

Pricing guide

On-demand
creative production for:

Digital & Social Ad Campaigns

CODE
AND
VISUAL



Fast & Reliable Asset Production

You've got the campaign strategy, the messaging, the deadlines - and a lot of creatives to deliver!

From Google-ready HTML5 display ads, to social media creatives made for Meta or other platforms, sometimes you need a trusted partner who can pick up the brief and help you deliver fast, without fuss.

That's where Code and Visual can help.

We work as part of your team to turn your messaging and brand assets into polished, platform-ready ad creatives.

HTML5, video, animated, static, native, & more.

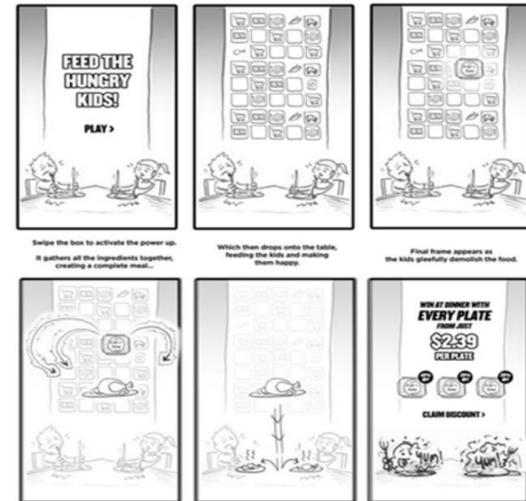
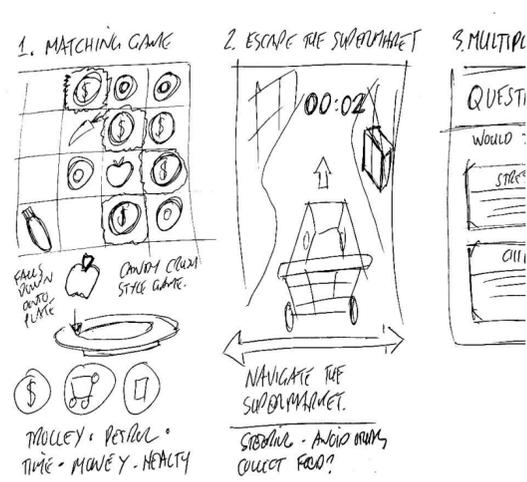
Whether it's a single campaign or ongoing support, we're here to help when you need your creatives designed, built, and rolled out with ease.



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The Service

We can handle as much or as little of the production process as you need - from early concepts to final build with all the required resizes built, packaged, and ready to publish!



Concept

Whether you bring a rough idea or need full creative direction, we can help shape the core message and creative angle for your campaign. Aligning with your goals, audience, and platform requirements, we'll refine the concept to be strategic and adaptable.

Storyboard

Through storyboarding, we'll map out your messaging to show layout, timeline, and motion. This step allows you to refine the direction of the creative, ensuring it works effectively to communicate the campaign messaging, in a cohesive way.

Design

In the design process, we'll create polished assets to bring the storyboards to life. Whether following your brand guidelines, or animating key lockups, every detail will be crafted to maintain cohesion across the entire suite of creatives.

Build

We'll build your ads into the required deliverable formats, whether HTML, video, or static. They'll be optimized for performance and compliance, matching the approved designs and made compatible with the required specs for each of your placements.

Package & Publish

Finally, we'll package up your ready-to-run deliverables, including all production files, thumbnails, and metadata - organized for easy handoff. Whether you're publishing directly or working with a media team, we'll make your deployment experience seamless.

Pricing

Our flat pricing makes it easy to calculate the cost of your campaigns without any surprises.

Either provide your storyboards ready to build, or we can design them for you as part of our service.

For clients with recurring needs, custom reusable templates can make future campaigns faster and even more cost-effective to roll out. We also offer discounts of up to 50% for ongoing partnerships.

1) Storyboarding and Design

We'll design a creative storyboard that fits with your messaging and campaign strategy.

- **\$350** for the first layout (e.g. 300x250)
- **\$120** for each additional size (e.g. 320x100)

2) Video/HTML/Animated Build

With designs ready, we'll build the storyboards into publishable assets, expertly made to the required specifications for each of your selected placements.

- **\$440** for the first banner (e.g. 300x250)
- **\$220** for each additional size
- **\$60** for each additional text or image variation (e.g. for A/B testing banners)

3) More Services

We handle Programmatic and PMAx assembly, video content, EDM design, and more. Offering flexible support through hourly ad hoc rates, discounted pre-purchased hours, or retainers.

- Up to **35% discount** for prepaid package
- Retainer option available

Examples

The following examples highlight some of the different ways we've helped client roll out their digital strategies. See how we've delivered impactful digital assets, tailored to the specific needs of each campaign.



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BlueScope Major Campaign

We worked with BlueScope to create a bold suite of HTML5 banners, social statics, and animated videos for their Steel the Show campaign.

Included were a series of co-branded templates, allowing partners to easily customise and deploy the creatives across their own channels, spreading the campaign footprint to an even greater audience.



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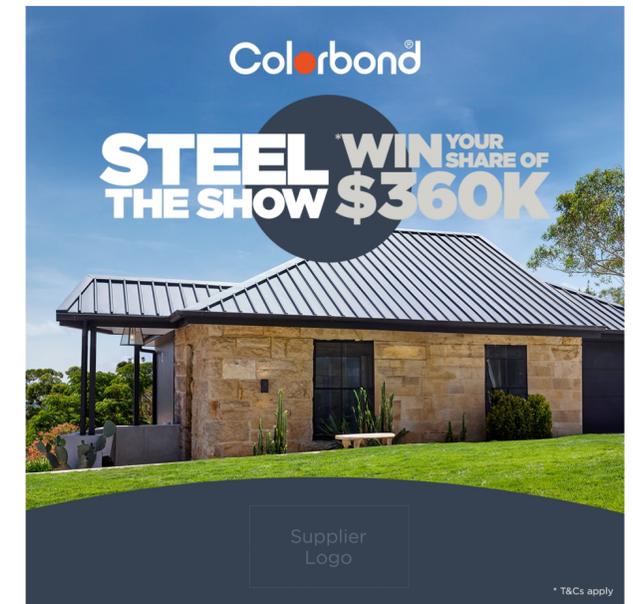
Multi Channel Rollout

We delivered over 200 assets, including HTML5 display banners, animated social videos, and static images.

