

# Kukui Marketing

## Agency Profile Kukui Marketing LLC 2019

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## Agency Profile

Kukui Marketing is a marketing and advertising agency established in October 2001. My career experience includes small business consulting, advertising sales, television and radio production, media buying, research and promotions.

My ability to concept, focus and execute is the thread that ties all of these skills together.

My primary agency role is as account supervisor. I work directly with the client to figure out what needs to be done to address a problem or pursue an opportunity, then I form a plan and execute.

My agency is different from traditional agencies in that my skills enable me to lead the account, buy media, production manage a television commercial, website or a collateral project, write all types of content, art direct and select graphics and photos all on the same day.

Simply, I am a full-service marketing director for hire.

## What I'm Good At

I am at my best when discovering the one line definition of what the client does well and promises the customer. Some marketers call this branding or creating the tagline, slogan or consumer promise. For me, it's really from the gut logic or figuring out what do my client's clients really want and what channels do we use to communicate?

## Case Studies

### Making A Little Guy Look Big

Hartmann Metals Corporation

Hanni Hartmann, of Hartmann Metals specializes in sourcing scrap metal then reselling the product in the international marketplace. At the time, Hanni had been doing business in Hawaii for over 20 years, starting in a scrap metal yard in Aiea, eventually branching out to sales.

Hanni was frustrated that he had not been able to get an appointment with the local H-power plant, and the accompanying opportunity of the resale of the scrap metal. He had conferred with his attorney, who said Hanni needed to redo his image from businessman in Birkenstocks and shorts, to something slicker.

Hartmann Metals was a referral from Kukui Marketing's client, Maruju Market Catering, when he met with Kukui. Hanni had already met with other branding consultants to pitch his business.

Kukui Marketing presented the idea that Hanni needed to show the H-power person that his company was established and though he was the only employee, had far-reaching contacts and was a multi-million dollar business.

Gathering various scrap metal magazines, conversations with Hanni and photos of different types of scrap metal, Kukui Marketing with designer, Kent Miyasaki of SDM Advertising, put together a sales presentation book for Hanni. The book was encased in an aluminum binder with his company name redone in an energetic, "big"-looking font printed on metal.

Hanni got his foot in the door with H-Power, and with his sales presentation book, became the largest contractor with the plant. Kukui Marketing prepared a mini-version of the sales presentation book in the form of a tri-fold brochure for industry conventions and business meetings.

## Breaking Out of the Fish Pond

Hugo Higa M.D.  
dba Aesthetic Vision Center

Dr. Hugo Higa of Aesthetic Vision Center is an ophthalmologist and oculoplastic surgeon who specializes in medical and cosmetic issues involving the eyes, eyelids and midface area.

Dr. Higa started his business in 2003, and immediately jumped into the competitive ocean of LASIK surgeons. His first commercial ran on KHON for a year. The commercial pitted him directly against laser surgeons who had had a five-year head start advertising laser vision correction.

After a year of mild success, he began working with Kukui Marketing. Dr. Higa really needed help marketing his dual-specialties, finding the right niche and creating a position in the market.

Kukui advised him to market what he was really good at and what he liked to do: cataract replacement, droopy lid and ptosis surgeries.

Kukui established the position of "Inspired Confidence". This is based on the thought that people with vision problems may be a little less confident going about their daily lives. It is also likely there are some people who like themselves, but would like to improve how they look a little, or a lot. It is also possible that once people improve their vision, they might want to improve how they look.

Dr. Higa's marketing position is expressed in the tagline "See How Good You Look!"

Kukui also renamed his business from the generic Eye Associates to Aesthetic Vision Center, a name that speaks to his dual expertise.

Using the marketing position as a guideline, Kukui worked with a creative subcontractor to design a new logo to be used in broadcast, print and collateral. Media was placed on the local television station where many of his desired target of older Japanese people watched regularly. Dr. Higa was signed up for a value plus annual package that maximized the frequency of his message.

In 2005, Dr. Higa began giving his "What to Know About Aging Eyes" and "Strategies for Facial Skin Rejuvenation" seminars at recreation centers, libraries and for clubs and organizations. Kukui also secured quarterly seminars at Pali Momi Medical Center.

Kukui structured and wrote aestheticvision.com in the second year with Dr. Higa. Kukui secured a KHNL news story which spiked web visits to over 7,000 in the days following the newscast.

