

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : UFC MF  
**PROJECT** : UFC Meal Finishers Social Media Management (August 2022-April 2023)  
**CE. NO.** : NUTRIASIA-UFC-MF-2022-0032  
**DATE** : 18 August 2022

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

	SERVICE	NET	VAT	TOTAL
I	Social Media Management Coverage: UFC Meal Finishers non-dedicated team from <b>August 2022-April 2023; 9 months</b> Account Management Social Editorial & Always On Social Content Details of Scope: Overall Account Management Day-to-day client servicing & management of program & activities Coordination with other agencies / partners for all integrated marketing communication efforts Weekly project lists, timetables & meeting Overall Brand Support Social Media Playbook Creation (with addtl guidelines for UFC BC and UFC Canned Vegetables) Regular updates on industry trends & reports, best practices Support in the safeguarding of brand's digital presence and health Social Media Facebook Content planning & production for UFC MF only (4 materials per month/ 1 originally produced & 3 composed*) *Animated/static with 2 rounds of revisions for each Social editorial - always on engagement Creative ideas for social media Engagement plans & strategy development; includes mechanics & materials production Display images & texts for Social Always On	2,217,600.00	266,112.00	<b>2,483,712.00</b>

II

Community Management

Scope-of-work:

Facebook Community Management

Mon-Fri, 9am-6pm, except holidays

Implement the online community strategy,  
coordinating

with stakeholders across the client's brand to ensure  
its effectiveness & providing superior quality of  
customer service & support to the online community  
with the help of various communication tools

Day-to-day administration & management of  
conversations, posting of content, performance  
analysis, fan engagement

Promo Management (with simple mechanics; up to 3  
promos; exclusive of DTI or ASC permit & fees; prize  
distribution & logistics)

Monthly page performance report with competitors











<b>SUB TOTAL</b>	<b>2,217,600.00</b>	<b>266,112.00</b>	<b>2,483,712.00</b>
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<b>GRAND TOTAL</b>	<b>2,217,600.00</b>	<b>266,112.00</b>	<b>2,483,712.00</b>
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**TERMS :**

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:  <b>Bea Co</b> <b>Senior Account Manager</b>							
NOTED BY:  <b>Reg Cabanban</b> <b>Managing Partner</b>							
<del></del> APPROVED BY: <b>Raisa Santiago</b>	 APPROVED BY: <b>Jay Vergara</b>	 APPROVED BY: <b>Genesis Jarilla</b>	 APPROVED BY: <b>Julie Ann Climacosa</b>	 APPROVED BY: <b>Gretchen King</b>	 APPROVED BY: <b>Carlo Agbayani</b>	 APPROVED BY: <b>Abbie Giron</b>	 APPROVED BY: <b>Ampy Rio</b>