Each piece was tailored for platform specifications and campaign consistency. Image touchups and adaptations ensured every asset was polished and ready to perform.



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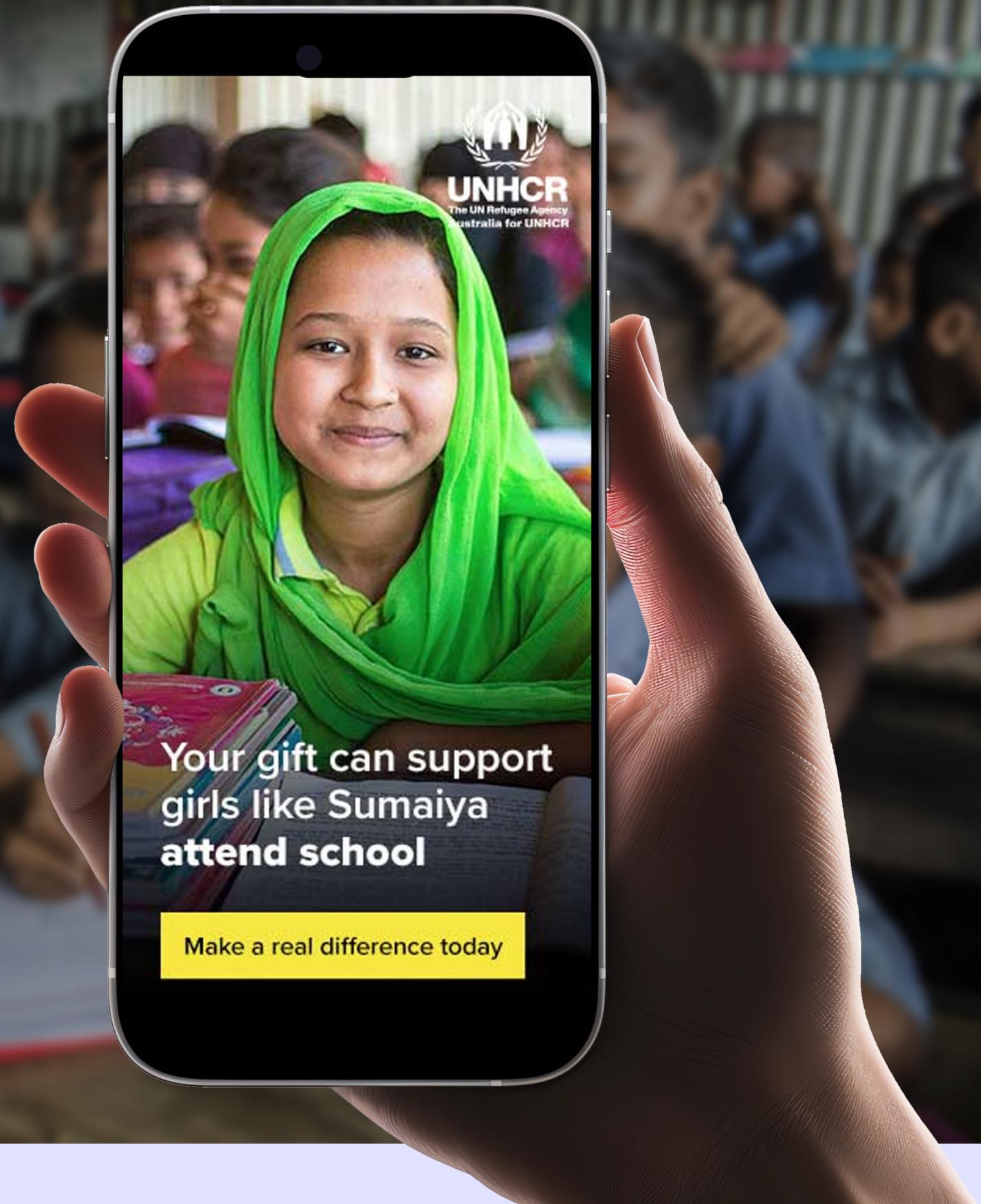


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UNHCR BAU & Seasonal Creatives

For UNHCR, we created a set of flexible templates to quickly roll out assets for both their regular seasonal campaigns, and urgent humanitarian appeals.

The system saved time and budget, while making it easy for the team to brief in new campaigns as needs arose.