The direct-zone tabloids, "What You Need to Know About Aging Eyes" and "Strategies for Facial Skin Rejuvenation" were written and produced by Kukui. To keep costs low, the Honolulu Advertiser was contracted for printing and distribution. The tabloids were distributed in key geographic zones where older people resided and who may be droopy lid or

cataract candidates, or who may be interested in approving their appearance.

Over run copies were printed at an economical rate and are passed out at seminars and expositions. Periodically the tabloids are re-inserted in the newspaper zones further amortizing the production cost.

Dr. Higa started with a file box of patients and became a thriving business of over 7,000 clients and growing when Kukui concluded engagement.

## The Best Legal Eagles

Starn O'Toole Marcus & Fisher, A Law Corporation

Kukui Marketing started with the law firm in 2005, primarily doing print media buys and production.

At the time, three of the name lawyers had been recognized by Best Lawyers in America and Chambers USA Directory of Leading Lawyers for Business in three practice areas. Like most businesses, the law firm attorneys were focused on practicing law and not on marketing efforts.

Kukui took over organizing firm submissions for Best Lawyers, U.S. News Best Law Firms, Chambers, Super Lawyers, and Benchmark Litigation.

The ranking entities base their research on the opinions of the lawyer's peers and their clients. In a busy environment, where there is only so much time to dedicate to networking, the best strategy was to increase the firm and individual's name awareness.

The firm had a nice looking website-but the main issue was that it used flash, which is virtually unsearchable by web crawlers, and the site was built before search engine optimization (SEO). Kukui worked with a new web vendor in constructing a non-flash site, using the same look of the old site, and an optimized version of the page contents. New photos were taken of the office and images were selected to represent their practice areas of real estate law and commercial litigation. Individual attorney profiles were made e-mailable and printable.

One of the most important strategies for web site ranking is refreshing the information on the site on a consistent basis. The [website](#) has an easy to use content management system which allows Kukui to post press releases, new recognition logos and client comments.

In 2019, the website was updated with a fresh theme using the existing structure and adding new art images along with testimonial slideshows for the firm and individual attorneys.

One of Kukui's main duties is to negotiate and plan media strategy for the law firm. Since engagement, Kukui has negotiated key positioning in Honolulu Magazine's Best Lawyer's issue, putting the law firm in the first pages of the magazine, and in front of other legal advertisers. Kukui also negotiated adjacency positions in key issues of Hawaii Business Magazine. A timing strategy is also employed where having a dedicated agency to oversee marketing allows the firm to place accolade announcement media well-ahead of others.

Currently, all of the firm's thirteen directors and of counsel attorneys are recognized by one or more of the entities. The law firm is recognized as Top Listed by US News & World Report & Best Law Firms as well as Chambers and Partners USA Leading Lawyers for Business. The firm is a rated a Highly Recommended Firm by Benchmark Litigation. Individual attorneys have been recognized by Best Lawyers in America as Lawyers of the Year, among the Top 250 Women Litigators by Benchmark Litigation, the Top 25 by Hawaii Super

Lawyers and a Star by Chambers USA. The law firm is recognized in 25 practice areas by U.S. News-Best Lawyers in America, Best Law Firms.

Potential clients cite the firm's website and web-based research as an important tool for initially contacting the law firm for services.

## Do A Lot, No Dollars to Do It

### Ballet Hawaii

Agency principal volunteered to assist with marketing the adult dance and exercise program when they moved to its new space in 2011. Kukui primarily did press releases to promote the adult program. For Pam Sandridge's "Heels to Go" workshop, the Star-Advertiser wrote a story on the front page of the Today section. Midweek has published a story about Ballet Hawaii's Zumba classes. Previously Kukui contacted the Star-Advertiser for Pam's COREography classes with another studio, again gaining a front page story in the Today section.

## More Business, Same Ad Budget

### Ace Auto Glass, Inc.

Ace Auto Glass Inc. was founded in 1975 by Frank and Grace Tamaye. As opportunities arose, the company expanded to under serviced areas with the goal to be able to provide service to all major cities throughout the Hawaiian islands and Guam.

Early on the Tamaye's two sons, Stephen and Calvin joined the company and helped manage daily operations. In 2013 the newest location was opened to service the Windward side of Oahu. With the new expansion and increased competition, management felt that it was the opportune time to engage an advertising agency to help promote the new location and the company.

