



PROPOSAL

Brand Achievement Rating Ecosystem

July, 2022



OUR CAMPAIGN CONCEPT

One of the main purposes of this campaign is to create and implement a Brand Achievement Rating Ecosystem. This knowledge based, media-marketing development consists of digitally connecting multi-purpose ICJI LOGO to be provided to brands as a symbol of their achievement (usefulness and credibility) to the new business-oriented media – marketing site.

Providing brands their own media streams and bringing market's attention to them, will become a one of the most pioneering elements of the site. This site is to become a new guide for determining modern trends, society and business development in the world. ICJI should think of itself and act, not as a part, but a global leader.

Let's be straight forward and honest. It is slightly intimidating to travel to Russia for the first time. Therefore, in order to attract business leaders from various countries, we have to combine and intertwine in this campaign the feeling of joy, happiness adventure, warmth, assistance, friendship and trust. Furthermore, we must understand not only who we are selling to, but more importantly, what we are selling!

So, all in all, we do not have a lot of options, as our future business partners are interested in only one thing – financial reward for their work. Thus, we should not shy away from this topic, but learn to dominate this discourse with facts, cases, strategies, and foresight.



OUR LOGO CONCEPT

From the start, our LOGO is unique. It has embodied a multi-purpose design concept of being not only reflective of the views of our partners, ability to be used in any media from pictures, videos, presentations to any surface or stationery like buildings, accessories, articles of close. and yet, it is possessing a revenue creating ability.

The logo is one of the most important elements of visual communication, which contains the key characteristics of corporate identity.

The ICJI brand name; which is an anagram and a unique identification graphic element. The text part of ICJI (a unique graphic design of the company name) are official signs that are the main recognizable and identifying elements of the corporate identity of the company which determine the uniqueness of the logo.

The combination of the sign, the brand name and the graphic element (“stability line”) form a logo block, which is used as the main version of the logo and contains a set of the most important brand elements:

- *Form*
- *Color*
- *Compositional principles*
- *Fundamentals of corporate typography*

Proper and careful usage of style will help preserve these properties of basic identifiers and avoid misinterpretations and possible legal implications.

1

The Joint initiatives LOGO could be used

2

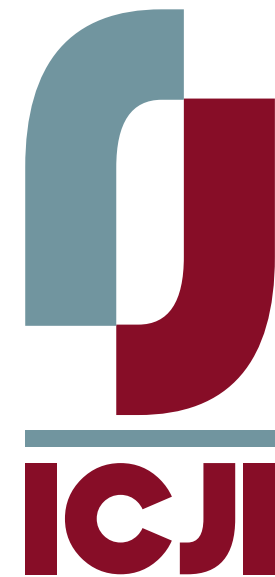
The Joint Initiatives LOGO with the “stability Line” could be used

3

The entire Joint Initiative LOGO could be used by ICJI only

LOGO of BELONGING TO ICJI

This combination is a simple, yet effective way to differentiate between our partners and us.



PARTNERSHIP LOGO of GOOD STANDING

Any partner who is allowed to display this LOGO (JI including the “stability line” below) is deemed to be stable, financially secure and trustworthy. We are otto maintain the list of such partners and shall provide them with additional service, co-branding opportunities and first consideration on challenging projects. This premium membership includes monthly industry updates, financial bulletins and a list of upcoming projects of interest. The LOGO here emphasizes financial stability and brand longevity.

This type of membership constitutes a possibility for ICJI to be involved in audit or financial transaction matters between a given brand and other parties as consultants.

Fees.

It is recommended to offer this option, free of charge for the first 3 months only, thereafter, there must be a charge of \$5,000 USD / month or \$ 40,000/ year as a VIP option. There could be a 20% discount offered for a small number of clients.



PARTNERSHIP LOGO of GOOD INTENTIONS

The main goal here is to make clients to become advocates of our company, our goals, objectives and initiatives. Entrepreneurs, government entities, and businesses may be given an opportunity to highlight or display an array of great projects, qualities and intentions improving the world by including our LOGO in their promo materials (JI part only).

Fees.

It is recommended to offer this option, free of charge for the first 3 months only, thereafter, there must be a charge of \$35 USD / month for small business, \$150 / month for mid-size business and \$500 / month for big business to rip the benefits of this membership.

LOGO display is the most powerful way of self-promotion or a prize given to a business by the Country and the people. it is



LOGO SAMPLE



LOGO SAMPLE





PARTNERSHIP PROPOSAL

Interactive Media Campaign and Brand integration

- **Development Fee: no cost to ICJI**
- **Brand book and LOGO usage: at no cost during this campaign (promo materials / video content prep is not included)**
- **Campaign duration: up to 5 years**
- **Outsource to AMRICA ENTERTAINMENT**

Responsibilities

ICJI is to award: “Good Intentions” and “Good Standing” LOGO Certificates to its clients and forum participants. After 3 months, there will be fees applied for advertising, analytic, consulting and media streaming services provided by AMRICA ENTERTAINMENT.

Second year revenue:

1. Revenue: 2,000 подписчиков @ 150 USD / мо. = 300,000 USD / мо.
2. Revenue Breakdown:
 - a) ICJI – 30% (100,000 USD / мо.)
 - b) and AMRICA – 70% (200,000 USD / мо.)

Third year revenue:

- Revenue: 7,000 подписчиков @ 150 USD / мо. = 1,050,000 USD / мо.
- Revenue VIP: 10 подписчиков @ 5,000 USD / мо. = 500,000 USD / мо.
- Revenue Breakdown:
 - a) ICJI – 30% (465,000 USD / мо.)
 - b) and AMRICA – 70% (1,085,000 USD / мо.)

Project set up

- duration: 3 months
- setup cost: 3,900 USD / мо. for 3 mo.