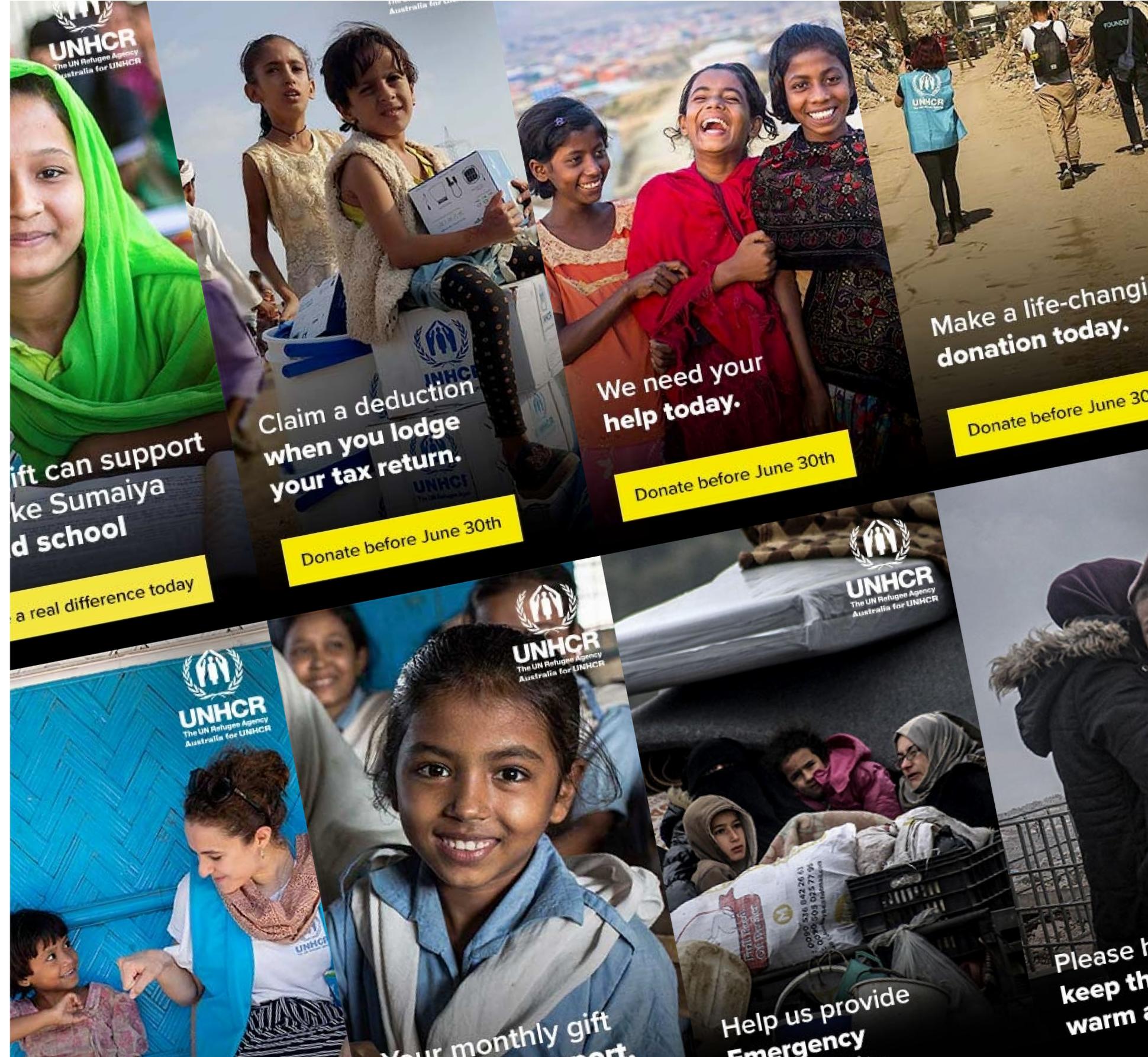


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Campaign Templates

With a standardised template covering all of their recurring placement sizes, we developed reusable custom layouts for UNHCR's business-as-usual & seasonal campaigns.

With quicker briefing and deployment, we were able to roll out campaign creatives at a fraction of the time and cost.



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Fox Sport Dynamic Ads

Fox Sports wanted a display campaign that stayed relevant as the AFL season progressed.

Using a dynamic data-driven approach, we delivered banners that automatically updated their messaging based on region and time of year.

Instead of multiple deployments, we used a single set of assets, with content controlled through a simple, user-friendly external spreadsheet that the client could edit - making updates quick and hassle-free.





Programmatic data feed

The creative suite included multiple banner sizes which we fleshed out from the client's provided reference.

Tapping in to the dynamic abilities of the Google Display Network (GDN), the synched spreadsheet allowed Fox to easily manage and adjust text, imagery, and colours on each of the banner screens for a truly flexible and cost effective campaign.

Unique_ID	Reporting_Label	Geo_Code	FRAME_1_BG_COLOUR	FRAME_1_FONT_COLOUR	FRAME_1_TAGLINE_1	FRAME_1_TAGLINE_2	FRAME_1_BG_IMAGE	FRAME_2_BG_COLOUR
AUD_705x80_01	AUD_705x80_01	Other	#000000	#FFFFFF	AUSSIE RULES.	GLOBAL FANS.	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
GBP_705x80_01	GBP_705x80_01	GB	#000000	#FFFFFF	AUSSIE RULES.	GLOBAL FANS.	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
USD_705x80_01	USD_705x80_01	USA	#000000	#FFFFFF	AUSSIE RULES.	GLOBAL FANS.	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
EUR_705x80_01	EUR_705x80_01	Europe	#000000	#FFFFFF	AUSSIE RULES.	GLOBAL FANS.	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
AUD_705x80_02	AUD_705x80_02	Other	#000000	#FFFFFF	SUPPORT YOUR CLUB	FROM OUTSIDE AUSTRALIA	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
GBP_705x80_02	GBP_705x80_02	GB	#000000	#FFFFFF	SUPPORT YOUR CLUB	FROM THE UK	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
USD_705x80_02	USD_705x80_02	USA	#000000	#FFFFFF	SUPPORT YOUR CLUB	FROM THE US	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B
EUR_705x80_02	EUR_705x80_02	Europe	#000000	#FFFFFF	SUPPORT YOUR CLUB	FROM EUROPE	DRM_Asset:Fox Sports/WatchAFL_DynamicBanner_705x80/hero.jpg	#CF1D2B

The collage displays several banner variations:

- Vertical banners:** One with the player image on the left and text on the right; another with the logo and text on a red background.
- Horizontal banners:** Some with the player image on the right and text on the left; others with the logo and text on a red background.
- Call-to-action banners:** Some featuring a white button with the text 'START YOUR FREE TRIAL NOW >'.
- Price banners:** Some featuring a blue box with the text 'FROM AUD\$19/WEEK'.

Small text at the bottom of each banner reads: '*requires internet, data and compatible device'.

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Further Rollout

The dynamic banner ad approach was so successful that we rolled it out for other the Fox NRL coverage the following year.

