

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : Jollibee Foods Corp.
 BRAND : Jollibee Philippines
 PROJECT: : Project Cooper (Omnibus) - Media Blitz Paid KOLs
 CE. NO. : Jollibee-PR-2023-0064
 DATE : 09 October 2023





16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 856-7888
 Fax: 856-9316

	SERVICE	NET	VAT	TOTAL
I	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Hey it's Tin! SOW: 1 x TikTok video, cross-posted on IG and FB	49,411.76	5,929.41	55,341.17
II	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Lunch Boxer SOW: 1 x TikTok video, cross-posted on IG and FB	57,647.06	6,917.65	64,564.71
III	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Charlene Deocareza SOW: 1 x TikTok video, cross-posted on IG and FB	49,411.76	5,929.41	55,341.18
IV	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Misty Foodie SOW: 1 x TikTok video, cross-posted on IG and FB	90,588.25	10,870.59	101,458.84
V	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Momshies Kitchen SOW: 1 x TikTok video, cross-posted on FB no IG account	41,176.47	4,941.18	46,117.65
VI	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Its Your Girl Erin SOW: 1 x TikTok video, cross-posted to IG and FB	16,470.59	1,976.47	18,447.06
VII	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Isah Ulam ng Kapitbahay SOW: 1 x TikTok video, cross-posted to IG and FB	49,411.76	5,929.41	55,341.17
VIII	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Mommy M (panaygutom) SOW: 1 x TikTok video, cross-posted to IG and FB	24,705.88	2,964.71	27,670.59
IX	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Chel (Panda eats) SOW: 1 x TikTok video, cross-posted to IG and FB	49,411.76	5,929.41	55,341.17

X	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Jang Robiego SOW: 1 x TikTok video, cross-posted to IG and FB	16,470.59	1,976.47	18,447.06
XI	KOL MANAGEMENT - PAID CONTENT PARTNERSHIP Angel Caronongan - Enero SOW: 1 x TikTok video, cross-posted to IG and FB	24,705.88	2,964.71	27,670.59
	SUB TOTAL	469,411.76	56,329.41	525,741.18
	GRAND TOTAL	469,411.76	56,329.41	525,741.18

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling invoice the amount of PHP525,741.18 within 30 days upon receipt of its official invoice.

PREPARED BY:  Swayne V. Andaya Account Director	
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Tere Isla Group Account Director
APPROVED BY:  Reesa Cruz Assistant Brand Manager, Masterbrand	