



Australian  
Automobile  
Association

# Drive in the Moment

Standard Scope of Works  
2024

**ED.**

### Individual Club Site

We have developed the WordPress website infrastructure to support the creation of localised versions of the award winning DITM campaign [website](#).

With the support of the [FIA](#), you'll work with [ED.](#) to create your own version of the site and customise the following for your club:

- Website colour scheme
- 3D tiles
- Logo
- Translated page content (translation and population managed by you)

Please refer to the accompanying contract for further details on allowable changes within the allocated budget. If you have additional requirements ED. is more than happy to accommodate and can provide separate estimates to meet your needs.

### Website design updates include

1. Application of your own primary brand colour
2. Application of your club's logo
3. Localised 3D tile textures – including the redevelopment of tiles to represent the nuance of your location and up to 2 complete customisations. *Refer to the attached brand style guide p17 for Australian tile designs and p18 for NZ tile designs.*

### Website Content Support

The website is designed to support multiple languages (left to right reading languages only). However, it is the responsibility of each individual club to translate the website content and populate each of your pages – including adjustments to questions and interactive elements of the site (without changing the functional intent of the questions).

If preferred, ED. is able to offer these services in support of our clubs. Please discuss your requirements with ED. for a separate quote.

Costs	Personalize website to country brand	\$10,000
	Promo assets	\$8,000
	Post launch support (8 hours)	\$1,600
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	<b>Total (USD)</b>	<b>US\$19,600</b>

## URL

Our multisite setup is via the folder method, and this is extended into the languages, which also take the folder method, so site URLs will take the form of:

- [driveinthemoment.org](http://driveinthemoment.org) (Main Site)
- [/fr](http://driveinthemoment.org/fr) (Main site - French)
- [/es](http://driveinthemoment.org/es) (Spanish)
- [/es/ca](http://driveinthemoment.org/es/ca) (Spanish - Catalan)
- [/za](http://driveinthemoment.org/za) (South African - English)
- [/za/af](http://driveinthemoment.org/za/af) (South African - Afrikaans)

To help with the naming conventions, a list of [ISO Language Codes](#).

Some exceptions to this rule may be countries with multiple clubs. If, for example, Spain has another club (eg, Basque Automobile), their url will be /es-ba, and any languages within it may be /es-ba/eu (Basque, eu being the language code for Basque language).

You can set up new additional URLs that can redirect back to your site on [driveinthemoment.org](http://driveinthemoment.org).

Additional website features, social media and promotional options are available to all clubs at additional cost. All prices are in US dollars and inclusive of all taxes.

- Additional social graphics
- Additional 15 sec video
- Additional 30 sec video
- EDM (design and integration into your email marketing system of choice)
- Poster
- Flyer
- Website banners
- Animated Gifs

## Social Media assets

Scope is inclusive of an adapted version of the following 4 Social Media images for your updated colour scheme and signage. If assets are required to be updated to a language other than English, this is also within scope but the wording will need to be provided.

We will also provide adapted versions of the 4 x 15 s Social Media videos for your own colours and signage. Similarly, to the images, wording can be changed, but must be provided.

