

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.
 BRAND : e-PLDT
 PROJECT: : NGA Campaign
 CE. NO. : EPLDT-2023-0015rev3
 DATE : 01 December 2023

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

	SERVICE	NET	VAT	COST IN PHP
I	STRATEGY Comprehensive and Strategic Digital Campaign plan (derivative of Project JEDI ePLDT Awareness Campaign)	100,000.00	12,000.00	112,000.00
II	CREATIVE CONCEPT FEE Creation of concepts and executions for digital projects (derivative of Project JEDI ePLDT Awareness Campaign)	200,000.00	24,000.00	224,000.00
III	SOCIAL MEDIA MATERIALS (8x) Creation of animated content for ePLDT social media pages	200,000.00	24,000.00	224,000.00
IV	KEY VISUAL With layered file	80,000.00	9,600.00	89,600.00
V	ACCOUNT MANAGEMENT FEE Client servicing and Project management	87,000.00	10,440.00	97,440.00
VI	PROVISION FOR ASC APPLICATION	50,000.00	6,000.00	56,000.00
VII	PROVISION FOR STOCK PHOTOS	35,000.00	4,200.00	39,200.00
VIII	MEDIA Digital media placements (December 2023 to March 2024), inclusive of ASF	1,225,785.00	147,094.20	1,372,879.20
	SUB TOTAL	1,977,785.00	237,334.20	2,215,119.20
	GRAND TOTAL	1,977,785.00	237,334.20	2,215,119.20

SUBMITTED BY: <i>Ctlumaypd</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>Ctlumaypd</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua <i>Diane Chua</i> Managing Director		
APPROVED BY: NINA POSADAS VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS <i>Nina Posadas</i>		

PRODUCT	OBJECTIVE/ PHASE	AD TYPE	DURATION	ESTIMATED KPI		BUYING MODEL
SOV/CLOUD	AWARENESS	LinkedIn Reach	Dec 20203 - March 2024	30,000	Unique Reach	8,333 CPM
		Facebook Reach	Dec 20203 - March 2024	6,900,000	Unique Reach	51 CPM
	CONSIDERATION	LinkedIn Link Clicks	Dec 20203 - March 2024	2,900	Link Clicks	86 CPLC
		Facebook Clicks	Dec 20203 - March 2024	2,703	Link Clicks	74 CPLC