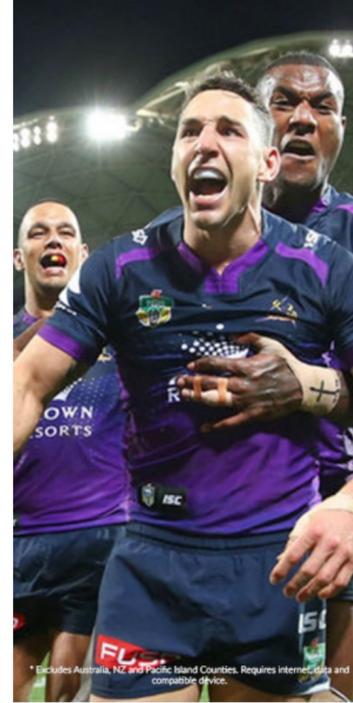


**WATCH
NRL**

EVERY SINGLE NRL
MATCH LIVE

FROM AUD\$19/WEEK

* Excludes Australia, NZ and Pacific Island Countries. Requires internet, data and compatible device.



**SUPPORT
YOUR CLUB
FROM
OUTSIDE
AUSTRALIA**

* Excludes Australia, NZ and Pacific Island Countries. Requires internet, data and compatible device.

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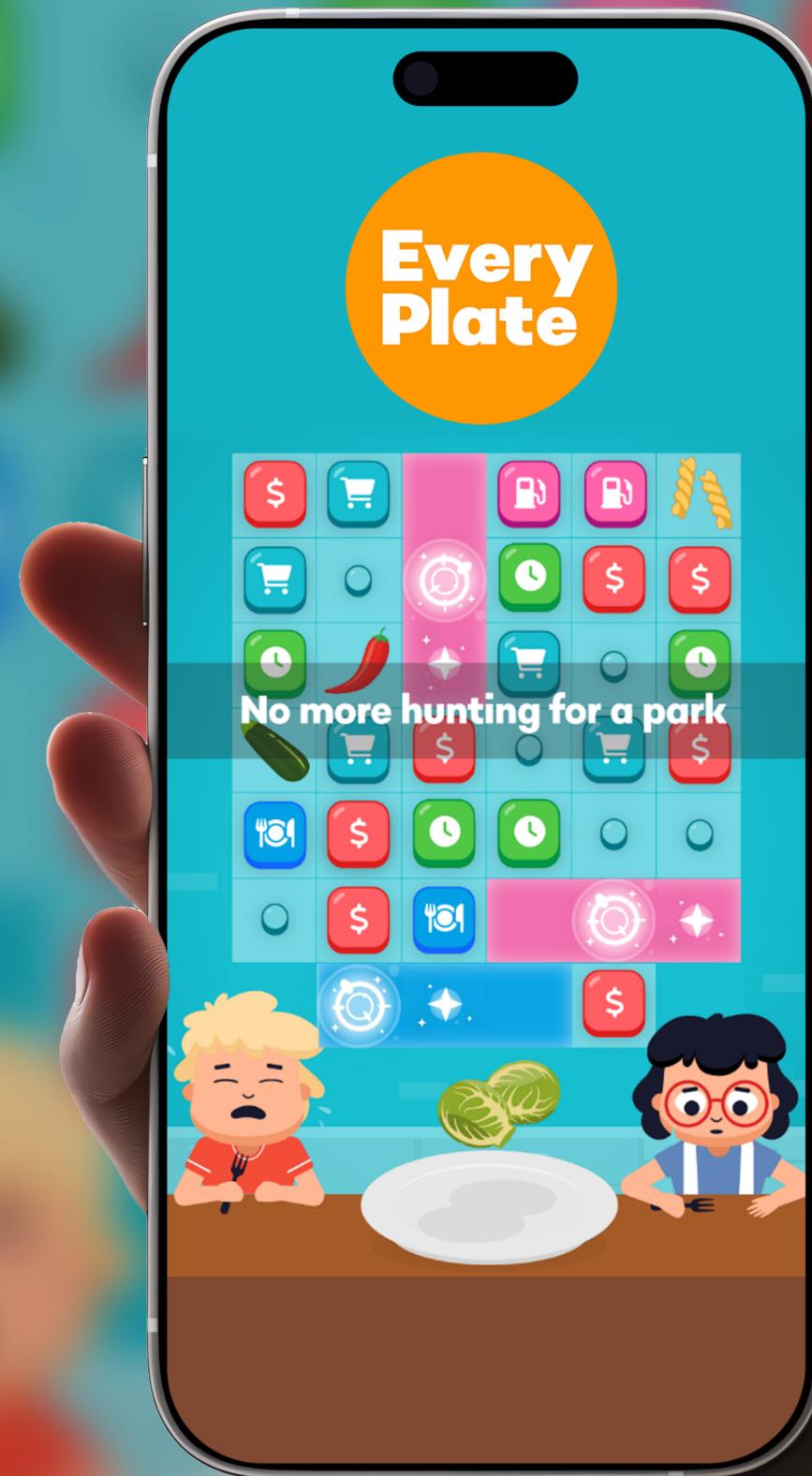
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HelloFresh Interactive Ads

Recognising that casual gaming was popular with their target audience, HelloFresh engaged us to develop interactive, gamified ads for their EveryPlate brand.

We created a "game-tutorial" concept, turning meal ingredients into a playful experience that disrupted players in a fun way, and reinforced EveryPlate's value as a convenient, family-friendly meal solution.





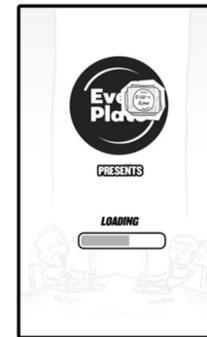
Ideation & Creative Consultation

Through a consultation package we explored key brand traits and developed a keen understanding of the client's target customer. Together we defined EveryPlate's mission as:

"To connect with busy families and show how our meals satisfy even the pickiest eaters, with no fuss."

The chosen concept was to create an interactive gamified ad, disguised as a match-three tutorial - a format familiar to the audience. Players matched food items to trigger the "EveryPlate Bonus," transforming ingredients into a meal for the hangry kids.

1. The INTRO



We open on an EP branded loading screen (approx 1 sec)



The loading screen fades back to reveal the game title and a darkened scene. The two kids at the table are highlighted. (approx 2 sec)



The whole scene now lights up and we see the game tiles on the board, and the kids begin whining and banging their cutlery in the table. Their complaining is quiet at first, but quickly begins to escalate.

