

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : DDB Philippines Inc.  
 BRAND : TNT  
 PROJECT: : TNT 5G MAX MASAYA - EVENT PRODUCTION (Ref DDB PHL CE# SMART- 2024-0005)  
 CE. NO. : DDB PHL-2024-0004  
 DATE : 22 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	<b>Duration November 2024</b>	70,000.00	8,400.00	<b>78,400.00</b>
	<b>CREATIVE DEVELOPMENT</b>			
	Program treatment amp execution			
	Engagement ideas up to a set of 3			
II	<b>COPY WRITING</b>	60,000.00	7,200.00	<b>67,200.00</b>
	Program script segment of up to 4 hours			
	Technical script segment of up to 4 hours			
	Collaterals copy long form 200 words			
III	<b>GRAPHICS AND DESIGN</b>	44,000.00	5,280.00	<b>49,280.00</b>
	Venue layout per area1 views			
	Signages			
	Note all designs are up to 2 versions / revisions			
IV	<b>PRESENTATION DECK</b>	33,000.00	3,960.00	<b>36,960.00</b>
	Program deck			
V	<b>DIGITAL ENGAGEMENTS</b>	300,000.00	36,000.00	<b>336,000.00</b>
	Event App			
	Online Raffle			
VI	<b>EVENT PRODUCTION TEAM</b>	755,700.00	90,684.00	<b>846,384.00</b>
	As per proposal			
VII	<b>EVENT TECHNICAL EQUIPMENT</b>	1,200,000.00	144,000.00	<b>1,344,000.00</b>
	As per proposal			
VIII	<b>STAGE AND VENUE SETUP</b>	1,400,000.00	168,000.00	<b>1,568,000.00</b>
	As per proposal			
IX	<b>Activation Team / OnGround</b>	300,000.00	36,000.00	<b>336,000.00</b>
	as per proposal			
X	<b>Project Management</b>	240,000.00	28,800.00	<b>268,800.00</b>
	as per proposal			
XI	<b>Project Logistics</b>	398,200.00	47,784.00	<b>445,984.00</b>
	as per proposal			
XII	<b>ASF</b>	<b>480,090.00</b>	<b>57,610.80</b>	<b>537,700.80</b>
	On items number I, II, III, IV, V, VI, VII, VIII, IX, X, XI			
	<b>SUB TOTAL</b>	<b>5,280,990.00</b>	<b>633,718.80</b>	<b>5,914,708.80</b>
	<b>GRAND TOTAL</b>	<b>5,280,990.00</b>	<b>633,718.80</b>	<b>5,914,708.80</b>

SUBMITTED BY: <i>PS</i> Paola Soriano Account Director	PREPARED BY: <i>Clumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>Lalyn</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 Growth Officer		