Like many business owners, the owners of the company made a lot of the marketing and advertising decisions for the business. For years, the main advertising media was the yellow pages print directory where Ace Auto Glass had maintained a dominant print position for many years. Now with a new advertising agency handling advertising, Ace Auto Glass sought to increase the television and digital advertising footprint without increasing the overall budget.

In 2013 the company contracted Kukui Marketing to begin to refine the advertising budget and promote the opening of the new Kaneohe location. This was also accomplished without increasing the existing advertising budget.

Kukui Marketing examined the budget and found areas where funds could be better utilized and renegotiated the yellow page contracts. As the yellow pages contracts expired, this opened up funds to be redirected to more highly visible forms of media.

Ace Auto Glass' media profile is substantially different today. Ace Auto Glass employs digital ads on google, youtube and social media platforms where performance is closely monitored. Ace also uses traditional television media and has

produced commercials which are used on tv, the website and youtube for extra mileage.

Aceautoglass.net was relaunched in 2014 with more content and interactivity. The site's request form collects key information to facilitate the quote process for customers. Today, it is a key method of reaching customers and servicing their auto glass needs.

From Ace Auto Glass, Calvin Tamaye, President

*"In 2013 I was wondering if our company's ad campaign was effective and cost efficient. This set me out on a quest to find out if someone out there could do it better than me while not increasing our budget. After conducting interviews with 3 of my top choices, I decided to hire Kukui Marketing. The reason for this decision was the fact that Kirsten was very easy to talk to and I felt that she could move us in the direction that we wanted to go. After just a few months she was able to negotiate much better contracts for our TV, Radio, and Print ads. She also helped to revise our website and add new forms of media that we had been lacking.*

*Now that several years have passed, Kirsten has proven without a doubt that she has been very effective by increasing our gross sales 15% without increasing our budget. She has also become a trusted advisor for us and has a no nonsense approach to many of our marketing needs.*

*If you ever had to ask the question, "Can someone else do a better job at marketing?" you should give Kukui Marketing a call. Not only can she do a better job than me, it freed me up to take care of other business matters."*

## Classic Restaurant, New Media

### Jose's Mexican Cafe & Cantina

Jose's Mexican Cafe & Cantina started their business in 1973, and always purchased newspaper and radio advertising for marketing. In 2009, they became interested in making the jump to broadcast television, and Kukui Marketing recommended a value package on a local network station.

When it came time to produce their 15-second television commercials, the client wanted to avoid looking like other Mexican restaurant ads that showed the same burrito plate, customers drinking margaritas and lots of grinning.

Kukui Marketing determined that Jose's was a fun place to eat, family and sports oriented, and had a variety of fresh contemporary and traditional foods.

Typically, food television spots are very difficult to shoot, and most end up looking the same as the other. To break away from the expected, Kukui suggested using dancing food and happy faces, set to fun but definitely identifiable Mexican music. A

combination of video, vector and stock photo was combined against a white with confetti background.

Very soon after their commercial aired, Jose's enjoyed positive feedback from customers.

Kukui Marketing also wrote entertaining radio scripts for client.

Since engagement, Kukui has produced additional television commercials using graphics and a fun theme to break out from the media clutter.

Jose's also decided to take the leap into digital media in 2017 using a major news station website as its platform and has enjoyed amazing results without increasing the overall marketing budget. Jose's also relaunched their Facebook, Twitter and added Instagram pages to extend their social media reach.

Today, in an ever increasing competitive environment, Jose's Mexican Cafe & Cantina is still serving up Mexican Happiness and enjoying robust results from marketing efforts.

## New Guys in Town

Matanuska Valley Federal Credit Union-Waipahu Community Office

When the Chief Marketing Officer called me back in late 2015, I thought he was selling Yelp or some other form of digital media as the area code was from somewhere not in the 808 Hawaii area digits. When I hit redial, we had an interesting introduction of "Hello, I'm returning your call?", "Hello, I'm calling from Matanuska Valley Federal Credit Union in Alaska."

I know, it's kind of a funny way to start a case study, but somehow we got on the same page and met in person and started working together in 2016.

The main issue was the credit union had merged with Kunia Federal Credit Union in 2012, but had not reached its desired goals by the end of 2015; goals being new members and awareness in the field of membership.

Kukui presented a marketing brief covering the issues that needed to be addressed-although the client had a similar foundational background of being a farming community, they had found it challenging to make inroads into the close-knit community of Waipahu. Mainly because the name of the credit union sounded pretty foreign and was hard to say, and Alaska is a place you go to on a vacation cruise instead of Vegas.

