




PRODUCTION & CREATIVE SERVICES COST ESTIMATE



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

CLIENT : Johnson's Baby (J&J)
 BRAND : Johnson's Baby
 PROJECT: : PANATA Award
 CE. NO. : JJB-2022-0015
 DATE : 25 August 2022

SERVICE	NET	WTAX	VAT	COST IN PHP
I. PANAta Awards Entry Fee	24,000.00		2,880.00	26,880.00
A. Category: BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS Single Medium Digital: Powder "Protect the Joy of Play" Campaign = Php 12,000				
B. Category: BRAND EFFECTIVENESS THROUGH INNOVATION Sub Category: Most Effective in Creative Content Innovation Shampoo #PrettyStrong Hair Challenge = Php 12,000				
SUB TOTAL	24,000.00	0.00	2,880.00	26,880.00
GRAND TOTAL	24,000.00	0.00	2,880.00	26,880.00

SUBMITTED BY:  Via Cuba Account Director	PREPARED BY:  Via Cuba Account Director	VERIFIED BY: Erika Esguerra Finance Analyst
NOTED BY:  Diane Capile Business Unit Director	APPROVED BY: Ara Espina Johnson's Baby - Retain	