THE TILES REPRESENT ALL THE ASPECTS OF MUM'S DINNER "TO-DO LIST"

- shopping trolley
- shopping list
- money
- car
- clock
- plate and cutlery

but also...

- The EVERYPLATE Box

AMONG THE TILES, WE SEE SINGLE INGREDIENTS, (WHICH ARE NOT HOUSED WITHIN TILES)

- carrots
- tomatoes
- chicken drumsticks
- bread rolls

Once the game board appears we immediately launch into...

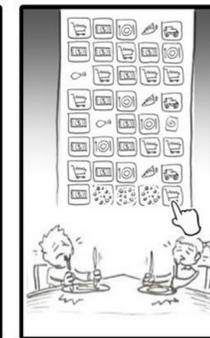
2. The QUICK DEMO



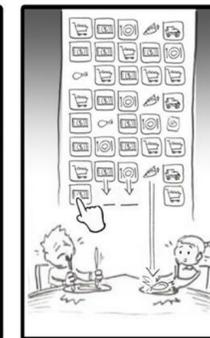
This whole demo lasts approximately 2.5 seconds. We see a ghost cursor appear over one of the bottom row of tiles, demonstrating the sideways movement to match three tiles in a row.



Three matching items in a row triggers...



...the matched tiles to explode and disappear, leaving a three tile gap at the base of the board.



The tiles in the space above drop down into position. However, we see the ingredient (ingredients do not live within tiles) drop all the way down onto one of the kids plates.

THE CHILD'S REACTION SHOWCASES THE NEED FOR TASTY DINNERS.

When a single ingredient (eg. carrot) lands on a child's plate the child is shocked by it, and suddenly stops complaining (Perhaps they could have a "T" appear over their head)

With a sceptical face, the child then "gulps" the ingredient.

After a brief moment of silence, the child goes back to thumping the table and complaining.

It seems these kids need a proper meal to be satisfied.

Once the DEMO is complete, the cursor will guide the user as they begin swiping bottom row tiles, trying to release ingredients to appease the hangry kids.

We will use predetermined tile patterns to ensure it's very easy to match tiles in the bottom row.

3. The GAMEPLAY & CLIMAX

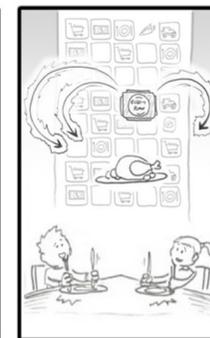


After approx 8-10 seconds of gameplay the EVERYPLATE Power Up Box begins glowing and pulsing, inviting you to interact with it.

The user can simply tap the EP Power Up Box to activate it.

Tapping is easier than swiping, just as EP is easier than the supermarket.

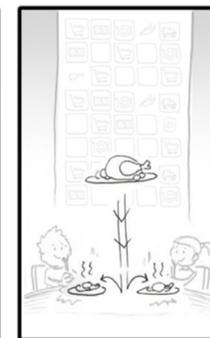
NOTE: If the user doesn't activate it after 13 seconds, it self-activates.



Once the Power Up is activated, all the other tiles fade slightly, but the ingredients remain at full opacity.

The Box then glows, enlarges slightly, and sends out "fireworks", which gather all the ingredients together, creating a complete meal.

The kids watch with wonder ("oooh", "aaaaah" etc).



The fuss-free meal drops into the centre of the table, then bounces onto their plates. They look happy and excited.

TIMING NOTE: From the activating of the Power Up until the dinner landing on the plates should last about 4 seconds.



The elements of the final frame quickly animate in as the kids gleefully demolish the food.

The CTA takes users to a tailored landing page. (eg. everyplate.com.au/hangry)

The final frame will be visible for at least 5 seconds.

THE FINAL FRAME BRINGS ALL THE EVERYPLATE BENEFITS TOGETHER.

Accompanying the clearly articulated LOWER PRICE message...

We see the kids enjoying a TASTY DINNER...

Which was prepared FUSS-FREE thanks to the easy and amazing EVERYPLATE Box.

Art Direction & Animation

We developed a bright, accessible art style inspired by popular casual games. Our creative team designed all characters, ingredients, and interface elements, building a polished game world.

