

\$ire

GODWILL GLOBAL GROUP

DISCIPLINE 03

Sonic Branding

Pricing & Terms · 2026

contact@godwillglobalgroup.com · godwillglobalgroup.com

DISCIPLINE 03 — SONIC BRANDING

Audio identity for brands, agencies, and broadcasters — commercials, jingles, sonic logos, and full sonic identity systems. Production fees are separate from usage rights; all campaign work is licensed by term, territory, and media.

Production Fees

SERVICE	KES	USD	DETAILS
Radio Ad — :15 Spot	KES 65,000	\$500	Produce / mix / master. Production fee only.
Radio Ad — :30 Spot	KES 100,000	\$769	Produce / mix / master. Production fee only.
Radio Ad — :60 Spot	KES 160,000	\$1,231	Produce / mix / master. Production fee only.
Radio Campaign Bundle (3–5 spots)	from KES 380,000	from \$2,923	Volume rate. Production fee only.
TV / Digital Commercial Audio	from KES 150,000	from \$1,154	Quoted by brief. Production fee only.
Broadcast Brand Identity (audio only)	KES 450,000	\$3,462	Channel/station audio package. Visuals on request.
Sonic Logo / Audio Identity	from KES 195,000	from \$1,500	Brand audio mark.
Jingle (composition + production)	from KES 180,000	from \$1,385	Custom brand jingle, broadcast-ready.
Full Sonic Identity System	from KES 1,040,000	from \$8,000	Complete brand audio ecosystem.
Audio Brand Guidelines	from KES 120,000	from \$923	Spec governing brand sound across touchpoints.
Music for Media / Sync (original cue)	from KES 130,000	from \$1,000	Original composition. Sync & master licensed separately.
Voice Casting & Direction (per ad)	from KES 35,000	from \$269	Talent casting & direction. Talent fees separate.

Usage & Buyout Licensing

Usage rights are licensed separately from production, as a percentage uplift on the production fee, scaled by term, territory, and media.

LICENSE SCOPE	UPLIFT	BASIS
3 months · single medium · Kenya	+25%	of production fee
6 months · multi-platform · Kenya	+50%	of production fee
12 months · multi-platform · East Africa	+100%	of production fee
24 months · all media · Pan-African	+200%	of production fee
Full Buyout (perpetual · all media · worldwide)	+500%	of production fee

TERMS & CONDITIONS

The following terms govern all Discipline 03 — Sonic Branding engagements, together with the general terms below. Full terms are provided with every booking confirmation.

Discipline-Specific Terms

Usage Is Separate From Production

Production fees cover creation only. They grant NO broadcast or usage rights. Usage must be licensed separately by term, territory, and media as set out in the Usage & Buyout Licensing schedule.

Licensing Schedule

Usage is priced as an uplift on the production fee: +25% (3 months, single medium, Kenya); +50% (6 months, multi-platform, Kenya); +100% (12 months, multi-platform, East Africa); +200% (24 months, all media, Pan-African); +500% (perpetual full buyout, all media, worldwide).

Renewal & Overruns

Licenses auto-expire at term end; continued use requires renewal at the prevailing rate. Use beyond the agreed term, territory, or media without renewal is back-charged at 2x the applicable license fee.

Exclusivity

Category exclusivity (e.g. not scoring a competing brand) is optional and priced separately per engagement.

Third-Party & Talent

Voice talent, session musicians, and sample clearances are licensed separately and carry their own usage terms tied to the same term/territory/media as the campaign. Talent renewal is the client's responsibility. Clearances are the client's responsibility unless brokered.

Moral Rights & Sync

Sire retains authorship and moral rights. The client receives usage rights, not ownership, except under Full Buyout. For music/sync, composition (publishing) and master rights are licensed separately.

Visual Identity

Visual brand identity and creative direction are offered as bespoke commissions, scoped and quoted per project on request.

General Terms

Booking & Deposits

A 50% non-refundable deposit secures any date or remote project. Balance due before delivery of final files. We accept M-Pesa, card, bank transfer, and crypto / USDT.

Booking Hours

Bookings and confirmations are processed Tuesdays and Thursdays, 9:00am–1:00pm EAT. Requests submitted outside these windows are confirmed in the next available slot.

Priority & Rush Access

Expedited bookings outside the standard confirmation windows carry a +25% priority uplift on the applicable service rate. Priority bookings receive a personal response within 24 hours, any day of the week, for all disciplines and artist engagements. The priority uplift is invoiced separately and is due alongside the 50% booking deposit.

Credits

Clients credit "Desmond 'Sire' Bosire" on all releases, campaigns, and media, while allowing cross-tagging and co-marketing for mutual growth.

Currency

Dual-currency rates are indicative at KES 130 = USD 1.00. USD invoices are issued at the prevailing rate on the invoice date. Reviewed annually.

Founding Client Offer

The first 50 bookings receive 15% off and priority scheduling, applicable across all disciplines.

contact@godwillglobalgroup.com · godwillglobalgroup.com

Nairobi, Kenya · Pan-African · Global