metlifecare

PART 8:

Commercial Model

FED ERA TION

4. Illustrative Market Reference Rate Card

Bidders submit their own hourly rate per band, reflecting their actual cost structure. The reference rates below - built from independently researched New Zealand market salary data (SEEK, PayScale, Glassdoor, SalaryExpert) - are provided as a comparability and audit benchmark. Bidder rates materially outside this range should be explained in the submission (e.g. a genuinely different cost base, location, or seniority mix).

BAND	Description	Reference Hourly Rate*	Federation Hourly Rate
BAND A	Senior Leader	$138.46	$133.36
BAND B	Director	$96.15	$97.03
BAND C	Senior Manager / Specialist	$69.23	$63.69
BAND D	Manager	$55.67	$54.74
BAND E	Executive / Coordinator	$32.37	$39.81

(at cost, incl on-costs)

5. Required Bidder Submission: Two scenarios, Three-Year Trajectory

Each bidder must submit pricing under the standardised structure for the following checkpoints:

Baseline (Current State) — priced against the standardised scope(s) in Section 2 relevant to the bidder's discipline (media, creative, or both), using the bidder's current delivery model with limited or no AI/automation support.

Year 1 (AI-Efficient State) — the bidder's projected pricing once proposed AI/automation efficiencies are built into delivery, with hours reduction shown by role band and tied to a named use case and tool (see Section 8 — vague, top-line efficiency percentages will not be scored).

Year 2 and Year 3 outlook — a shorter-form projection of the efficiency trajectory continuing, so Metlifecare can assess whether Year 1 looks like an isolated pitch number or part of a credible, sustained plan.

A single before/after snapshot invites an inflated Year 1 promise with no obligation to sustain it. Requiring a multi-year trajectory, cross-checked against the specificity requirements in Section 8, makes it harder to submit a number that cannot be substantiated

6. Worked Illustrative Example (using Reference Rates)

This example illustrates the mechanism using the Media baseline (Section 2.2), since it is the discipline with a confirmed, fixed scope today. Creative-only and combined bidders should apply the identical mechanism - Direct Labour Cost at reference rates, a flat Overhead fee, a flat Profit fee, and the efficiency incentive in Section 7 - against the Creative baseline (Section 2.3) once finalised, using their own role-band hours proposal.

6.1 Baseline

Proposed creative baseline: scope and hours

Your Section 2.3 leaves creative hours to us. Rather than give you a monthly number with nothing attached to it, we've set out what the baseline could actually buy over a year.

Workstream	A	B	C	D	E	TOTAL
Creative Concepting & Campaign Development	16	28	30	14	0	88
Design & Artwork Production (digital, print, OOH)	4	14	34	46	18	116
Video & Content Production	4	12	20	18	8	62
Brand Guardianship & Toolkit Management	6	10	16	12	8	52
TOTAL	30	64	100	90	34	318

Strategy, creative direction and account leadership are spread across the four workstreams rather than sitting in their own line, meaning every hour in this table is attached to work that you receive.

What the baseline buys over a year

Across the Village and MLC brands:

- Two major campaign developments, concept through to channel-ready master assets
- Four seasonal or tactical campaign adaptations
- Village-level creative adaptation across the Auckland portfolio, plus national requirements
- Two hero video productions and an ongoing programme of short-form derivatives
- Quarterly toolkit maintenance, guideline updates and DAM curation
- Continuous creative testing and readout across live campaigns

If your confirmed scope turns out to be materially different once it's finalised, we be looking for the baseline to be reset before contract start rather than absorbed. This is a request for accuracy on scope and deliverables, not for increased budget,

Component	Monthly $	% of fee
Direct Labour Cost (318 hrs)	$22,859.57	52.6%
Overhead & Admin Recovery Fee (flat)	$11,520.00	26.50%
Profit Fee (flat)	$9.052.00	20.8%
TOTAL MONTHLY FEE	$43,431.57	100%

These rates are costed on our own rates by band.

6.2 Year 1 – AI-Efficient State

Hours reduction by band

BAND	Baseline hrs	Year 1 hrs	Reduction
A – Senior Leader/Partner	30	30	0%
B – Director	64	62	3%
C – Senior Manager / Specialist	100	88	12%
D – Manager	90	59	34%
E – Executive / Coordinator	34	19	44%
TOTAL	318	258	19%

The approach informing these numbers

BAND	TASK	METHOD	RATIONALE
A	This work is strategy, creative platform development, creative judgement and client leadership. We're proposing no reduction and we don't think a credible one exists.		
B	Toolkit documentation, guideline updates and asset library curation. First drafts of creative testing readouts from structured performance inputs.	Structured-input drafting, with the director interpreting and signing off. No reduction applied to creative direction hours.	The one task we've automated at this band is the first-draft testing readout, where structured performance inputs generate a draft the director then interprets
C	Concept visualisation and internal stimulus. Adapting approved master copy to channel-length variants. Brand compliance checking	Generative image tools for internal exploration and pre-production mock-ups only, never as a delivered asset. Automated pre-flight of artwork against the Metlifecare brand ruleset before it reaches a director.	Our own use of these workflows on two current accounts through 2026.
D	Village-level versioning of approved master layouts. First-cut social edits and captions from approved long-form video. Routine amends and print-ready packaging	Templated master builds with data-merged copy and image fields, so four village variants across a channel are generated rather than rebuilt from scratch. AI-assisted rough cuts and auto-captioning on video derivatives, finished by an editor.	Measured against our current build time per variant.
E	Resizing and adapting assets from master artwork across digital display, paid social and OOH specs. Naming, tagging and loading assets into the DAM.	Batch export and resizing scripted off master InDesign and Figma files, with metadata written at export and pushed straight to the DAM. Today it's manual, asset by asset.	Our own studio time records across three comparable multi-format campaigns in the last 18 months, where resizing and asset admin took between 48% and 56% of coordinator time.

What the AI tooling costs

Item	Monthly $
Adobe Firefly Services and Creative Cloud AI entitlements (studio seats)	$240
Enterprise LLM workspace, seats and token usage for this account	$215
Automated brand pre-flight and compliance tooling	$95
DAM automation and metadata services	$70
TOTAL	$620*

These are costs attributable to this account, not a percentage slice of Federation's total spend. They will rise across Years 2 and 3 as usage grows. *these costs are indicative and will need to be costed against actual scope.

	Baseline	Year 1	Year 2	Year 3
Total hours	318	245	225	213
Direct labour	$22,860	$19,607	$17,457	$16,747
Overhead (flat)	$11,520	$11,520	$11,520	$11,520
Profit fee incl. incentive	9,052	$9,967	$10,227	$10,386
AI platform costs	_	$620	$760	$840
Total monthly fee	$43,431.57	$41,714	$39,964	$39,493
Change vs baseline		-4.0%	-8.0%	-9.1%

The biggest gains are available in Year 1 at Bands D and E, where the work is most repeatable. Years 2 and 3 come from extending template and automation coverage into video derivatives and the toolkit itself.