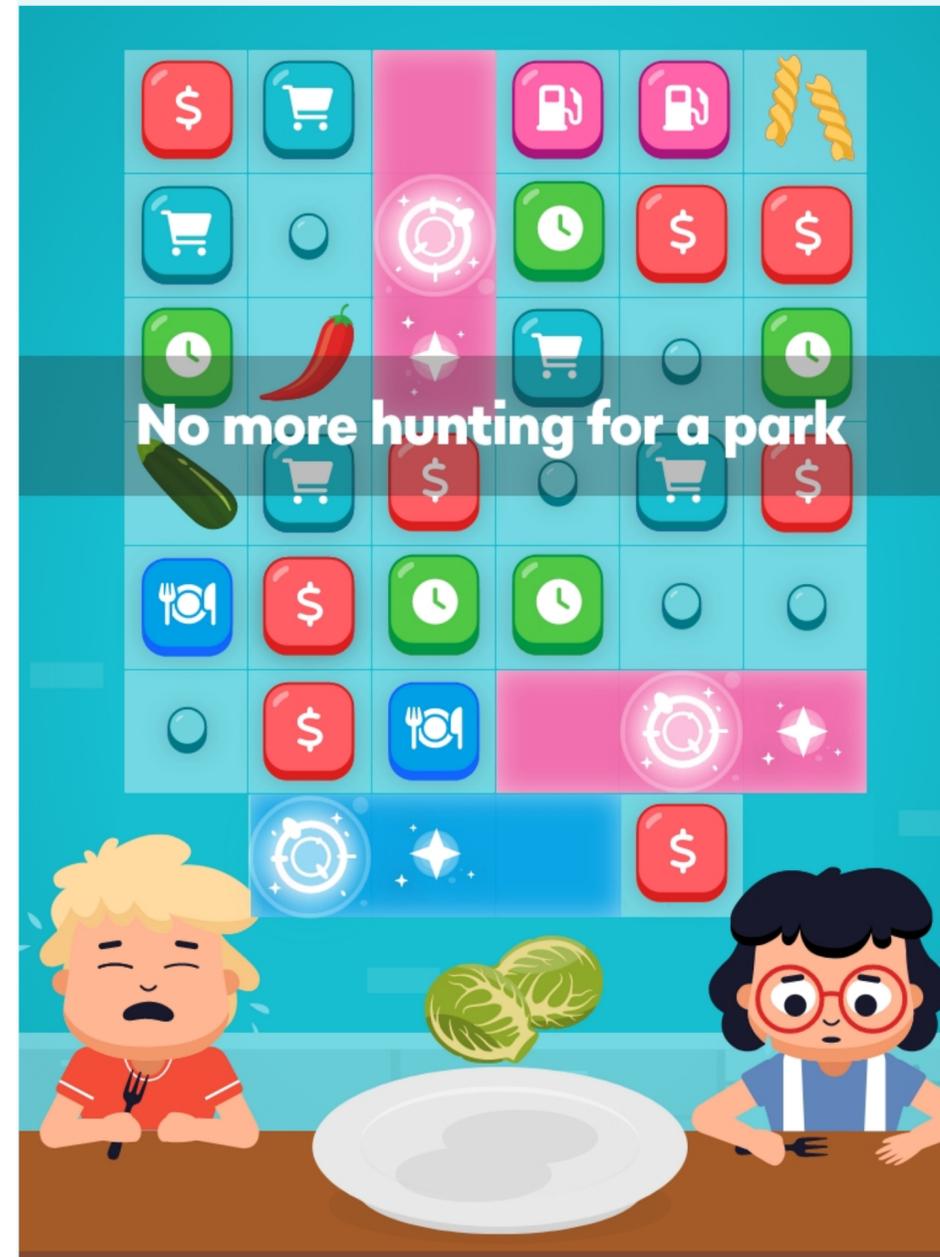
Animation added life and charm - from bouncy food items to the expressive reactions of the Hangry Kids. The result was a fun, intuitive mini-game that felt like a real part of the player's environment, not just another ad.



The Result

Players engaged with the concept, which was seamlessly integrated into a familiar gameplay experience, while reinforcing the brand messaging in a playful way.

Most importantly, the concept demonstrated that with the right execution, branded content can go beyond delivering a message - it can become part of the entertainment.



Seasonal Fun Krispy Kreme

Krispy Kreme wanted us to take their existing creative elements and deliver something a little more engaging for their "Krispymas" campaign.

We developed a series of custom animated ads, that moved beyond basic crossfades to bring more life and energy to the final designs, making them feel more dynamic and fun.



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Feature Banners

In this case, we added a bit of seasonal sparkle to the brand messaging through custom touches such as the swinging price tags, the simple drifting of the snowflakes, and the appearance of the Krispy Kreme doughnut boxes in a lively and organic way.

By using timeline animations rather than simple tweens, we delivered a more organic and engaging sequence to catch viewers eyes.



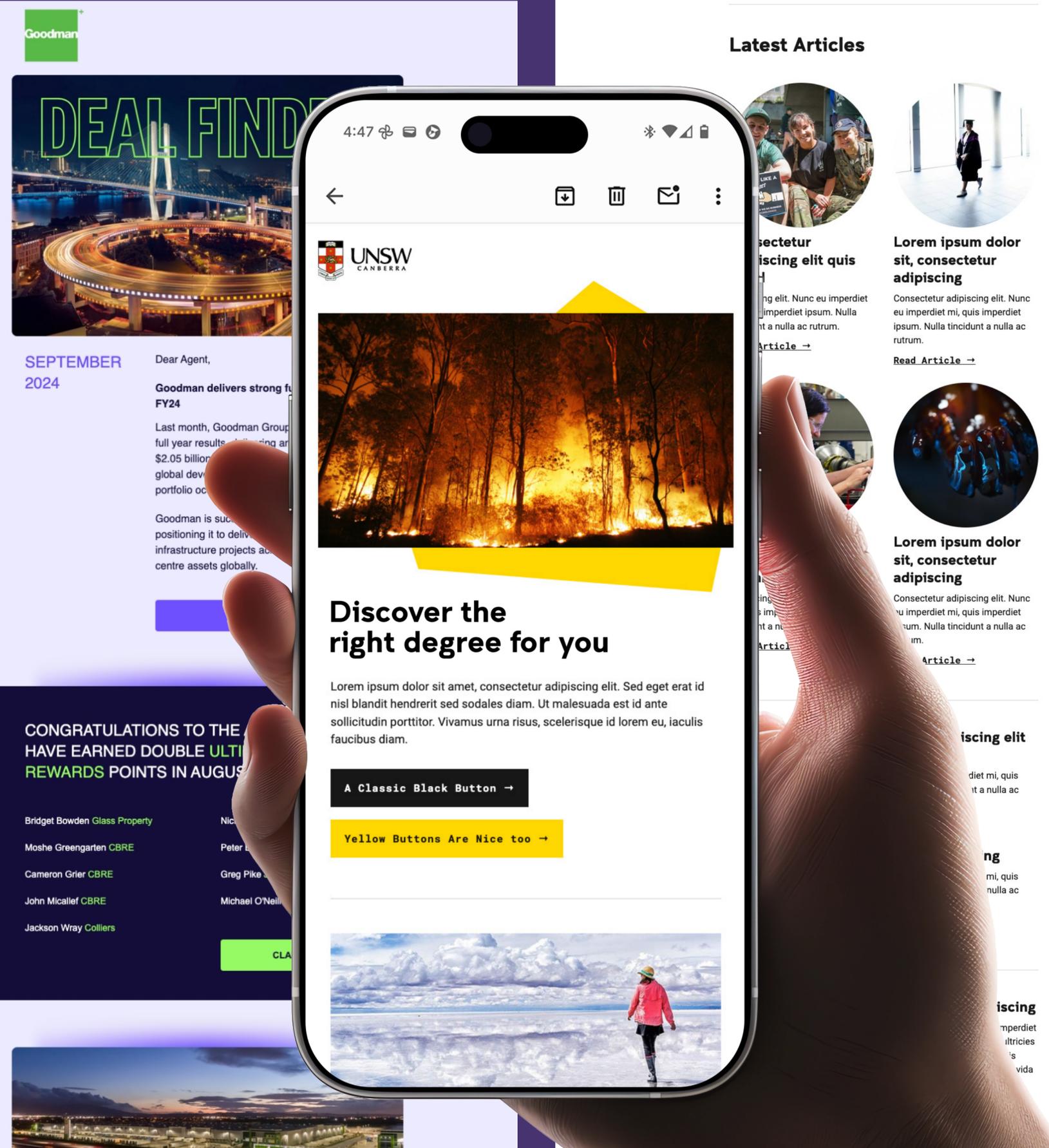
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EDM Templates

To help round out your marketing campaign, we also design eye-catching, easy-to-use EDM templates that your whole team can jump into.

