

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
BRAND : Wow Sarap
PROJECT : Project Genie Funtesyerye S2 Production & Creative Fees
CE. NO. : FIRST PGMC-SILVER-SWAN-2022-0005
DATE : 29 September 2022

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



	SERVICE	NET	VAT	TOTAL
I	PRODUCER'S FEE	305,263.15	36,631.58	341,894.73
	Packaged cost for Digital & KV Shoot			
	NET: 290,000.00			
	WTAX: 15,263.15			
II	GLAM TEAM	1,532,418.32	183,890.20	1,716,308.52
	Packaged cost for Digital & KV Shoot			
	Alex Gonzaga Glam Team			
	Mikka Marcaida - (Make-Up)			
	NET COST: 315,000.00			
	WTAX: 35,000.00			
	Jerry Javier - (Hair Styling)			
	NET COST: 180,000			
	WTAX: 31,764.71			
	Mommy Pinty and Daddy Bonoy Glam Team:			
	Effie Iñigo (Make-Up)			
	NET COST: 311,666.67			
	WTAX: 30,555.56			
	Anton Papa (Hair)			
	NET COST: 180,000			
	WTAX: 31,764.71			
	Gonzaga Family Costumes & Styling:			
	Cath Sobrevega (Wardrobe Styling with the Creation of a New GreenDress for Mommy Pinty & Genie Outfit for Daddy Bonoy)			
	NET COST: 375,000			
	WTAX: 41,666.67			
III	PHOTOGRAPHY	332,310.00	39,877.20	372,187.20
	Fat Cat Photography with Ria Regino			
	SERVICE FEE (6-7 Layouts – Library/KV)			
	Inclusive of Equipment & Gray Background			
	Antigen a day before shoot date (3 Pax):			
	NET COST: 302,100.00 (inclusive of antigen)			
	WTAX: 30,210.00			

IV	Creatives Fees:	1,389,600.00	166,752.00	1,556,352.00
	<ul style="list-style-type: none"> • Campaign Strategy & Creative Conceptualization • Video Storyboard • Influencer Management & Coordination • Key Visual (exclusive of layered file) • Three (3) Edit Down Storyboards - 30s, 15s & 6s • Focused Messaging Edit Downs - 8 materials (15s 1 version & 6s 3 versions, vertical and horizontal orientation) • Project Management Fee 			
V	12% ASF (on NET costs)	234,452.00	28,134.24	262,586.24
	SUB TOTAL	3,794,043.47	455,285.22	4,249,328.69
	GRAND TOTAL	3,794,043.47	455,285.22	4,249,328.69

TERMS :

100% payment upon approval of the CE

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:  Czarina Chan	APPROVED BY:  Abbie Giron - Palacio	APPROVED BY:  Ampy Rio