

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : JOHNSON & JOHNSON (PHILIPPINES) INC.
 BRAND : Neutrogena
 PROJECT : Neutrogena HydroBoost H1 2021 Campaign
 CE. NO. : J&J-JOHNSON & JOHNSON-NEUTROGENA-2020-0031
 DATE : 18 November 2020

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

	SERVICE	NET	VAT	TOTAL
I	Local Connections Planning & Focus Group Discussion Participation	140,000.00	16,800.00	156,800.00
II	Creative Asset Production Static Key Visual (Omnibus)	14,000.00	1,680.00	15,680.00
III	Key Visual Layered File	25,000.00	3,000.00	28,000.00
IV	Three (3) New Facebook Static	42,000.00	5,040.00	47,040.00
V	Three (3) New Facebook 3s	120,000.00	14,400.00	134,400.00
VI	Three (3) New Facebook 6s	150,000.00	18,000.00	168,000.00
VII	Three (3) Cascaded OTTs	90,000.00	10,800.00	100,800.00
VIII	ASC Coordination and Fees Six (6) Static KVs	4,806.00	576.72	5,382.72
IX	Three (3) Video (3s)	6,252.00	750.24	7,002.24
X	Three (3) Video (6s) OTTs	6,252.00	750.24	7,002.24
XI	Three (3) Video (6s) Facebook	6,252.00	750.24	7,002.24
XII	Coordination Fees	5,000.00	600.00	5,600.00
XIII	Project Management Fees	121,912.40	14,629.49	136,541.89
	SUB TOTAL	731,474.40	87,776.93	819,251.33
	GRAND TOTAL	731,474.40	87,776.93	819,251.33

SUBMITTED BY: Bea Co Senior Account Manager		
NOTED BY: Reg Cabanban Managing Partner		
APPROVED BY: Patricia Rodriguez	APPROVED BY: Katrina Suarez	APPROVED BY: Bea Bravo