

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
 BRAND : Alcorpro
 PROJECT: : Alcorpro | 2020 Launch Campaign | October Launch Costs
 CE. NO. : FIRST PGMC-ALCOPRO-2020-0006
 DATE : 14 October 2020

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
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	SERVICE	NET	VAT	TOTAL
I	CCREATIVE CONCEPTUALIZATION / IDEATION -Development of x1 Big Idea (Other half of cost to be added in Phase 2 Cost Estimate) *Creative conceptualization of 1 main big idea and corresponding executions to be used for the duration of the campaign across agreed platforms.	125,000.00		125,000.00
II	COMMUNITY MANAGEMENT FEES -Community Management from half of October 2020 - April 2021 -Facebook Community Management *Mon-Fri, 9am-6pm, except holidays *Implement the online community strategy, coordinating with stakeholders across the client's brand to ensure its effectiveness & providing superior quality of customer service & support to the online community with the help of various communication tools -Day-to-day administration & management of conversations, posting of content, performance analysis, fan engagement -Promo Management (with simple mechanics; up to 2 promos; exclusive of DTI or ASC permit & fees) -Monthly page performance report with competitiveness	390,000.00		390,000.00
III	SOCIAL POSTS -Development of 20 Facebook posts from half of October 2020 - April 2021 *4 posts for each month for Half of October, November and December *2 Posts for each month for January, February, March, April	280,000.00		280,000.00
IV	ADDITIONAL ICON DEVELOPMENT -Up to 2 design studies with 2 revisions -Application to current KV	42,500.00		42,500.00
V	PROJECT MANAGEMENT FEES -Day-to-day client servicing & management of program & activities -Coordination with other agencies / partners for all integrated marketing communication efforts -Weekly project lists, timetables & meeting	167,500.00		167,500.00

SUB TOTAL	1,005,000.00	0.00	1,005,000.00
12% VAT			120,600.00
GRAND TOTAL	1,005,000.00	0.00	1,125,600.00

TERMS :

100% payment as billed with official invoice per cycle.

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Bea Co Senior Account Manager	PREPARED BY:  Nino Runes Account Director	VERIFIED BY:  Jinky Salac Finance Manager
NOTED BY:  Reg Cabanban Managing Partner		
APPROVED BY:  Debbie Reyes	APPROVED BY:  Mario Mendoza	