

SERVICE RATE CARD

2025 / 2026 · NAIROBI, KENYA

We Build Brands That Break Through

CONTENTS

- Branding
- Digital Marketing
- Public Relations
- Creative Services
- Packages & Combos

ABOUT THIS RATE CARD

Our Services & Pricing

KCVP Group Limited is a full-service media communications agency headquartered in Nairobi, Kenya. This rate card covers standard market-aligned pricing for our four core service areas — Branding, Digital Marketing, Public Relations, and Creative Services — as well as bundled packages designed to deliver greater value for clients seeking integrated communications support.

Currency	All rates are quoted in Kenyan Shillings (KES). USD equivalents available on request.
VAT	16% VAT applies to all services. Rates shown are exclusive of VAT unless stated.
Payment Terms	50% deposit required to commence work. Balance due on delivery or monthly for retainers.
Retainers	Monthly retainer clients receive priority scheduling, reduced hourly rates, and a dedicated account manager.
Custom Quotes	All projects are scoped individually. Rates shown are indicative starting points. Complex briefs will be quoted separately.
Validity	Rates valid for projects commencing between January 2025 and December 2026.

01

BRANDING SERVICES

Building a brand that stands out and endures. From foundational strategy through to complete visual identity systems.

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
Brand Strategy & Positioning <i>One-time project</i>	Market research, competitive analysis, target audience definition, positioning statement, brand architecture	KES 120,000 – 250,000
Brand Naming <i>Per naming project</i>	Company, product or service naming — includes name generation, shortlisting, linguistic & trademark screening	KES 60,000 – 120,000
Logo Design <i>Includes full file pack</i>	Concept development, up to 3 directions, 2 revision rounds, final files in all formats (SVG, PNG, PDF, EPS)	KES 35,000 – 85,000
Full Visual Identity System <i>Complete design system</i>	Logo + colour palette + typography + iconography + photography direction + pattern/texture library	KES 150,000 – 350,000
Brand Guidelines Document <i>PDF + editable master</i>	Comprehensive brand bible (30–60 pages): usage rules, do's/don'ts, colour specs, font specifications	KES 60,000 – 120,000
Brand Voice & Messaging <i>Written deliverable</i>	Tone of voice guide, messaging hierarchy, tagline development, key messages per audience segment	KES 55,000 – 100,000
Mission / Vision / Values <i>Workshop + document</i>	Facilitated workshop + written articulation of MVV framework for internal alignment and external communication	KES 40,000 – 80,000
Brand Refresh / Rebrand <i>Full project scope</i>	Audit of existing brand, strategic refresh or full rebrand — scoped based on project complexity	KES 200,000 – 500,000+
Brand Audit <i>Written report</i>	Review of existing brand touchpoints, competitive landscape, customer perception — written report with recommendations	KES 45,000 – 90,000
Brand Collateral Design <i>Per item / set</i>	Business cards, letterhead, email signatures, presentation templates, proposal templates	KES 8,000 – 25,000

02

DIGITAL MARKETING SERVICES

Data-driven digital campaigns that reach the right audience at the right moment — and convert.

