

DONA-SCMC-HO-2025-03180



Document Details

Type of Document: Marketing - Cost Estimate

Document Name: SM Supermalls Social Media Retainer (January 2025)

Document Control No: SM PRIME-2025-0006rev2

Remarks: SM Supermalls Social Media Retainer (January 2025)

SM PRIME-2025-0006rev2

Total Cost: ₱2,000,000.00

Document File: SM PRIME-2025-0006rev2.pdf

List of Approvers

Name	Position	Company	Role	Date Approved
Joaquin L. San Agustin	Group Head - Executive Vice President	Shopping Center Management Corporation	Final Approver	2025-01-23 11:13:23
Arvin C. Ang	Department Head - Senior Assistant Vice President	Shopping Center Management Corporation	Approver	2025-01-22 10:55:24
Gianna Gabrielle R. Banzon	Section Head	Shopping Center Management Corporation	Initial Approver	2025-01-22 10:44:30



PURCHASE ORDER

Vendor No. : 1000052775
TRIBAL DDB INC
 16/F TWO WOLRD SQUARE
 TAGUIG CITY
TIN : 007-072-636-00000
Business Style : TRIBAL DDB INC

Document No. : 1600010059
Creation Date : 27.01.2025
Cancellation Date :
Requisitioner :
Requesting Group : SCMC Mktg Service
Terms of Payment : 30D upon receipt of original invoice
Additional Terms :

Please address invoice to:
SM PRIME HOLDINGS INC.
SMPHI HEAD OFFICE
 7/F MOA SQUARE SEASHELL LANE COR. CORAL WAY MALL OF ASIA
 COMPLEX BARANGAY 76 ZONE 10 CBP 1-A
 NCR, FOURTH DISTRICT PHILIPPINES
 PASAY CITY 1300
 VAT REG. TIN: 003-058-789-00000

NOTE: DONA-SCMC-HO-2025-03180
 Requestor: Stephen Andre S. Talanay -Marketing

Line No.	Del.Date/Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
10	27.01.2025		MCHO_SM Supermalls Social Media Retainer	1	AU	2,000,000.00	PHP	2,000,000.00	V
			Gross Price				PHP	2,000,000.00	
			Amount(VAT Inclusive)				PHP	2,000,000.00	
			Value Added Tax				PHP	214,285.71	
			Vatable Amount				PHP	1,785,714.29	
			Zero Rated Amount						
			Non-VAT						
			VAT Exempt						
			Gross of VAT				PHP	2,000,000.00	

TOTAL AMOUNT IN PHP: TWO MILLION PESOS ONLY

ADDITIONAL NOTE: Billings should not be later than 60 days from delivery date.

Prepared by: Sozeth D. Anilao Fixed Assets and Supplies Supervisor	Ordered by:	Approved by: Vivien Ivy K. Tan Division Head - AVP	Conformed by/Date:
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PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
BRAND : SM Supermalls
PROJECT : SM Supermalls Social Media Retainer (January 2025)
CE. NO. : SM PRIME-2025-0006rev2
DATE : 22 January 2025

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 SOCIAL MEDIA MANAGEMENT RETAINER PACKAGE (JANUARY 2025) Inclusions: 1. Content Planning and Creation - Content creation for Instagram, X, Facebook and Tiktok total of 196 to 200 posts per month consolidated across all platforms 2. Community Management (Mon to Sun inc Holidays from 9AM to 6PM) - Weekly Social Media Performance Reports - Monthly Social Media Performance Reports - Annual Social Media Performance Reports - Monthly Campaign Performance Reports - Monthly Competitive Reports - Daily/Monthly Social Media Listening (Including Trends Analysis) 3. Command Center/Dashboard Set-up (3 Seats for SM) 4. Video Content Coverage and Production 5. Influencer Sourcing and Coordination (exclusive of talent fees)	1,785,714.29	214,285.71	2,000,000.00
II ADHOC AND EVENT COVERAGE NATIONWIDE Event coverage and expenses Image and video bank			
SUB TOTAL	1,785,714.29	214,285.71	2,000,000.00
GRAND TOTAL	1,785,714.29	214,285.71	2,000,000.00

TERMS :

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 lasts more than fortyfive (45) days after the due date.

SUBMITTED BY: Jennifer B. Wieneke Head of Business	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
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NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director			
APPROVED BY: Gianna Gabrielle R. Banzon Section Head - Group Marketing Manager	APPROVED BY: Sheena Rhia P. Ramos Department Head - Assistant Vice President	APPROVED BY: Arvin C. Ang Department Head - Senior Assistant Vice President	APPROVED BY: Joaquin L. San Agustin Group Head - Executive Vice President