

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : TOYOTA MOTOR PHILIPPINES CORPORATION  
**BRAND** : Kinto  
**PROJECT** : Kinto IMC Deliverables  
**CE. NO.** : TOYOTA-2025-0026  
**DATE** : 14 April 2025

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







	SERVICE	NET	VAT	TOTAL
I	<b>Communication Strategy and Concept fee</b> - for "Get The Lease with the Most" IMC campaign including but not limited to communication planning, competitive analysis, channel planning, campaign and content framework, creation of big idea, concepts and executions for total brand. Total of 100 hours at Php3500/hour.	350,000.00		<b>350,000.00</b>
II	<b>Campaign key visual</b> - The main omnibus Key Visual for the campaign. FA, 3D modeling and stock image fees is excluded. Total of 28 hrs.	98,000.00		<b>98,000.00</b>
III	<b>Key visual cascade</b> - Versions of the the omnibus KV targetted to different segments - lifestyle, educational etc. FA, 3D modeling and stock image fees is excluded. Total of 4 materials at 12 hrs per material	168,000.00		<b>168,000.00</b>
IV	<b>Social media playbook</b> - Creation of a comprehensive guide outlining the brand's social media strategy, including platform-specific guidelines, content pillars, tone of voice, posting schedules, engagement tactics, and performance measurement. The playbook will ensure consistent, effective, and aligned communication across all social channels. Total of 142hrs.	500,000.00		<b>500,000.00</b>
V	<b>KV Production</b> - 3D modelling, AI and FA -Creation of the 3D asset download and 3D modelling including 3 revisions, pre-work before render (lighting, instances, etc.) and actual rendering. Note: Cost is per vehicle. Additional modifications or refinements beyond the defined scope may be subject to a separate CE. 24 hrs per vehicle including FA. Total of 4 vehicles at Php 336,000. Sizes: <ul style="list-style-type: none"> <li>• PDI - 29.70 x 30.65 cms</li> <li>• PhilStar - 29.72 x 30 cms</li> </ul>	336,000.00		<b>336,000.00</b>

Note: Hours exceeding the scope will be covered through an addendum

<b>VI</b>	<b>ASC Application Materials (regular applications):</b>	14,055.00		<b>14,055.00</b>
	<ul style="list-style-type: none"> <li>• PDI - 29.70 x 30.65 cms</li> <li>• PhilStar - 29.72 x 30 cms</li> <li>• Explainer Video</li> <li>• Inclusion Video</li> </ul>			
	<b>SUB TOTAL</b>	<b>1,466,055.00</b>	<b>0.00</b>	<b>1,466,055.00</b>
	<b>11.675% ASF</b>			<b>171,161.92</b>
	<b>12% VAT</b>			<b>196,466.03</b>
	<b>GRAND TOTAL</b>	<b>1,466,055.00</b>	<b>0.00</b>	<b>1,833,682.95</b>

**TERMS :**

Check Releasing Bank: Metrobank Check Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

PREPARED BY:  <b>Kaye Rosas Mona</b> <b>Group Account Director</b>		
NOTED BY:  <b>Reginne Cabanban</b> <b>Managing Partner</b>		
APPROVED BY:  <b>Michelle De Guzman</b>	APPROVED BY:  <b>Andrew Ryan M. Ty</b> <b>Assistant Vice President, Marketing Services Department</b>	APPROVED BY:  <b>Ervin Luciano</b> <b>Vice President, Marketing Services Department</b>
 <b>Elijah Sue Marcial</b>		