Our templates are on-brand, flexible, and set up so you don't need to be a professional designer to get great-looking emails out the door.

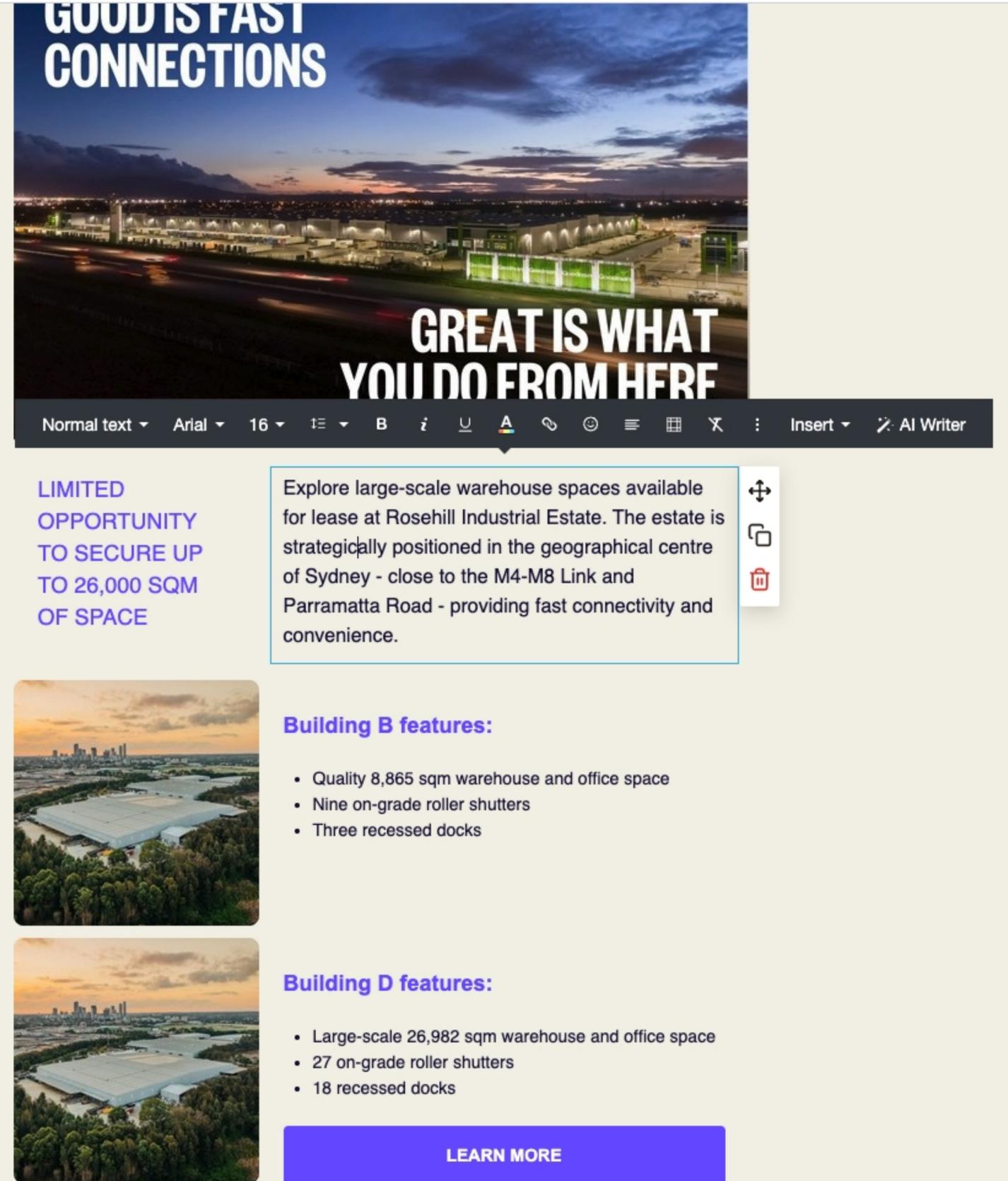
Whether it's a promo, newsletter, or a quick update, you'll be ready to hit send with confidence.



Working With Your Trusted Platforms

With reliable performance, excellent support, and a user-friendly, drag-and-drop interface, we'll build a custom template directly into your trusted platform, such as Mailchimp or Campaign Monitor.

Our modular templates give you the flexibility to mix and match content blocks, so you're not stuck with a single layout. Everything is built to display consistently across major email clients and devices, so your message looks great wherever it lands - in inboxes on **desktop, tablet, or mobile.**



The screenshot displays an email marketing template editor interface. At the top, there's a header image of a large industrial warehouse complex at dusk, with the text "GOOD IS FAST CONNECTIONS" in the top left and "GREAT IS WHAT YOU DO FROM HERE" in the bottom right. Below the header is a rich text editor toolbar with options like "Normal text", "Arial", "16", "B", "i", "U", "A", "Link", "Image", "Table", "X", "Insert", and "AI Writer".

The main content area features a text block with the following text:

LIMITED OPPORTUNITY TO SECURE UP TO 26,000 SQM OF SPACE

Explore large-scale warehouse spaces available for lease at Rosehill Industrial Estate. The estate is strategically positioned in the geographical centre of Sydney - close to the M4-M8 Link and Parramatta Road - providing fast connectivity and convenience.

