

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.  
 BRAND : MI  
 PROJECT: : MI 2022 Playbook  
 CE. NO. : MANG INASAL-2022-0003  
 DATE : 28 March 2022

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
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	SERVICE	NET	VAT	TOTAL
I	<b>DIGITAL AUDIT, STRATEGY AND COMPETITIVE REPORT</b> Social listening covering 5 competitors only - Burger King and McDonald's Global, Jollibee, McDonald's Philippines and Chowking (5 working days)	70,000.00		70,000.00
II	Updated Digital House (2 weeks)	80,000.00		80,000.00
III	Updated Keys to Engagement (1 week) - Social Persona - Tonality - Content Buckets/Pillars/Topics - Engagement Guidelines	40,000.00		40,000.00
IV	Best Practice Across Platforms - Facebook, Instagram, Twitter, Tiktok and Viber	30,000.00		30,000.00
V	Project Management Fee	44,000.00		44,000.00
	<b>SUB TOTAL</b>	<b>264,000.00</b>	<b>0.00</b>	<b>264,000.00</b>
	10% ASF			26,400.00
	12% VAT			34,848.00
	<b>GRAND TOTAL</b>	<b>264,000.00</b>	<b>0.00</b>	<b>325,248.00</b>

PREPARED BY: <i>Love Rosas</i> <b>Love Rosas</b> <b>Account Director</b>
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APPROVED BY: <i>Diane Capile</i> <b>Diane Capile</b> <b>Business Unit Head</b>