

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : JOHNSON & JOHNSON (PHILIPPINES) INC.
 BRAND : J&J
 PROJECT: : J&J 2021 AP HR Leader Dialogue Campaign
 CE. NO. : J&J-JOHNSON & JOHNSON-2021-0003
 DATE : 30 June 2021

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

SERVICE	NET	VAT	TOTAL
I Simplified Event Brand Concept One (1) Static Key Visual (Event Poster) <i>Inclusive of static layered File</i>	318,000.00	38,160.00	356,160.00
Emailer (HTML) <i>Simple template coding;exclusive of send-out/blasting & reports</i> Three (3) Event Materials: Cascaded from the Main KV (with minor adjustments only) <ul style="list-style-type: none"> • Emailer Design (1 design study) • Zoom Background (1 design study) • Powerpoint Template (max of 3 slides - title only, title and content, title and subheader layouts only) 			
Project Management Fee <i>Inclusive of 2 minor revisions only, additional revisions will be based on Tribal ratecard</i> <i>**Rush fees will be charged at additional 30% of each line item</i>			
SUB TOTAL	318,000.00	38,160.00	356,160.00
GRAND TOTAL	318,000.00	38,160.00	356,160.00

SUBMITTED BY: Bea Co Senior Account Manager
NOTED BY: Reg Cabanban Managing Partner
APPROVED BY: Maria Monica Ferrer