





PRODUCTION & CREATIVE SERVICES COST ESTIMATE



16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
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CLIENT : (CAREFREE) JOHNSON & JOHNSON
 BRAND : Carefree
 PROJECT : CAREFREE SOW
 CE. NO. : CAREFREE-CF-2022-0007
 DATE : 22 November 2022

SERVICE	NET	VAT	TOTAL
I Communication Strategy, Idea, and Plan (Simple)	895,000.00	107,400.00	1,002,400.00
II Campaign Key Visual (Standard)	435,000.00	52,200.00	487,200.00
SUB TOTAL	1,330,000.00	159,600.00	1,489,600.00
GRAND TOTAL	1,330,000.00	159,600.00	1,489,600.00

PREPARED BY:  Danielle Guizano Account Manager		
NOTED BY:  Diane Capile Business Unit Director	NOTED BY:  Kaye C. Platon Group Account Director	NOTED BY:  Paolo Arevalo Managing Partner
APPROVED BY: Sophia Custodio	APPROVED BY: Aldellyn Po	