For the remainder of 2016, Kukui focused on the basics of establishing an outside, mainland entity in the Hawaii market. Many companies seek to expand to Hawaii and an essential ingredient to be successful is the engagement of a Hawaii agency. Some have tried using institutional generic assets, but to most people in Hawaii, they are perceived as "not here" or "only on the mainland."

Kukui developed Hawaii-centric collateral pieces including a member brochure speaking to the background of how Alaska came to merge with a credit union in Hawaii and program ads that also told the story and gave a feel for the brand personality of the credit union and credit unions in general, that of people helping people. A community flyer was also produced with the names

and headshots of key personnel, benefits and field of membership info. The flyer was posted in various, high-trafficked areas and updated.

Kukui also produced an updated television commercial for a locally produced program. Pretty generic in nature, but as the former commercial was shot during the holidays, the commercial needed to be replaced.

In 2017, Kukui continued to expand the media footprint of the credit union. Kukui planned a media campaign of sustaining television using ethnic media and one base-network station that had a good morning news vehicle at a reasonable price. Kukui also set up regional print ads in a free weekly news tabloid.

Kukui produced two new television commercials that addressed the unusual name and why an Alaskan credit union would be in Hawaii.

"Say" featured a young male actor who struggled with saying Matanuska. Some would say the approach had been done before, but rarely done right. The casting selection and the talent's acting skills delivered the simple message of "how to say Matanuska", established the brand name in a friendly way and had an appeal to a younger and older audiences alike.

"Things We Share" used Alaskan and Hawaii images and illustrated how many things both states had in common, and most especially an appreciation for being an MVFCU member.

Both commercials also included Hawaii staff saying the credit union tagline and also helped establish that Matanuska Valley had an office in Waipahu that was staffed with Hawaii people.

Prior to Kukui, the Waipahu Community Office never used television to promote their loan promotions because the Alaskan office only purchased a small cable buy and were unfamiliar with the Hawaii market.

To promote the Ohana Loan, Kukui created an "emoji" commercial using only graphics and without on-camera talent substantially reducing production costs. The commercial used animated emojis and emphasized the ways the loan could be used. The theme was carried in social, digital and print media. Prior to the 2017 effort, the Ohana Loan was only promoted at the office with posters and waiting-room closed circuit media. The new approach garnered a nice increase in loan applications.

In 2018 and 2019, Kukui employed a commercial produced in Alaska for the "Debt Round up" loan promotion. The commercial was home-grown, kind of cowboy western that was just silly enough to break-through the clutter to appeal to Hawaii viewers

Both loan promotions enjoyed increases with the support of the additional media exposure.

In 2018, when thinking about how to differentiate MVFCU, Kukui observed that a huge advantage of having the Waipahu Community Office in the field of membership is that the staff was already part of the community. Larger credit unions and banks in the field did not dedicate separate marketing funds for the Waipahu area, but for MVFCU, Waipahu was their focus.

Kukui developed a series of "Money Tips" and "What Motivates Me" videos featuring the Waipahu Community Office staff. The videos were placed on social media and were well-received.



*AGENCY WORK*  
Positioning Statements

**Starn O'Toole Marcus & Fisher**  
Innovative Dealmakers, Fierce Warriors  
“Strategic Wisdom”

**Murakami's Roofing**  
Murakami Strong, Building Confidence Into Every Roof

**Ace Auto Glass**  
Replace with Ace!

**Jose's Mexican Café & Cantina**  
“Serving Mexican Happiness Since 1973”

**Melanie Tantisira, MD**  
Rejuvenation Without Surgery

**Hugo Higa, M.D. dba Aesthetic Vision Center**  
Inspired Confidence  
“See How Good You Look”

**Maruju Market Catering**  
Food Like Grandma Made  
“Food So Good, You Gotta Smile!”

**Aloha Tofu**  
Local  
“ Made Fresh Daily in Hawaii”

**Recalo Foods**  
Vibrant Health  
“More Life in Your Daily Food”

Special Projects/Pro Bono & PR

**Pro Bono**  
**Hawaii Children's Cancer Foundation**  
Assist in prize donations  
Create event video for golf tournament

**Pro Bono**  
**Samadhi Hawaii**

Public Relations for Annual Showcase  
“Circle Keys”

