

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE







**CLIENT** : East West Bank  
**BRAND** : BMCC  
**PROJECT** : Dream Run Media Management (Manila)  
**CE. NO.** : BMCC-PR-2025-12  
**DATE** : 07 May 2025

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

SERVICE	NET	VAT	TOTAL
<b>I MEDIA MANAGEMENT</b> Inclusions: • Pre-event media mobilization and online management of 25-30 media outlets for one (1) event in Metro Manila • Online management and facilitation during and after the event • Transportation for 25-30 media (van rental and reimbursements)  Key Performance Indicators: • Minimum of 25 media (headcount) • 60% of the minimum number of media attendees or 15 PR pickups	311,184.50	37,342.14	348,526.64
<b>SUB TOTAL</b>	<b>311,184.50</b>	<b>37,342.14</b>	<b>348,526.64</b>
<b>GRAND TOTAL</b>	<b>311,184.50</b>	<b>37,342.14</b>	<b>348,526.64</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the total cost indicated in this CE within 30 days upon receipt of its official invoice.

PREPARED BY:  <b>Shane Torres</b> Senior Account Manager	
NOTED BY:  <b>Bobby T. Vito</b> Managing Director	NOTED BY:  <b>Tere Isla</b> Group Account Director
APPROVED BY:  <b>Mary Anne Buidalian, VP and Head of Brand Activations and Corporate Communications</b>	