

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Johnson's Baby (J&J)  
 BRAND : Johnson's Baby  
 PROJECT: : Johnson's Shampoo  
 CE. NO. : JJB-2022-0019  
 DATE : 14 December 2022

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

SERVICE	NET	WTAX	VAT	COST IN PHP
<b>I. HIT Productions</b>	125,572.50		15,068.70	<b>140,641.20</b>
- Renewal fee for 1 x 15s & 1 x 10s Jingle with 1 x singer for TV / Digital Royalty Fee : Php 99,322.50				
- Royalty Fee for VO Announcer : Php 26,250.00				
<b>II: Talent Renewal</b>	133,333.33			<b>133,333.33</b>
- Lead Mom: Maria Adelaida E. Paltu-Ob: Php 66,666.67 6 x months (May 9, 2023 - November 8, 2023) TVC & Digital Videos				
- Lead Daughter: Maria Arianna E. Paltu-Ob : Php 66,666.67 6 x months (May 9, 2023 - November 8, 2023) TVC & Digital Videos				
<b>SUB TOTAL</b>	<b>258,905.83</b>	<b>0.00</b>	<b>15,068.70</b>	<b>273,974.53</b>
<b>GRAND TOTAL</b>	<b>258,905.83</b>	<b>0.00</b>	<b>15,068.70</b>	<b>273,974.53</b>

SUBMITTED BY:  <b>Via Cuba</b> <b>Group Account Director</b>	
NOTED BY: <b>Diane Capile</b>  <b>Business Unit Director</b>	NOTED BY: <b>Paolo Arevalo</b> <b>Managing Partner</b>
APPROVED BY: <b>Kat Suarez</b> <b>Marketing Manager - Johnson's Kids</b>	APPROVED BY:  <b>Crismer Tira</b> <b>Assoc Marketing Director - Johnson's Baby</b>