

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE













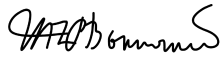
CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : PLDT Home Gigabit Project: KING  
 CE. NO. : PLDT-HOME-2025-0011  
 DATE : 14 April 2025

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

	SERVICE	NET	WTAX	ASF	VAT	COST IN PHP
I	<b>PHOTOGRAPHY</b>	311,000.00		0.00	38,081.63	355,428.57
	Inclusions:					
	Photographer's & Assistant Fees		6,346.94			
	Inclusive of Library shots and equipment rental					
II	<b>TALENT FEE</b>	1,690,000.00		0.00	238,588.24	2,226,823.53
	Talent Fee - Angie Mead King					
	Inclusions:					
	Brand lockout and brand usage of materials for 12 months - Php60k/month					
	One (1) day photoshoot					
	Two (2) cars costs - includes usage, towing, preps		298,235.29			
	Three (3) static posts on Instaram cross-posted to FB withing 12 months					
	One (1) PR event attendance with pre-approved questions for interviews & rights to publish material					
	Sofa car - includes usage & transportation					
III	<b>PRODUCTION DESIGNER</b>	220,000.00		0.00	31,058.82	289,882.35
	Includes proppings, transportation and manhours		38,823.53			
IV	<b>MAKE-UP ARTIST</b>	20,000.00	3,529.41	0.00	2,400.00	25,929.41
V	<b>CATERING/SPECIAL VEGAN FOOD FOR TALENT</b>	35,106.00		0.00	4,212.72	39,318.72
VI	<b>CREATIVE FEES</b>	300,000.00		0.00	36,000.00	336,000.00
	Inclusion:					
	- KV fees - 99,000.00					
	- ASC Fees (Inclusive of 3 static applications and processing fees)- 17,520.00					
	- Account Management Fees - 100,480.00					
	- 3 Layered files - 75,000.00					
	- FA Fees (24 hours of FA time at P4,500 per hour) - 108,000.00					

VII	DOG FEE	32,000.00		0.00	3,840.00	35,840.00
VIII	STRATEGY FEES	200,000.00		0.00	24,000.00	224,000.00
	<i>Inclusive of Campaign Conceptualization and Strategy Development.</i>					
IX	INSURANCE FEES	8,000.00		0.00	960.00	8,960.00
X	ASF On items number I, II, III, IV, V, VII, IX	463,221.20			55,586.54	518,807.74
	SUB TOTAL	3,279,327.20	346,935.17	0.00	434,727.96	4,060,990.33
	GRAND TOTAL	3,279,327.20	346,935.17	0.00	434,727.96	4,060,990.33

SUBMITTED BY:  Cecille D. Ocampo Project Manager		PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY:  Lalyn Morete Senior Finance Analyst	
NOTED BY:  Diane Chua Managing Director			NOTED BY:  Jennifer B. Wieneke Head of Business		
APPROVED BY:  Linette Garcia-Perez Senior Manager, Marketing Communications	APPROVED BY:  Diana Medina VP, Marketing Comms & Services and <del>Fiber</del> <del>Wireless</del>	APPROVED BY:  Kathleen Therese V. Jose Product Manager, Home Fiber	APPROVED BY:  Roy Victor E. Anonuevo VP, Home Product and Portfolio Management	APPROVED BY:  John Yanez Head, Home Marketing	



Ma. Zelinda P. Borroneo  
Head, Home Marketing & Logistics