

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Johnson's Baby (J&J)  
**BRAND** : Johnson's Baby  
**PROJECT:** : PANATA Award  
**CE. NO.** : JJB-2022-0016  
**DATE** : 13 September 2022

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
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SERVICE	NET	WTAX	VAT	COST IN PHP
I. PANAta Awards Entry Fee	12,000.00		1,440.00	13,440.00
Category: BRAND EFFECTIVENESS THROUGH EFFECTIVE USE OF MARKETING CHANNELS Single Medium Digital: Cottontouch MCNAP Campaign				
<b>SUB TOTAL</b>	<b>12,000.00</b>	<b>0.00</b>	<b>1,440.00</b>	<b>13,440.00</b>
<b>GRAND TOTAL</b>	<b>12,000.00</b>	<b>0.00</b>	<b>1,440.00</b>	<b>13,440.00</b>

SUBMITTED BY:  <b>Via Cuba</b> Account Director	VERIFIED BY: <b>Erika Esguerra</b> Finance Analyst
NOTED BY:  <b>Diane Capile</b> Business Unit Director	APPROVED BY: Arianne Gervacio Brand Manager - Johnson's Baby
	Cholo Perreras Marketing Manager - Johnson's Baby