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
Website Design & Development <i>One-time project</i>	Custom responsive website (up to 8 pages): design, development, CMS setup, basic SEO, hosting guidance	KES 120,000 – 350,000
Landing Page Design <i>Per page</i>	Single conversion-optimised landing page: copywriting, design, development, form integration	KES 45,000 – 90,000
SEO (Search Engine Optimisation) <i>Monthly retainer</i>	Technical audit, on-page optimisation, keyword research, meta tags, content recommendations, monthly reporting	KES 35,000 – 80,000/mo
Google Ads (PPC) Management <i>+ ad spend (separate)</i>	Campaign setup, keyword strategy, ad copywriting, bid management, A/B testing, monthly performance reports	KES 30,000 – 70,000/mo
Meta Ads (Facebook & Instagram) <i>+ ad spend (separate)</i>	Strategy, audience targeting, creative briefing, campaign setup & management, reporting, optimisation	KES 25,000 – 60,000/mo
LinkedIn Ads Management <i>+ ad spend (separate)</i>	B2B campaign strategy, sponsored content & InMail, lead gen forms, audience targeting, reporting	KES 35,000 – 75,000/mo
Social Media Management <i>Monthly retainer</i>	Content calendar, copywriting, design of posts, scheduling, community management — 3 platforms	KES 40,000 – 90,000/mo
Email Marketing <i>Per campaign or retainer</i>	Template design, copywriting, list management, campaign setup (Mailchimp/Klaviyo), send & reporting	KES 20,000 – 50,000/mo
Content Marketing / SEO Blog <i>4 articles/month</i>	4 SEO-optimised articles/month (800–1,200 words each), keyword research, internal linking strategy	KES 30,000 – 60,000/mo
Digital Strategy & Audit <i>One-time deliverable</i>	Full audit of digital presence, competitor analysis, channel strategy, 12-month roadmap document	KES 60,000 – 120,000
Analytics Setup & Reporting <i>Setup + KES 15,000/mo</i>	Google Analytics 4 / Tag Manager setup, custom dashboard, monthly data report with insights	KES 25,000 – 50,000

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
WhatsApp Business Setup & Strategy <i>One-time project</i>	Business profile optimisation, chatbot flows, broadcast strategy, catalogue setup, team training	KES 30,000 – 60,000

03

PUBLIC RELATIONS SERVICES

Earned media, reputation management, and strategic storytelling that builds lasting credibility.

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
PR Retainer — Starter <i>Min. 3-month commitment</i>	Monthly: 2 press releases, media monitoring, 1 media pitch, basic coverage report, account management	KES 60,000/mo
PR Retainer — Growth <i>Min. 3-month commitment</i>	Monthly: 3 press releases, proactive media pitching, thought leadership placement, monthly report, events support	KES 120,000/mo
PR Retainer — Enterprise <i>Tailored to scope</i>	Monthly: Full press office management, executive profiling, regional media, crisis preparedness, weekly reporting	KES 200,000+/mo
Press Release Writing & Distribution <i>Per release</i>	Research, writing, editing, formatting + distribution to relevant Kenyan and regional media contacts	KES 15,000 – 30,000
Media Relations Campaign <i>Per campaign</i>	Targeted outreach to 20–50 journalists/editors, personalised pitching, follow-up, coverage tracking	KES 50,000 – 120,000
Thought Leadership Article <i>Writing + placement</i>	Ghost-written expert byline (800–1,200 words) for CEO/MD + placement outreach to target publications	KES 25,000 – 55,000
White Paper / Research Report <i>Per document</i>	Long-form thought leadership document (2,000–5,000 words): research, writing, editing, design layout	KES 80,000 – 180,000
Media Interview Preparation <i>Per session</i>	Message development, Q&A; prep, media training session (half-day), on-camera practice	KES 35,000 – 70,000
Crisis Communications <i>Per incident (retainer preferred)</i>	Rapid response: situation assessment, key messages, spokesperson prep, media response management	KES 80,000 – 200,000
Event PR & Launch Support <i>Per event</i>	Pre-event media outreach, on-site press management, post-event coverage push, coverage report	KES 60,000 – 150,000
Awards Submission Management <i>Per submission</i>	Identify relevant awards, write submissions, project manage deadlines, coordinate supporting materials	KES 30,000 – 70,000

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
Speaking Opportunity Placement <i>Per placement</i>	Identify conferences/panels, prepare applications/nominations, brief materials, logistics coordination	KES 25,000 – 50,000

04

CREATIVE SERVICES

Award-worthy design, video, photography and content that earns attention and delivers impact.

