

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Lenovo (Singapore)Pte Ltd  
**BRAND** : Lenovo  
**PROJECT** : Legion Go S Activation x Gadget Pilipinas (Q4FY2425)  
**CE. NO.** : Lenovo PR OOS 2025-02  
**DATE** : 15 January 2025

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

SERVICE	NET	VAT	TOTAL
<b>I</b> <b>LEGION GO S ACTIVATION X GADGET PILIPINAS PARTNERSHIP MANAGEMENT</b> • Inclusive of Legion Go S Activation Partnership and Management for Q4FY2425 January 2025			
<b>II</b> <b>2 x Full YouTube Video Review</b> <i>1st Video: Feature Video of Lenovo Legion Go S (Launch Day Video)</i> - Discuss the features of Lenovo Legion Go S - Talk about major difference of Lenovo Legion Go S and Lenovo Legion Go <i>2nd Video: Feature Video of Lenovo Legion Go S (Sustaining Video)</i>	127,777.78	15,333.33	143,111.11
<b>III</b> <b>5 x Shorts/Reels</b> Highlight Features of Lenovo Legion Go S Client and Creators can coordinate on slants	143,750.00	17,250.00	161,000.00
<b>IV</b> <b>Social Media Post (Photo)</b> Carefully curated photos of Lenovo Legion Go S Links/CTA: Online Product Page & Feature Article	8,944.44	1,073.33	10,017.78
<b>V</b> <b>1 x Sponsored Feature Article</b> Sponsored Feature Article of Lenovo Legion Go S	63,888.89	7,666.67	71,555.56
<b>VI</b> <b>Boosting Budget</b> Funding for Boosting on Multiple Platforms	85,611.11	10,273.33	95,884.44
<b>VII</b> <b>AD PLACEMENT</b> • 1 unit of 300x300 ad placement in Gadget Pilipinas' website for 1 month.	49,654.40	5,958.53	55,612.93

Note: Client to provide the ad material.

<b>VIII</b>	<b>MANAGEMENT FEES (10%)</b>	47,962.66	5,755.52	<b>53,718.18</b>
-------------	------------------------------	-----------	----------	------------------

- Inclusive of coordination and management of the Lenovo x Gadget Pilipinas Partnership

*\*Notes:*

- *Project Duration: Q4FY2425 January. In instance that a particular project (or subset project that is part of this current contract) cannot be delivered upon the final date of contract, client will still push through with his services without additional cost to ensure the project gets finished. This is ONLY applicable when delays were caused by client's actions.*

- *Client will have a maximum of 1 Minor Revision and 1 Major Revision, hereby indicated as follows:*

> *Minor – Minor concept tweaks and additions, minor color changes and tweaks, copy tweaks, artwork tweaks.*

> *Major – Script change, Direction Change, Change in Size of Material, Concept Change, changing 50% of total look and feel (for design).*

- *Additional revision outside of the allotted free revisions indicated above will entail additional fees to be paid by the client.*

<b>SUB TOTAL</b>	<b>527,589.28</b>	<b>63,310.71</b>	<b>590,900.00</b>
<b>GRAND TOTAL</b>	<b>527,589.28</b>	<b>63,310.71</b>	<b>590,900.00</b>

**TERMS :**



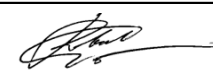

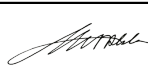

**NOTES**

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

Cost indicated is inclusive of withholding tax, and management fees.

**COMMITMENT TO PAY**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE, totaling the amount of **PHP590,900.00 (VAT inclusive)** within 60 days upon receipt of its official invoice.

SUBMITTED BY:  <b>Marianne A. Padilla</b> Senior Account Manager	PREPARED BY:  <b>Marianne A. Padilla</b> Senior Account Manager	
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>Patricia Paola Padilla</b> Consumer Marketing Manager		