graphic Design: \$95/hour

Copywriting: \$75/hour

Video Production: Custom quoted for larger projects