

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Lenovo (Singapore)Pte Ltd  
**BRAND** : Lenovo Commercial  
**PROJECT** : Q3 FY2425 Commercial Retainer (October 2024 to December 2024)  
**CE. NO.** : Lenovo PR 2024-02  
**DATE** : 08 October 2024

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

SERVICE	NET
<b>I</b> <b>Account management</b> <ul style="list-style-type: none"> <li>Day-to-day client liaison, including a bi-weekly WIP Call/Meeting and document, and an in-depth quarterly review; monthly meetings with all agency and marketing teams</li> <li>Quarterly review of P</li> </ul>	60,790.00
<b>II</b> <b>Strategic counsel, planning and ideation</b> <ul style="list-style-type: none"> <li>Regular and proactive counsel on internal and external communications, industry insights and trends such as: competitors' activities, market trends</li> <li>Support internal and external communications planning and direction for the Philippines market</li> <li>Creation of strategic communications plans to support business objectives – one (1) campaign strategy development per quarter.</li> <li>Regular and proactive ideation on both new opportunities and how we can improve day-to-day work and projects.</li> </ul>	54,142.25
<b>III</b> <b>Press office</b> <ul style="list-style-type: none"> <li>One (1) media engagement per quarter with a maximum of 20 attendees, for commercial segment. Venue, tokens, talent fees and other out-of-pocket expenses are excluded.               <ul style="list-style-type: none"> <li>60 to 70% pick-ups based on actual attendees.</li> </ul> </li> <li>Management of inbound media enquiries and requests</li> <li>Regular media engagement and relationship building activities, product review, media alert, product awards</li> <li>Monitoring of editorial calendars in order to help the Lenovo marketing team maximize exposure at particular media with our products and services</li> </ul>	48,000.00
<b>IV</b> <b>Executive profiling</b> <ul style="list-style-type: none"> <li>Drive media opportunities for spokesperson – proactively pitch, create pitch angles, support on briefing book development etc. Up to one (1) per quarter.</li> <li>Drive media opportunities for spokesperson – proactively pitch, create pitch angles, support on briefing book development etc. Up to one (1) per quarter.</li> </ul>	62,400.00
<b>V</b> <b>Editorial services</b> <ul style="list-style-type: none"> <li>Up to seven (7) units per quarter; includes drafting and/or seeding of stand-alone media releases, media statements, advertorial copies; writer with strong IT understanding preferred.               <ul style="list-style-type: none"> <li>Expected outputs; press release, media alerts, and localization of press release.</li> <li>Minimum of eight (8) media exposures per seeded story</li> </ul> </li> </ul>	189,296.47

**VI Product review**

49,159.08

- Up to eight (8) units per quarter; Inclusive of courier charges; develop media seeding plan for focus products; arrange product seeding logistics; draft media pitch and prepare product specs document; localize product reviewer's guide; provide coverage reports (delivery within Metro Manila Only).

**VII Reporting**

144,198.35

- Daily media monitoring and coverage alert. Client to provide keywords.
- Weekly WIP report through face-to-face reporting (option for virtual at the discretion of local CMMs), PR calendar, coverage tracker, submit to GTAP Regional team
- Monthly media report and analysis including key competitors (client to identify competitors).
- Develop ad hoc campaign media coverage reports (e.g. around a major product launch, event or announcement) – up to one (1) per quarter.

**AP Collaboration**

- Support on dissemination of select launches, thought leadership and (as appropriate) earnings releases, and share back dissemination plans for asset tracking – ad hoc per request
- Market validation of data for One Lenovo communications outcome reports – revising as required (per quarter)
- Global comms support (if any)
  - Report collating entries
  - Earnings release outreach (if any)
- Attend quarterly communications outcome report readouts - (agency investment)
- Attend bi-weekly AP comms call - (agency investment)
- Hallmark events (CES, MWC, IFA, Tech World) - media coordination, interview pitching and report validation
- Hero assets maintenance support
  - Local proof points inputs for AP messaging document and AP ESG Factsheet update – quarterly
  - Market factsheet update – half yearly

**SUB TOTAL**

**607,986.15**

**GRAND TOTAL**





**607,986.15**

**TERMS :**

Work will not commence without securing the fully signed CE and approved PO.

**COMMITMENT TO PAY:**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of PHP607,986.15 (NET) within 60 days upon receipt of its official invoice.

NOTED BY:  <b>Bobby T. Vito</b> Managing Director	NOTED BY:  <b>Mark Josef Dolor</b> Account Director	NOTED BY:  <b>Tere Isla</b> Group Account Director
APPROVED BY:  <b>Anna Abola</b> Commercial Marketing Manager		