

PRODUCTION & CREATIVE SERVICES COST ESTIMATE

CLIENT : ACTIMED, INC.
 BRAND : Generika
 PROJECT: : Video Production
 CE. NO. : GENERIKA-2023-0003
 DATE : 30 December 2023

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

SERVICE	NET	WTAX	VAT	COST IN PHP
I GENERIKA 1 x 30s Main Video (16:9 / 9:16) 1 x 15s and 3 x 6s edit down (16:9 / 9:16) ACTIMED 1 x 15s, 1 x 6s edit down videos (16:9/9:16) Total : 14 materials BASIC PRODUCTION INCLUSIONS: 1.) Pre Production -Treatment -Meetings and Communication allowance -Shoot preparation -All meetings to be done remotely 2.) Directorial Staff -Director: PAOLO JOAQUIN -Cinematographer: Ike Avellana or equivalent Assistant Director: Kristi Gallaga or equivalent Production Designer: -Mickey Hirai or equivalent Caster: Celine Celestial -Prod and Post House : In-house post - GO MOTION 3.) Number of shooting days: 1 - day shoot 4.) Technical requirements -Use of 2 units camera with complete accessories, minimal lights / grip equipment -Remote capabilities for shoot and post productions (Frame IO/ Syncsketch) -Provision for a final workshop with AD 5.) Production Design • Location -Generika Drugstore c/o client, Home set-up, Wardrobe: Casual clothes, Props: As boarded 6.) On camera talents - Based on briefing board 1 mom talent for Generika and Actimed , no lock out Pharmacist for both boards with lock out, use same Pharmacist used in previous material Lola talent , no lock out Doctor talent , no lock out Acting extras and BG talents *15 months usage , Philippine airing only *digital / Tiktok *Talent insurance * 1 day shoot *mom and Pharmacist for OLV and KV release (addendum cost for KV)	5,297,755.88		635,730.71	5,933,486.59

II

7.) Release Materials

-Hard drive for release, Data file, MP4 files

8.) Food and Transportation

-Packed Meals during shoot preparations and shoot day

-Vehicles/ Gas during pre production meeting , shoot preparations, and shoot day

9.) Post production @ Go Motion Productions

-Ingest and transcode raw materials

-Offline editing (includes editor's / director's and interlock session)

-Online editing (includes editor's / director's and interlock session)

-Color Grading

-Live action shots in basic cut and dissolve with transition devices per director's treatment

-Provision for standard clean ups

-Provision for chroma and compositing

-Retouch of talent and product

-Provision for simple title 2D animation/ superimposition of supers and logo/ icons/ artworks/ product for selected frames

-Audio Lay in

-No. of Offline Presentation: 2 agency / client via virtual interlock

-No. Of Online presentation: 2 agency / client via virtual interlock

- Provisions for 2 revisions only

- Remote offline / color grading / online

11.) Others:

-Insurance for Production Staff and crew and on cam talents

-Agency staff / client insurance c/o client

-COVID health and safety budget (sanitation / masks / gloves/ alcohol)

-Medic and /or safety officers on set

-Covid safety measures for all shoot attendees- alcohol, masks, safety officer etc Ø Producer's fee

-Caster's fee and on cam talents

-Producers/ Agency / Client attendees during shoot (total of 6 pax only)

Cost excludes:

-All Products to be provided by clients Ø Artworks/ Art guides/ fonts / logos

-Layered files /Flat labels

-Glam Team of Celeb / Wardrobe

-Generika **Drugstore**

III	<p>MAIN AUDIO - NETWORK MUSIC: SounDesign Manila</p> <p>"Ginhawa"</p> <ul style="list-style-type: none"> • One (1) 30-seconder Digital Advertisement • One (1) 15-seconder Edit-Down Digital Advertisement • Three (3) 6-seconder Edit-Down Digital Advertisements • One (1) 30-seconder Radio Commercial <p>"Actimed"</p> <ul style="list-style-type: none"> • One (1) 15-seconder Digital Advertisement • One (1) 6-seconder Edit-Down Digital Advertisements • One (1) 30-seconder Radio Commercial <p>I. STUDIO TIME Inclusive of Recording, Soundesign, Editing, Mixing, Mastering & Lay-In</p> <p>II. NETWORK MUSIC</p> <p>"Ginhawa/Programmatic Videos": a. One (1) Network Track for Digital b. One (1) Network Track for RC</p> <p>"Actimed": a. One (1) Network Track for Digital b. One (1) Network Track for RC</p> <p>III. TALENT FEES</p> <p>"Ginhawa": a. One (1) Celebrity Sound-Alike for guide only b. Five (5) Incidentals c. One (1) VO Announcer *for the RC</p> <p>"Actimed": a. One (1) VO Announcer b. One (1) Mom VO *for the RC c. Three (3) Character VOs</p> <p>IV. PRODUCER'S FEE *for the Radio materials</p>	561,768.24	67,412.19	629,180.43
IV	<p>Radio Dialect Translations - SounDesign Manila</p> <p>I. STUDIO TIME Inclusive of Recording, Soundesign, Editing, Mixing, Mastering & Lay-In</p> <p>II. NETWORK MUSIC a. One (1) Network Track</p> <p>III. TALENT FEES a. One (1) Mom VO b. Three (3) Character VOs (Dad, Kid, & Lola) c. One (1) VO for AOB d. One (1) Coach & Translator per dialect</p> <p>IV. PRODUCER'S FEE</p>	249,492.29	29,939.07	279,431.36
V	<p>KV Photography Cost: Paulo Navarra - Php 365,070.29</p> <ul style="list-style-type: none"> • Professional Fees • Image usage for print ads, posters, social media and various usage • One (1) day shoot • Shotlist / compre as per client / agency o Four (4) Talent Situationals and One (1) Product Shot • RAW file format (CR3) images turnover to client with medium-res JPEG <p>Media Transfer</p> <ul style="list-style-type: none"> • One (1) 1TB Western Digital HD for media transfer <p>15% Agency Supervision Fee: Php 54,760.54</p>	419,830.83	50,379.70	470,210.53
	SUB TOTAL	6,528,847.24	0.00	7,312,308.91


GRAND TOTAL

6,528,847.24

0.00

783,461.67

7,312,308.91

PREPARED BY: 
Via Cuba
Group Account Director

NOTED BY: 
Diane Capile
Business Unit Director


Anna Chua-Norbert
Managing Director

APPROVED BY: 
Eloisa Tinio
Brand Manager

APPROVED BY: 
Carmel Leonardo
Marketing Head