

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



DDB Philippines, Inc.
16th F Two World Square
McKinley Hill, Fort Bonifacio
Taguig City
Tel. No. (632) 8567888
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CLIENT: **MANG INASAL PHILIPPINES, INC.**

BRAND: **Crema de Leche Halo Halo KV**

SHC#: 1006662840

C.E. NO.:	2022	20
REPL. C.E. NO.:		
DATE:	Apr 28	2022

PO# 2070201420

CDL KV: Creative Fees

	NET COST	VAT	GROSS COST
I. CONCEPT FEES			
CDL Key Visual	75,000.00	9,000.00	84,000.00
Digital Material (covers boosting)			
Edit/Derivatives:			
Digital Derivative (IG/IGS)	20,000.00	2,400.00	22,400.00
II. ASC Fees			
inclusive of two rounds of application			
MultiMedia Static	1,680.00	201.60	1,881.60
TOTAL	P 96,680.00	11,601.60	108,281.60

Submitted by:	Approved by:
 Kaye C. Platon	 Nicole Jessica Tan
Noted by:	Noted by:
 Diane W. Capile / Paolo Arevalo	 Schubert Quilinquin / Allan Tan