

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



Doyle
Dane
Bernbach

16/F Two World Square
McKinley Hill, The Fort
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Tel.: 8856-7888
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CLIENT : Johnson's Baby (J&J)
BRAND : Johnson's Baby
PROJECT: : Johnson's Shampoo
CE. NO. : JJB-2023-0001
DATE : 03 January 2023

SERVICE	NET	WTAX	VAT	COST IN PHP
I. 2022 Shampoo TVC Re-edit Post-house: POST HOUSE: BNM Inhouse Re-Online Editing 15s and 10s, Provision for Change on End Frame, Simplified 2D Treatment Only, No CG, Provision for 4 x TVCx transmission	224,673.46		26,960.82	251,634.28
II. Agency supervision fee -Client and Supplier coordination, contract renewals development and coordination, provision for ASC processing) Note: Actual ASC and Agency processing fees will be charged separately as needed	50,000.00		6,000.00	56,000.00
SUB TOTAL	274,673.46	0.00	32,960.82	307,634.28
GRAND TOTAL	274,673.46	0.00	32,960.82	307,634.28

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