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
Brand Photography <i>Per half-day</i>	Half-day shoot (4 hrs): product, team or lifestyle. Up to 30 edited high-res images, usage rights included	KES 45,000 – 90,000
Full-Day Photography <i>Per day</i>	Full-day shoot (8 hrs): events, campaigns, editorial. Up to 80 edited high-res images	KES 80,000 – 160,000
Corporate Video Production <i>Per video</i>	60–90 second brand/corporate video: scripting, filming (1 day), professional edit, colour grade, music	KES 150,000 – 350,000
Social Media Video Content <i>Pack of 5</i>	Short-form video pack (5 x 30–60 sec Reels/TikToks): scripting, filming, editing, captions	KES 60,000 – 120,000
Testimonial / Case Study Video <i>Per video</i>	Client interview video (2–3 mins): pre-production, filming (half day), edit, graphics, colour grade	KES 80,000 – 150,000
2D Animation / Motion Graphics <i>Per animation</i>	Animated explainer or brand intro (30–90 sec): script, storyboard, animation, voiceover direction	KES 100,000 – 300,000
Presentation Design <i>Up to 20 slides</i>	Custom PowerPoint/Google Slides redesign (up to 20 slides): on-brand, visually polished, editable	KES 30,000 – 70,000
Marketing Brochure / Catalogue <i>Print-ready + digital</i>	Concept, copywriting, design and print-ready PDF: up to 8 pages (brochure) or 16 pages (catalogue)	KES 35,000 – 90,000
Social Media Creative Pack <i>Monthly</i>	Monthly pack: 12 designed posts (static + carousel), stories templates, cover images — all branded	KES 25,000 – 50,000/mo
Digital Ad Creatives <i>Per set of 6</i>	Set of 6 display/social ad creatives (3 sizes each): concept, design, copy, export in all formats	KES 25,000 – 55,000
Copywriting — Marketing <i>Per page / deliverable</i>	Website copy, campaign copy, headlines, CTAs, email sequences — per project or word count	KES 8,000 – 20,000
Annual Report Design <i>Per report</i>	Full annual report design (up to 40 pages): layout, infographics, photography direction, print-ready	KES 120,000 – 250,000

SERVICE / DELIVERABLE	SCOPE & DESCRIPTION	RATE (KES)
Trade Show / Event Graphics <i>Per set</i>	Pull-up banners, backdrops, signage, event collateral — design + print-ready files	KES 15,000 – 60,000

05 PACKAGES & COMBO DEALS

Bundled service packages designed to deliver integrated communications excellence at a subsidised rate. All packages include a dedicated account manager and monthly performance review.

■ LAUNCH COMBO — BRANDING + DIGITAL + CREATIVE

Brand Launch Package

Everything a new business or product launch needs to hit the market with confidence — strategy, identity, online presence, and launch assets, all aligned and delivered together.

Package includes:

- ✓ Brand strategy & positioning
- ✓ Full logo & visual identity system
- ✓ Brand guidelines document
- ✓ Website design & development (up to 6 pages)
- ✓ Social media setup & templates (3 platforms)
- ✓ Launch photography half-day shoot
- ✓ 3 × social media videos (Reels)
- ✓ Google My Business setup & optimisation
- ✓ Launch press release + distribution

FULL PRICE
~~KES 780,000~~

PACKAGE RATE
KES 570,000

SAVE 27% KES 210,000

■ GROWTH COMBO — DIGITAL + PR + CREATIVE

Growth Accelerator Package

A 3-month integrated programme for established businesses ready to scale — combining digital performance marketing, earned media, and monthly creative content to drive awareness, leads, and revenue.

Package includes:

- ✓ Digital strategy & channel audit
- ✓ SEO setup + 3 months management
- ✓ Google Ads management (3 months)
- ✓ Meta Ads management (3 months)
- ✓ PR retainer — Growth tier (3 months)
- ✓ Monthly social media creative pack (3 months)
- ✓ Monthly analytics report & strategy review
- ✓ Quarterly executive briefing

FULL PRICE
~~KES 870,000~~

PACKAGE RATE
KES 650,000

SAVE 25% KES 220,000

■ **STARTER COMBO — BRANDING + DIGITAL ESSENTIALS**

SME Starter Package

Ideal for small and medium businesses that need a solid brand foundation and digital presence without the enterprise price tag. Get professional, consistent, and ready to grow.

