






PRODUCTION & CREATIVE SERVICES COST ESTIMATE

CLIENT : ACTIMED, INC.
 BRAND : Generika
 PROJECT: : Strategy and Creative Fees
 CE. NO. : GENERIKA-2023-0001
 DATE : 27 December 2023

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

SERVICE	NET	VAT	TOTAL
I Communcation Strategy and Plan	250,000.00	30,000.00	280,000.00
II Creative Big Idea	250,000.00	30,000.00	280,000.00
III Generika Digital 30s storyboard with editdowns - Inclusive of 1x 15s, 3x 6s	250,000.00	30,000.00	280,000.00
IV ActiMed Digital 15s Storyboard with editdowns - Inclusive of .1x6s	200,000.00	24,000.00	224,000.00
V 2x RC 30s Script	200,000.00	24,000.00	224,000.00
VI New Generika Thematic Mother Key Visual	200,000.00	24,000.00	224,000.00
VII 2x RTB Key Visual	400,000.00	48,000.00	448,000.00
VIII ActiMed Key Visual	200,000.00	24,000.00	224,000.00
IX Social Media Strategy - One-time social media strategy for FB, TikTok, IG, and Youtube	200,000.00	24,000.00	224,000.00
X Monthly Content Calendar	300,000.00	36,000.00	336,000.00
XI Social Media Content - 10 Facebook posts/month x 12 months (no production, existing images only) - 2x original Tiktok video/reel per month x 12 months	1,200,000.00	144,000.00	1,344,000.00
XII Client Servicing - 12 months Accounts servicing and client coordination	800,000.00	96,000.00	896,000.00
SUB TOTAL	4,450,000.00	534,000.00	4,984,000.00
GRAND TOTAL	4,450,000.00	534,000.00	4,984,000.00

PREPARED BY:  Danielle Guizano Account Manager	
NOTED BY:  Diane Capile Business Unit Director	NOTED BY:  Via Cuba Group Account Director
APPROVED BY:  Eloisa Tinio Brand manager	APPROVED BY:  Carmel Perardo Marketing Head