

**PUBLIC RELATIONS  
COST ESTIMATE**



Ripple8, Inc.  
16/F Two World Square  
McKinley Hill, The Fort  
Taguig City, Philippines  
Tel.: 8856-7888  
Fax: 8856-9316

**CLIENT: PLDT Enterprise**  
**BRAND: PLDT Enterprise**  
**PROJECT: PR Retainer for 3 Months (FEBRUARY TO APRIL)**  
**C.E. NO.:** PLDT Enterprise 2023-04  
**FYA NO.:**  
**DATE:** 24 APRIL 2023

2024 PR RETAINER (FEBRUARY - APRIL 2024)			
	NET	VAT	TOTAL

**I. ACCOUNT MANAGEMENT:**

- Rendering of the agreed services with client and managing of day-to-day client servicing requirements
- Proposing of PR initiatives for IMC campaigns in collaboration with other strategic agencies of the brand. ₱97,125.00    ₱11,655.00    ₱108,780.00
- Proactive monitoring of competitor initiatives
- Proactive monitoring of negative news about the brand
- Provides recommendations to improve media relations.
- Includes per-meeting contact reports and weekly project status reports

**II. EDITORIAL & SEEDING SERVICES:**

- One (1) dedicated writer
- Writing/development of maximum of ten (10) stories per month including news, launches and sustaining campaigns of the brand with 2 maximum major revisions for each ₱253,830.88    ₱30,459.71    ₱284,290.59
- Seeding of maximum of ten (10) press releases per month with guaranteed 10 pick-ups per story and 3 broadsheet media releases per month
- Up to two (2) arrangement of media pitches per month

**III. REPORTING AND ANALYSIS**

**I. Media Monitoring Reporting**

- Development daily and weekly publicity reporting (to be sent 2PM daily)
- Development of monthly publicity report which includes, but not limited to, brand performance, SOV, publication analysis and competitor analysis.
- Development of year-end report and analysis (minimum of 6 months engagement for the semi annual report/At least 10 months for the year-end report) ₱106,102.94    ₱12,732.35    ₱118,835.29
- Consolidation report
- Post-mortem reports for any PR initiative

**II. Strategic Development**

- Providing of insights and recommendations on ways to improve public relations.

<b>TOTAL</b>	<b>457,058.82</b>	<b>54,847.06</b>	<b>511,905.88</b>
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**NOTES**

Work will not commence without securing the WBS/FYA code and fully signed CE. Cost indicated is inclusive of withholding tax, advancing, and management fees.

**COMMITMENT TO PAY**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of **PHP511,905.88 (vat inc)** within 30 days upon receipt of its official invoice.

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VERIFIED BY:  <b>Marlene Cadavillo</b>	APPROVED BY:  <b>Bobby Vito</b>	APPROVED BY:  <b>Rachel Ann D. Tablante</b>