Package includes:

- ✓ Logo design (3 concepts)
- ✓ Brand colour palette & typography guide
- ✓ Business card + letterhead design
- ✓ Website (4-page responsive site)
- ✓ Basic SEO setup
- ✓ Google My Business setup
- ✓ Social media profile setup (2 platforms)
- ✓ 1 × brand photography half-day

FULL PRICE
~~KES 365,000~~

PACKAGE RATE
KES 265,000

SAVE 27% KES 100,000

■ **ENTERPRISE RETAINER — PR + DIGITAL + CREATIVE**

Corporate Communications Retainer

A fully managed monthly communications programme for established companies that want consistent media presence, digital performance, and high-quality content — all coordinated by one dedicated team.

Package includes:

- ✓ PR retainer — Growth tier (press releases, media pitching, thought leadership)
- ✓ Social media management (3 platforms)
- ✓ Monthly SEO management & blog content (2 articles)
- ✓ Monthly email marketing campaign
- ✓ Monthly creative pack (12 social media designs)
- ✓ Monthly performance dashboard & reporting
- ✓ Quarterly brand & strategy review

FULL PRICE
~~KES 320,000~~

PACKAGE RATE
KES 230,000

SAVE 28% KES 90,000

■ **60-DAY SPRINT — PR + DIGITAL ADS + CREATIVE**

Visibility Sprint Package

A high-intensity 60-day campaign designed to rapidly build brand awareness, generate press coverage, and drive measurable leads. Perfect for product launches, market entries, or re-launches.

Package includes:

- ✓ 3 × press releases + media distribution
- ✓ 1 × thought leadership article + placement
- ✓ Google Ads campaign (60 days management)
- ✓ Meta Ads campaign (60 days management)
- ✓ Ad creative set (6 designs × 3 formats)
- ✓ 1 × brand video (60-second)
- ✓ Campaign landing page design
- ✓ End-of-sprint performance report

FULL PRICE
~~KES 540,000~~

PACKAGE RATE
KES 390,000

SAVE 28% KES 150,000

📌 **CONTENT COMBO — DIGITAL + CREATIVE + PR**

Content Engine Package

A monthly content programme that keeps your brand visible, credible, and engaging across all channels — with consistent publishing cadence, brand-safe creative, and strategic media placement.

Package includes:

- ✓ SEO blog content (4 articles/month)
- ✓ Social media management (3 platforms, 3× per week)
- ✓ Monthly email newsletter
- ✓ Social media creative pack (12 designs)
- ✓ 1 × thought leadership article + placement/month
- ✓ Monthly analytics & content performance report

FULL PRICE
~~KES 230,000~~

PACKAGE RATE
KES 165,000

SAVE 28% KES 65,000

HOURLY & DAY RATES

Individual Expertise Rates

For projects billed by time, or where specialist expertise is engaged on an ad-hoc basis.

Role / Discipline	Hourly Rate (KES)	Half-Day (4 hrs)	Full Day (8 hrs)
Senior Strategist / Account Director	8,000 – 12,000	32,000 – 48,000	60,000 – 90,000
Brand Strategist	7,000 – 10,000	28,000 – 40,000	52,000 – 75,000
Creative Director	8,000 – 12,000	32,000 – 48,000	60,000 – 90,000
Senior Designer / Art Director	5,000 – 8,000	20,000 – 32,000	38,000 – 60,000
Graphic Designer	3,500 – 5,500	14,000 – 22,000	26,000 – 42,000
Copywriter / Content Strategist	4,000 – 7,000	16,000 – 28,000	30,000 – 52,000
Digital Marketing Specialist	4,500 – 7,000	18,000 – 28,000	34,000 – 52,000
PR Specialist	4,500 – 7,000	18,000 – 28,000	34,000 – 52,000
Video Editor / Motion Designer	4,000 – 7,000	16,000 – 28,000	30,000 – 52,000
Photographer	5,000 – 8,000	20,000 – 32,000	38,000 – 60,000
Videographer / Director of Photography	6,000 – 10,000	24,000 – 40,000	45,000 – 75,000

NEXT STEPS

Let's Build Something Great Together

■ Request a Custom Quote Every project is unique. Share your brief and we'll put together a tailored proposal within 48 hours.	■ Schedule a Free Consultation Not sure where to start? Book a free 30-minute call with our team and let's figure it out together.	✉ ■ Get in Touch eric@kcvpgroup.com +254 728 851 675 kcvpgroup.com @kcvpgroup (all platforms)
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