

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : FIRST PGMC ENTERPRISES, INC.  
**BRAND** : Wow Sarap  
**PROJECT** : Project Genie Funtesyerye S2 Production & Creative Fees  
**CE. NO.** : FIRST PGMC-SILVER-SWAN-2022-0005-v2  
**DATE** : 17 November 2022

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

	SERVICE	NET	VAT	TOTAL
I	<b>PRODUCER'S FEE</b>	305,263.15	36,631.58	<b>341,894.73</b>
	Packaged cost for Digital & KV Shoot			
	NET: 290,000.00			
	WTAX: 15,263.15			
II	<b>GLAM TEAM</b>	1,495,751.63	179,490.20	<b>1,675,241.83</b>
	Packaged cost for Digital & KV Shoot			
	Alex Gonzaga Glam Team			
	Mikka Marcaida - (Make-Up)			
	NET COST: 315,000.00			
	WTAX: 35,000.00			
	Jerry Javier - (Hair Styling)			
	NET COST: 180,000			
	WTAX: 31,764.71			
	Mommy Pinty and Daddy Bonoy Glam Team:			
	Effie Iñigo (Make-Up)			
	NET COST: 275,000			
	WTAX: 30,555.56			
	Anton Papa (Hair)*			
	NET COST: 180,000			
	WTAX: 31,764.71			
	*Balance of 120,000 NET covered by FIRST PGMC-SILVER-SWAN-2022-0006			
	Gonzaga Family Costumes & Styling:			
	Cath Sobrevega (Wardrobe Styling with the Creation of a New GreenDress for Mommy Pinty & Genie Outfit for Daddy Bonoy)			
	NET COST: 375,000			
	WTAX: 41,666.67			
III	<b>PHOTOGRAPHY</b>	335,666.67	40,280.00	<b>375,946.67</b>
	Fat Cat Photography with Ria Regino			
	SERVICE FEE (6-7 Layouts – Library/KV)			
	Inclusive of Equipment & Gray Background			
	Antigen a day before shoot date (3 Pax):			
	NET COST: 302,100.00 (inclusive of antigen)			
	WTAX: 33,566.67			

<b>IV</b>	Creatives Fees:	1,389,600.00	166,752.00	<b>1,556,352.00</b>
	<ul style="list-style-type: none"> <li>• Campaign Strategy &amp; Creative Conceptualization</li> <li>• Video Storyboard</li> <li>• Influencer Management &amp; Coordination</li> <li>• Key Visual (exclusive of layered file)</li> <li>• Three (3) Edit Down Storyboards - 30s, 15s &amp; 6s</li> <li>• Focused Messaging Edit Downs - 8 materials (15s 1 version &amp; 6s 3 versions, vertical and horizontal orientation)</li> <li>• Project Management Fee</li> </ul>			
<b>V</b>	12% ASF (on NET costs)	230,052.00	27,606.24	<b>257,658.24</b>
	<b>SUB TOTAL</b>	<b>3,756,333.45</b>	<b>450,760.01</b>	<b>4,207,093.46</b>
	<b>GRAND TOTAL</b>	<b>3,756,333.45</b>	<b>450,760.01</b>	<b>4,207,093.46</b>

**TERMS :**

100% payment upon approval of the 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:  <b>Bea Co</b> <b>Account Director</b>		VERIFIED BY:  <b>Lalyn Morete</b> <b>Senior Finance Analyst</b>	
NOTED BY:  <b>Reg Cabanban</b> <b>Managing Partner</b>			
APPROVED BY:  <b>Czarina Chan</b> 11/28/22	APPROVED BY:  <b>Abbie Giron - Palacio</b>	APPROVED BY: <b>Ampy Rio</b>	