

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL
 BRAND : Mang Inasal Digital
 PROJECT: : Mang Inasal 20th Anniversary
 CE. NO. : MANG INASAL PHILS. INC.-2022-0036
 DATE : 29 November 2022

SHC#: 1007076769
 PO#:

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
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SERVICE	NET	VAT	TOTAL
I Creative Development, 4x Content Strategy (1 per quarter), Account Management for the Mang Inasal 20th Anniversary Campaign <i>I. 2022 activities:</i> <ul style="list-style-type: none"> • Big Idea, Logo, Content Strategy 	836,042.29	100,325.07	936,367.36
II Creative Development, 4x Content Strategy (1 per quarter), Account Management for the Mang Inasal 20th Anniversary Campaign <i>II. 2023 activities:</i> <ul style="list-style-type: none"> • Main Key Visual (based on approved Big Idea) • One hero execution OR activation for the campaign, with one execution each for FB Main, FB Group, Twitter, Viber, Stories, Tiktok • Concept and storyboard for 1 video execution for Youtube OR 1 Trade Merch KV. 	1,424,169.17	170,900.30	1,595,069.47
SUB TOTAL	2,260,211.46	271,225.38	2,531,436.84
GRAND TOTAL	2,260,211.46	271,225.38	2,531,436.84

PREPARED BY:  Kaye C. Platon Group Account Director	
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