

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : DDB Philippines Inc.
BRAND : TNT
PROJECT : TNT 5G MAX MASAYA - CREATIVE & EVENT MGMT. FEES (Ref DDB PHL CE# SMART- 2024-0002)
CE. NO. : DDB PHL-2024-0003
DATE : 15 November 2024

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

SERVICE	NET	VAT	COST IN PHP
I CREATIFE FEES	500,000.00	60,000.00	560,000.00
Campaign Strategy, IMC Concept fees, Key Visual, 2 x Logos for Product offers (Turbo 5G and App Sachet), and Project Management			
II EVENT MANAGEMENT	183,680.00	22,041.60	205,721.60
Coordination with venue event partner event overall management			
SUB TOTAL	683,680.00	82,041.60	765,721.60
GRAND TOTAL	683,680.00	82,041.60	765,721.60

SUBMITTED BY: <i>Paola Soriano</i> Paola Soriano Account Director	PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director	NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business	
APPROVED BY: <i>John T. Lucas</i> John T. Lucas Group Chief Revenue Officer		