Below this text are two image blocks, each showing an aerial view of a large industrial building. The first image is associated with "Building B features:"

- Quality 8,865 sqm warehouse and office space
- Nine on-grade roller shutters
- Three recessed docks

The second image is associated with "Building D features:"

- Large-scale 26,982 sqm warehouse and office space
- 27 on-grade roller shutters
- 18 recessed docks

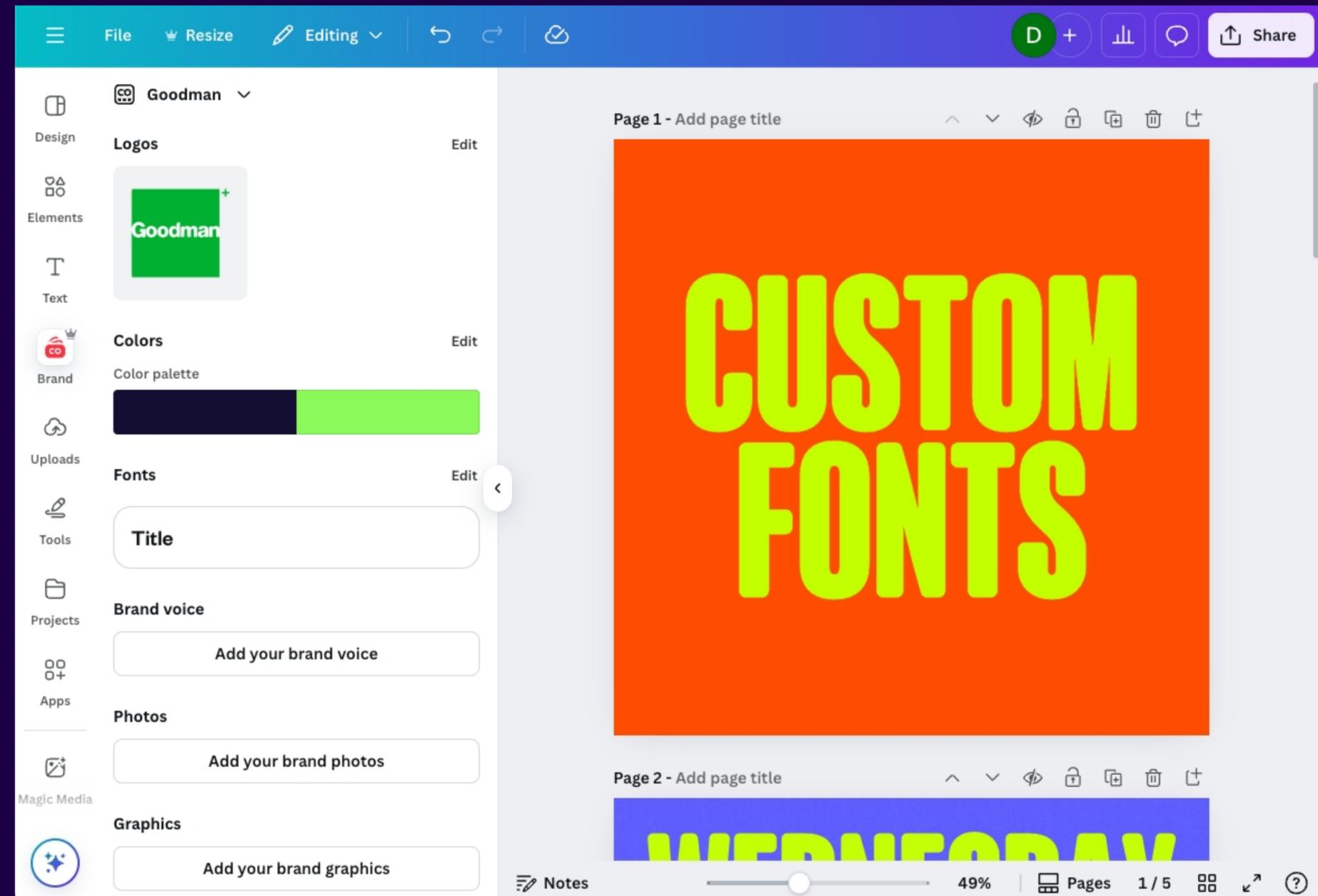
At the bottom right, there is a prominent blue button labeled "LEARN MORE".

Look better with feature graphics

We get it - email design can feel a bit limiting. Round buttons turn square, brand fonts won't render, and many templates look the same.

That's why we go a step further.

As part of your package, we'll create a set of reusable graphical templates, using your brand colours, fonts, and style. This way you can add custom visual elements to your emails, without fighting against the limitations of HTML, or needing the help of a designer each time.



Pricing

We like simple pricing, so to make life easier for everyone we provide our EDM packages in Small, Medium and Large sizes.

In each of the packages will also include feature-graphic templates to allow you to add extra pizzazz beyond the standard HTML limits, while still staying web safe and playing nicely with your audience's inboxes.

SMALL - \$700 (ex GST)

Great for simple notification or single-topic emails. This package allows you to have clean branded communications for simple use cases.

Inclusions

- 2 x content row designs
- 1 x feature-graphic template

MEDIUM - Cost: \$1,400 (ex GST)

A Medium package is perfect for when your EDMs need to contain multiple different content sections, showing a range of topics and information in the one mail out.

Inclusions

- 3 - 5 x content row designs
- 2 x feature-graphic templates

LARGE - Cost: \$2,600 (ex GST)

Giving you the most bang for your buck. With a Large package you'll have a large library of feature-graphics and content modules to build out a range of EDMs, for various different purposes.

Inclusions

- 6 - 8 x content row designs
- 3 - 4 x feature-graphic templates

www.codeandvisual.com.au

Let's elevate your digital

Contact us now **(02) 8316 8801** or info@codeandvisual.com

We're an Australian creative digital studio that specialises in combining fresh ideas and robust development to achieve organisational goals. Established in 2008, we work with marketing teams from government bodies, not-for-profits and corporate organisations, large and small.



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