**Pro Bono  
Ballet Hawaii**

Ballet Hawaii “Dance Into Action” Adult Program Marketing  
Adult Program Publicity  
AD2 Honolulu Application  
Danceintoaction.wordpress Blog Site

**Pro Bono  
Japanese Women’s Society Foundation**  
[55<sup>th</sup> Anniversary and Fashion Show Publicity](#)  
Public Service Announcement Television Production  
JWSF Member  
2007-2009

**Pro Bono  
Pam Sandridge**  
“COREography” Publicity  
“Walk this Way” Workshop Publicity

## Clients

Present, Past & Projects

**Starn O’Toole Marcus & Fisher Law Corporation**

Hawaii Super Lawyers  
Best Lawyers in America  
Best Law Firms USA  
Benchmark Litigation  
Chambers USA Nominations  
Chambers High Net Worth Guide

[starnlaw.com](http://starnlaw.com)

[youtube.com](http://youtube.com) channel

Lease & Contracts Workshop, E-Discovery Workshop Development & Publicity  
*Since 2006*

**Ace Auto Glass, Inc.**  
Marketing & Media Planning  
Television, Website & Radio Production

[aceautoglass.net](http://aceautoglass.net)

[youtube.com](http://youtube.com) channel

*Since 2013*

**Matanuska Valley Federal Credit Union-Waipahu Community Office**

Marketing & Media Planning  
Television & Collateral Production  
Facebook, Webinar Promotion, Public Relations  
*Since 2016*

**Jose’s Mexican Cafe & Cantina**

40th Anniversary Publicity  
[josehonolulu.com](http://josehonolulu.com)

[youtube.com](http://youtube.com) channel

Media Planning  
Television & Radio Production  
*Since 2010*

**Judith Ann Pavey, Esq.**  
**Personal Injury, Medical Malpractice Law Practice**

[judithannpavey.com](http://judithannpavey.com)

[youtube.com](http://youtube.com) channel

Television Production & Media Planning  
*Since 2007*

**Murakami Roofing**

Marketing & Media Planning  
Television Production, Website Content & Production

[youtube.com](http://youtube.com) channel

Collateral, Print Media

*Since 2013*

**Melanie Tantisira, M.D.**

Madonna Lift Article

Office Brochure

Tantisira Beauty Rewards Loyalty Program

Digital Media

[youtube.com](http://youtube.com) channel

*2013-2014, 2019*

**Simply Wood Studios**

“Love Letters” Promotion Publicity

Ilikai Hotel Grand Opening Publicity

*Since 2014*

**Innovated Installers LLC**

[innovatedinstallers.com](http://innovatedinstallers.com)

*Since 2014*

**Hartmann Metals Corporation**

Sales Presentation Book & Brochure

*2004*

**Hugo Higa M.D.**

“What to Know About Aging Eyes”

“Skin Strategies for Facial Skin Rejuvenation”

Direct Mail 12-page Tabloids

[aestheticvision.com](http://aestheticvision.com) (offline)

Services, Cataracts, Skin, Asian Eyelid Brochures

Notepads, Post-its, Thank You Postcards Collateral

*2005-2009*

**In Partnership with SDM Advertising**

**Account Supervisor**

**Media Director**

The Queens Medical Center, HIPPA Posters

Hawaii State Department of Health, BRFS Poster CD Insert

Hawaii Volkswagen Dealers Account Supervisor, Media Director, Production Management

*2001-2003*

## Television Commercials

Ace Auto Glass  
Judith Ann Pavey  
Murakami's Roofing  
Stonecraft Hawaii  
Jose's Mexican Café & Cantina  
Hugo Higa M.D.  
Aloha Tofu  
Rodwin Wong  
Diamond Gallery Hawaii  
Attention Plus Care  
Club 50 Fitness  
Easy Computer  
Marujyu Market  
Reverse Mortgage Specialists  
Island Audiology  
Island Home Builders  
"Fall Prevention", Leavitt, Yamane and Solder  
"Fall Prevention", The Queens Medical Center  
"Kokoro Stories" PSA for Japanese Women's Society  
"Casino Night", American Cancer Society PSA  
Japanese Women's Society Foundation Fashion Show PSA

## Television Long Format

Aloha Home Show  
Renovation Television  
JBKF Productions LLC

## Television Sales Promotion

### **KGMB Television**

Partnership Marketing Campaigns for Sizzler, Hawaii Credit Union League  
Grammy Awards Promotion Sales Winner  
Miss Universe Promotion Sales Winner

