

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
BRAND : Silver Swan
PROJECT: : Silver Swan Social Media Management (FY 21-22)
CE. NO. : FIRST PGMC-SILVER-SWAN-2021-0013
DATE : 18 May 2021

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	VAT	TOTAL
I Social Media Management Coverage: Silver Swan non-dedicated team from May 2021-April 2022 Community Management Facebook & TikTok Community Management Mon-Fri, 9am-6pm, except holidays Implement the online community strategy, coordinating with stakeholders across the client's brand to ensure its effectiveness & providing superior quality of customer service & support to the online community with the help of various communication tools Day-to-day administration & management of conversations, posting of content, performance analysis, fan engagement Promo Management (with simple mechanics; up to 3 promos; exclusive of DTI or ASC permit & fees) Monthly page performance report with competitiveness for up to 4 brands Overall Account Management Day-to-day client servicing & management of program & activities Coordination with other agencies / partners for all integrated marketing communication efforts Weekly project lists, timetables & meeting Overall Brand Support Playbook Update (exclusive of individual campaign concepts/video storyboards) Updates on industry trends & best practices Support in the safeguarding of brand's digital presence and health Social Media Content Creation Facebook Content planning & production (4 materials per month & up to 50 captions)* *Animated/static with 2 rounds of revisions for each; excluding creative concepts for campaigns	2,066,400.00	247,968.00	2,314,368.00

SUB TOTAL	2,066,400.00	247,968.00	2,314,368.00
GRAND TOTAL	2,066,400.00	247,968.00	2,314,368.00

TERMS :

Monthly payment terms, 60 days upon issuance of invoice.

Note: 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 last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Bea Co Senior Account Manager			
NOTED BY:  Reg Cabanban Managing Partner			
APPROVED BY: Abbie Giron 	APPROVED BY: Mario Mendota 	APPROVED BY: James Lim 	APPROVED BY: Ampy Rio