

Scope of Work

The following is a summary of 160over90's scope of work to provide branding and digital services for Cirque du Soleil.

If done effectively, branding can change the entire trajectory of an organization—from your internal culture and reason for being, to how you message your brand to distinct audiences across a myriad of marketing channels. All working together to become a part of today's social fabric and cultural zeitgeist.

As such, Cirque du Soleil warrants a brand identity and digital experience that elevates the organization's ethos of transcending the category, and your commitment to breaking the rules and creating the most audacious realities for spectators.

160over90 is confident in our ability to refresh Cirque du Soleil's current brand identity and web presence. As part of this branding effort, we will establish a unique expression of the Cirque du Soleil platform for storytelling that empowers your team, presents the organization in a bold, relevant manner—and most importantly, positions the brand for success in the years ahead.

This scope of work outlines how we envision working together, but we welcome your feedback to ensure alignment on this partnership, and the best steps forward.

- **Discovery:** Approx. 3 weeks
 - Includes brand/digital audit, landscape analysis, secondary research, and stakeholder interviews.
 - Please note this SOW does not include broader primary research (e.g., brand perception study among a variety of external audiences). If more research is required, we can estimate that as part of a separate SOW.
- **Brand Strategy:** Approx. 4 weeks
 - Includes insights and differentiators, brand purpose and positioning, key messaging, and voice/tone—building upon the work developed by Sid Lee.
 - This strategy deliverable can increase further if there is also interest in revamping the organization's mission/vision work.
- **Marketing & Communications Plan:** Approx. 4 weeks
 - Includes integrated “go-to market strategy” to effectively launch the new brand narrative and visual identity across all internal and external audiences.

- This deliverable will outline recommended channels for future creative executions (e.g., video, advertising, social, PR, activation, print, etc.), division of labor with your internal team/other agency partners, project timelines, and any production/paid media spend budgets.
- **Logo & Visual Identity Refresh:** Approx. 6 weeks
 - Includes refreshed logo and wordmark options, visual identity system, sample conceptual print/digital applications, and all associated final files for delivery.
 - There will be “proofs of concept” included for the brand identity, which will be based on your highest-priority marketing needs (TBD). The timeline also includes two rounds of revisions.
- **Brand Rollout & Style Guide:** Approx. 3 weeks
 - Includes broader socialization of the final brand identity, as well as a style guide PDF and supporting toolkit for your team.
- **Website Redesign:** Approx. 5-7 months (concurrent with previous branding phases)
 - Redesign of cirquedusoleil.com to focus on primary domain only, not to include subdomains (i.e. does not include blog.cirquedusoleil.com)
 - Includes research and discovery, information architecture/sitemap, UX and content strategy, wireframes, user interface design, and delivery of final files for the Cirque du Soleil team to oversee front- and back-end development/implementation.
 - The final deliverable will be a detailed “dev pack” outlining key components, variables, colors, etc. to ensure the Cirque du Soleil team has all the resources/information required to build out the new site.
 - Includes post hand off support should Cirque du Soleil require additional clarification and/or insight
- **Account Management & Oversight:** Ongoing
 - Includes dedicated account/project management services for internal transition/kick-off meetings, weekly status reports/calls, detailed project planning, etc., throughout the duration of the engagement.

Budget Summary

The following is a summary of 160over90’s estimated agency fees for this 5-7 month engagement.

The total scope of work represents \$244,000 in estimated agency fees for the branding scope, and an additional \$147,480 for the website redesign scope.

Brand Identity SOW	Estimated Fees
Discovery	\$40,000
Brand Strategy	\$24,000
Marketing & Communications Plan	\$20,000
Logo & Visual Identity Refresh	\$90,000
Brand Rollout & Style Guide	\$40,000
Account Management & Oversight	\$30,000
Subtotal (Estimated Agency Fees)	\$244,000

Website Redesign SOW	Estimated Fees
Research & Discovery	\$18,000
Information Architecture, UX, & Content Strategy	\$45,200
User Interface Design	\$59,600
Post-Hand Off Support	\$3,000
Account Management & Oversight	\$21,680
Subtotal (Estimated Agency Fees)	\$147,480

This SOW does not include additional costs for any creative executions, font licenses, trademark searches, travel, photography, production, or paid media spend.

This SOW does not include front- or back-end development services.

The estimated agency fees set forth in this SOW assumes that meetings between 160over90 and Cirque du Soleil will be conducted remotely as reflected in the SOW terms above. Incremental in-person meetings beyond this SOW may result in additional costs, which shall be reimbursed by Cirque du Soleil.