

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : JOHNSON & JOHNSON (PHILIPPINES) INC.  
 BRAND : Neutrogena  
 PROJECT: : J&J H1 2021 HydroBoost Campaign - Asset Production & ASC Fees  
 CE. NO. : J&J-JOHNSON & JOHNSON-NEUTROGENA-2020-0037  
 DATE : 10 December 2020

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
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	SERVICE	NET	VAT	TOTAL
I	<b>Creative Fees &amp; Production</b> Three (3) New Facebook Static	42,000.00	5,040.00	<b>47,040.00</b>
II	<b>ASC Coordination and Fees</b> Six (6) Static KVs	4,806.00	576.72	<b>5,382.72</b>
III	Three (3) Video (3s)	6,252.00	750.24	<b>7,002.24</b>
IV	Three (3) Video (6s) OTTs	6,252.00	750.24	<b>7,002.24</b>
V	Three (3) Video (6s) Facebook	6,252.00	750.24	<b>7,002.24</b>
VI	Coordination Fees	5,000.00	600.00	<b>5,600.00</b>
VII	Project Management Fees	121,912.40	14,629.49	<b>136,541.89</b>
	<b>SUB TOTAL</b>	<b>192,474.40</b>	<b>23,096.93</b>	<b>215,571.33</b>
	<b>GRAND TOTAL</b>	<b>192,474.40</b>	<b>23,096.93</b>	<b>215,571.33</b>

SUBMITTED BY: <b>Bea Co</b> Senior Account Manager		VERIFIED BY: <b>Reg Cabanban</b> Managing Partner	
APPROVED BY: <b>Patricia Rodriguez</b>	APPROVED BY: <b>Katrina Suarez</b>	APPROVED BY: <b>Bea Bravo</b>	