

Wednesday, 4th September 2019

Customer No: 801709

To:

The Italian Cultural Institute

Attn: Fabio and Simonetta

**Re: Price Quote** 

#### About us:

National Advertising office is a part of a leading advertising group, with an Experience of over 30 years in advertising, and in media purchasing.

The group employs professional personnel, that provide immediate response to Our customers.

Our customers, and their best interests are our top priority, thus, we believe in Personal attention, involvement and transparency.

Everything to give our customers the most appropriate solution to fulfil Their Goals and needs.

We provide our services per project, to maximize the targets and goals in each Campaign.

We will be more than happy to provide you our extensive experience and quality service, unconditionally!



### Google AdWords Campaign + Remarketing Campaign

The campaign will be built around the concept of adaptive, using relevant search keywords, with multi variations, during focusing with those words, at different areas around the country.

Search Keywords for instance: Milk allergy among babies, Allergies during pregnancy, Allergies in babies, Allergies among baby, Breast Milk allergy etc.

In addition to the Google Campaign a Remarketing Campaign will tag along, the remarketing tool allowing to show relevant banners to the one's who visit the landing page or homepage website.

This tool increases the user exposure to the product and increases the Chances to gain the costumer or increase his porches value. The message assigned to the banner can be suited according to the status of the users and there browsing history. (Purchased / did not purchase).

Cost (Google AdWords+ Remarketing): 4,500 NIS

campaign's period: 1 month / 1.5 months



#### Facebook

Facebook is a worldwide social media website. In Israel it is one of the largest websites, contain more than 1 billion users surfing the web. The users are spending over 11 hours per month. Today, Facebook network have more than 50,000 applications that exposed users to the world of content and wide variety of interests. Israel is currently located in the 1st place for spending more time on the Internet and smartphones than the global average.

#### Media display layout:

| Product                                     | Genders & Age cross section | Advertisement tool                | Clicks Total                                 | Campaign<br>Goal |  |
|---|-----------------------------|-----------------------------------|--|------------------|--|
| The Italian  Cultural  Institute            | Men/Woman<br>20+            | Facebook+Mobile<br>(Facebook App) | Approximately 1,000 clicks with optimization | Leads            |  |
| Geographical segmentation- Center of Israel |                             |                                   |  |                  |  |

**Total Cost for the Campaign: 2,500 NIS** 

campaign's period: 2 weeks

### Unique advantages advertising on Facebook:

**Targeting -** segmentation based on interests, demographics and location. Controlling the distribution of the budget by hours and days Advanced capabilities for building a goal-oriented ad composition. Optimization- Depending on Objectives, click, likes, downloading, etc., to achieve optimal results.



### **Summerized table**

| Media                                      | Cost              | Campaign period      |
|--|-------------------|----------------------|
| Google AdWords<br>Campaign+<br>Remarketing | 4,500 NIS         | 1 month / 1.5 months |
| Facebook                                   | 2,500 NIS         | 2 weeks              |
| Tota                                       | Cost- 7,000 NIS + | VAT                  |

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Signature + stamp:

Il preventivo è accettato IL DIRETTORE DELL'IIC TEL AVIV FABIO RUGGIRELLO

General:

The prices do not include VAT

We will be happy to assist you.

Best Regards, **Shiri Laniado Media Manager**