

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
BRAND : Lauriat
PROJECT : Silver Swan Lauriat Sustaining Campaign
CE. NO. : FIRST PGMC-SILVER-SWAN-2024-0004
DATE : 26 March 2024

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

SERVICE	NET	VAT	TOTAL
I Campaign Conceptualization	1,512,988.24	181,558.59	1,694,546.83
Influencer Research & Management (6 months including prework, coordination and post campaign)			
Campaign Key Visual (exclusive of layered file)			
One (1) CPAS material per month			
Influencer Fees with WTAX (600K NET)			
12% ASF			
Project Management Fee			
SUB TOTAL	1,512,988.24	181,558.59	1,694,546.83
GRAND TOTAL	1,512,988.24	181,558.59	1,694,546.83

TERMS :

Cancellation Fees

Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)

C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

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: Beatrice Co Account Director	
NOTED BY: Reginne Cabanban Managing Partner	
APPROVED BY: Pia Bragabe	APPROVED BY: Abbie Siron