


PRODUCTION & CREATIVE SERVICES COST ESTIMATE




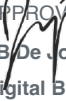
CLIENT : DDB Philippines Inc.
BRAND : LG
PROJECT : LG Community Management, Reporting & EDM
CE. NO. : DDB PHL-2025-0001
DATE : 12 February 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888


	SERVICE	NET	VAT	TOTAL
I	Community Management	2,145,000.00		2,145,000.00
	<ul style="list-style-type: none"> Schedule 9-7PM weekdays only, excluding weekends and holidays Management of 6 social accounts (3 Facebook - LG main FB page, LG Air Solutions, and LG Commercial Laundry, 1 Instagram, 1 TikTok, and 1 YouTube) Answering & moderating comments Answering of non service related private messages (CAS and CWM pages) Daily reporting of messages for escalation (CAS and CWM pages) 			
II	Reports	1,225,400.00		1,225,400.00
	<ul style="list-style-type: none"> Monthly Social Report x 11 at Php 653,400.00 Annual Social Report x 1 at Php 110,000.00 Ad Hoc / Campaign Social Report x 7 at Php 462,000.00 			
III	Influencer Dashboard	645,700.00		645,700.00
	<ul style="list-style-type: none"> Setup (one-time fee) at Php 115,000 Dashboard Monthly Fee at Php 392,700 100 Dashboard Tokens at Php 138,000 			
IV	EDM	1,089,000.00		1,089,000.00
	<ul style="list-style-type: none"> EDM Setup & Blasting (per EDM) x 22 at Php 726,000 EDM Report (2 EDMs per month) x 11 at Php 363,000 			
	<i>Note: ASF is included per line item</i>			
	<i>Duration: February 1, 2025 to December 31, 2025</i>			
	SUB TOTAL	5,105,100.00	0.00	5,105,100.00
	12% VAT			612,612.00
	GRAND TOTAL	5,105,100.00	0.00	5,717,712.00

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