## Print

Starn O'Toole Marcus & Fisher  
Ace Auto Glass, Inc.  
Jose's Mexican Café & Cantina  
Hugo Higa M.D.  
Murakami Roofing  
Melanie Tantisira, MD

## Radio

Jose's Mexican Café & Cantina  
Ace Auto Glass, Inc.  
Murakami Roofing  
Melanie Tantisira, MD  
Ballet Hawaii Public Service Announcement  
Hugo Higa, M.D.  
Sizzler Restaurants

## Promotions

“Love Letters” Valentine Contest  
Aloha Tofu Recipe Contest  
Sizzler Restaurants Summer, Grammy’s (KGMB)  
KIKU Television, Vacations Hawaii Vegas Giveaway  
Hugo Higa M.D., Appointment Incentive Program

## Public Relations

Starn O’Toole Marcus & Fisher  
Simply Wood Studios  
Judith Ann Pavey, Esq.  
COREography  
Samadhi Hawaii  
Ballet Hawaii, “Dance Into Action” Adult Program  
Japanese Women’s Society Foundation Fashion Show  
Jose’s Mexican Cafe & Cantina  
Melanie Tantisira, MD  
Hugo Higa, MD

## Web Structural Design and Content

[starnlaw.com](http://starnlaw.com)  
[aceautoglass.net](http://aceautoglass.net)  
[murakamiroofing.com](http://murakamiroofing.com) (2019)  
[kukuimarketing.com](http://kukuimarketing.com)  
[innovatedinstallers.com](http://innovatedinstallers.com)  
[josehonolulu.com](http://josehonolulu.com)  
[judithannpavey.com](http://judithannpavey.com)  
mybeautyreport.wordpress.com  
aestheticvision.com (offline)  
marujyumarket.com  
alohatofu.com (version 1 & 2 offline)  
diamondgalleryhawaii.com  
Substance Abuse and Awareness Program (offline)  
recalo.com (off line)

## Media Buying

Starn O’Toole Marcus & Fisher  
Ace Auto Glass, Inc.  
Murakami Roofing  
Jose’s Mexican Cafe & Cantina  
Melanie Tantisira, MD  
Hugo Higa M.D.  
Sizzler Restaurants  
Aloha Tofu  
Rodwin Wong  
Diamond Gallery Holiday

## Freelance Writing

4 Front Branding

## Work Experience

Kukui Marketing, LLC  
KIKU Television, Senior Account Manager  
Adworks Advertising, Senior Account Manager  
KGMB Television, Account Manager  
Peck Sims Mueller Advertising, Media Buyer  
Business Consulting Resources, Associate  
Servco Pacific-Automotive Group, Marketing Manager

## Education

San Diego State University, Bachelor of Science, Business Administration/Marketing

## Fees & Payment

### Media

Kukui Marketing LLC provides media services that include planning, negotiation with vendors, traffic coordination, review of contracts, review of performance and adjustment of media plan(s) as needed for changing conditions.

Project clients will be billed agency commission of 15% on the gross contract amount to be paid directly to Kukui Marketing LLC.

### Production

Kukui Marketing, LLC provides production services that include concept, scriptwriting, production management, producer, director, camera, camera equipment, sound, light and light equipment, location, grip, casting, on-camera talent\* fees, voiceover\* talent, art director, hair/makeup, wardrobe, food service, edit, sound-mixing, color processing, tapes.

Kukui Marketing, LLC's fees may be included as part of the production estimate. Prior to project commencement, a finalized budget will be submitted for approval and agreed upon by client.

\*On-camera and voiceover talent, stock music and photography, typically charge additional fees for creative used over one year.

### Written Estimates

Agency will provide written estimates for each projects to be approved by client. In the event that production is projected to exceed the estimate by 10% of more, client will be informed in writing, and proceed as directed by client.

### Changes

If client desires a change in concept after the initial concept and production has been agreed to, Kukui Marketing, LLC and client will agree on the additional costs involved for the changed concept and production costs prior to proceeding with the modification.

## Billing

### Media

Media is payable upon invoice presentation.

## Production Invoices

Payment for production services is paid in milestones as follows:

Phase 1	50%	Due upon authorization of production.
Phase 2	25%	Due upon approval of design/concept.
Phase 3	25%	Due upon completion.