

Job Ticket



Client / Project:

Apoyo Seguro – Website Reskin

Date:

11.10.22 D2

Job #:

LIFE_22_100

Written By:

Maria O'Connor

Budget:

TBD

Rev #:

2

Copies to:

D2H: Albaro, Isabel, Marcelino, Mauricio, Richard
Apoyo Seguro: Al

What is the proposed media tactic(s)? Check all that apply:

TV Radio Print Outdoor Digital Social Mobile Other

Project Background (overview of what the project is)

Client has requested d2H's guidance to reskin the look & feel of the Apoyo Seguro SPA website - www.apoyoseguros.com.



Currently, it is the 'Lifefy' site in Spanish. (Apoyo Seguro is an entity of Lifefy.)
An ENG site, mirroring SPA site, needs to be created.

What are the deliverables? (What needs to be produced?)

- Site Map
 - Review sitemap **on Figma** and recommend changes (if any)
<https://www.figma.com/file/JEnFuvuFpge6GnCU5PFUdQ/Lifefy?node-id=0%3A822>
- Design & Copy
 - Update images, logo, copy and colors within Apoyo Seguro Brand Guidelines
 - Review ENG and SPA Copy and recommend any necessary edits
 - Create Apoyo Seguro Website in ENG
 - Include a note or message in footer that Apoyo Seguro is a brand name of Lifefy Corp, or it's powered by Lifefy

<p>What is the desired objective / goal that needs be achieved?</p> <ul style="list-style-type: none"> • Update website to reflect Apoyo Seguro's brand guidelines • Mirror SPA site in ENG
<p>Who is the target market (who is this for)?</p> <ul style="list-style-type: none"> • Age – Sweet spot 25-45 (go as high as 60 if we want to appeal to someone for Life insurance to cover final expenses) • Income Range - from \$40 up to \$125K per household or from \$25 to 75K if individual • Regionality – <u>if by state</u> – FL / TX – <u>if by country-of-origin</u> Mexico, Central and South America • Acculturation – From Spanish Only through Bilingual – this means it would move from least acculturated (Spanish only) to the more assimilated (Bilingual) • 60% of target market falls under Spanish Dependent/Spanish preferred segments • “Persona Targeting” from Low to High – Career / Professional /Single (Low) , Married no children (Medium), Married w/Children (High) , Multigenerational household (three generations or more) – (High) <p>Source: Lifefy Waking up a Sleeping Giant</p>
<p>Which markets will project be used for?</p> <ul style="list-style-type: none"> • US
<p>What is the communication language? (English / Spanish / Both / Other)</p> <ul style="list-style-type: none"> • SPA & ENG
<p>What are the Technical Specs?</p> <ul style="list-style-type: none"> • See attached wireframe
<p>What are the Mandatories (e.g., sizes, logos, origination)?</p> <ul style="list-style-type: none"> • Must follow Brand Guidelines • Change Lifefy Logo to Apoyo Seguro throughout website • Include a note or message in footer that Apoyo Seguro is a brand name of Lifefy Corp, or it's powered by Lifefy
<p>Any other comments or relevant information?</p> <ul style="list-style-type: none"> • The Lifefy website in English will survive on its own with same functionality and access to insurance solutions but separate from Apoyo Seguro. It should have a link to Apoyo Seguro in case a Lifefy visitor wants to engage with Apoyo Seguro • Guillermo Azurdia is the AS website developer and will be assisting D2H – working in collaboration with you – to change the look and feel of website • Ivan Ochoa will remain engaged to ensure we retain and update all functionality as needed

BRAND STRATEGY

BRAND ESSENCE:

Life feels better when you can count on people who really care about you.

BRAND POSITIONING:

In an uncertain world, where current conventional insurance coverage may not be enough: It's a relief to know that Apoyo Seguro is here to help you protect your dreams and hard work and see that your loved ones are cared for.

BRAND PERSONALITY:

MI COMPADRE: My trusted *friend* and advisor who listens to me and has my best interest at heart.
TRUSTWORTHY, HONEST, HELPFUL

HOW, WHAT, AND WHY:

EMPATHY

We understand your situation and your needs.

RELATIONSHIP

We engage you with your best interest at heart.

PEACE OF MIND

Your peace of mind is our ultimate goal.

CORE VALUES & ATTRIBUTES:

Caring
Experienced
Helpful
Knowledgeable
Responsive
Optimistic
Adaptable

TAKE AWAY:
¡NO ESTÁS SOLO!

Timing / Deadline:

- Planning/Wire Map review: November
- Site Update: December-January
- Launch new Site: w/o 1/16/23

Phase / Task	Start Date	End Date
PHASE 1: Planning (0%)	11/11/22	11/18/22
<input checked="" type="checkbox"/> 0% Kick-off/Creative Briefing	11/11/22	11/11/22
<input checked="" type="checkbox"/> 0% Site Map Review/Audit	11/11/22	Friday
PHASE 2: Content (0%)	11/11/22	12/19/22
▼ Design (look & Feel) (0%)	11/21/22	12/19/22
<input checked="" type="checkbox"/> 0% Update site	11/21/22	12/9/22
<input checked="" type="checkbox"/> 0% Internal Review/Revisions 1	12/12/22	12/13/22
<input checked="" type="checkbox"/> 0% Client Review 1	12/14/22	12/14/22
<input checked="" type="checkbox"/> 0% Internal Review/Revisions 2	12/14/22	12/15/22
<input checked="" type="checkbox"/> 0% Client Review/Final Approval	12/16/22	12/16/22
<input checked="" type="checkbox"/> 0% Meet with Developer (Guillermo) to review internal concepts	12/19/22	12/19/22

Copy (ENG & SPA) (0%)	11/11/22	12/5/22
<input checked="" type="checkbox"/> 0% Copy review & edits	11/11/22	11/25/22
<input checked="" type="checkbox"/> 0% Internal Review/Revisions 1	11/28/22	11/28/22
<input checked="" type="checkbox"/> 0% Client Review 1	11/29/22	11/29/22
<input checked="" type="checkbox"/> 0% Internal Review/Revisions 2	11/30/22	12/2/22
<input checked="" type="checkbox"/> 0% Client Review/Final Approval	12/5/22	12/5/22

Distribution (team):
 Marcelino, Albaro, Mauricio, Isabel

Approval:

Account

Planning

RACI

Authorization **Date**

Client by his/her signature, explicitly understands the enclosed bid is a firm bid guarantee to deliver said job at the stated fixed cost. Any and all costs based on the approved bid, excluding state and local taxes above the stated fixed amount are to be absorbed by d2H Partners. In a firm bid, the d2H invoice constitutes its own back-up. Any extra work or revision not originally estimated, whether requested by the client or otherwise, requires an additional client approved estimate and will be billed separately in addition to the fixed cost amount above. Estimate valid for 30 days.