

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Lenovo (Singapore)Pte Ltd
BRAND : Lenovo Consumer
PROJECT: : Lenovo Yoga Pro 7 KOL Campaign with AMD
CE. NO. : Lenovo PR OOS 2025-06
DATE : 21 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
I KOL Collaboration for Lenovo Yoga Pro 7 KOL Campaign with AMD <ul style="list-style-type: none"> Influencer Identification and Recommendation - Researching and shortlisting influencers based on Lenovo's campaign objectives, target audience, and brand fit. Negotiating and Contracting - Handling the discussions on deliverables, timelines, and rates, as well as facilitating the agreement and contract signing. Creative Briefing - Providing the influencer with Lenovo's key messaging, content guidelines, and campaign expectations to ensure brand alignment. Content Review and Approval - Coordinating with Lenovo for content approval, ensuring the reel aligns with the brand's objectives before posting. Coordination and Logistics - Managing timelines, content submission deadlines and product seeding. Monitoring and Reporting - Tracking the influencer's post performance, gathering insights, and providing Lenovo with a report. Boosting and Amplification- Managing paid promotions to extend the reach of the influencer's reel and maximize campaign impact. <p>Deliverables of BJ Pascual</p> <ul style="list-style-type: none"> 3 reels to be posted on their main feed on IG and FB, with a total of 6 boosts. Each reel must have AMD branding through talking points and logo inclusion when AMD features are mentioned in the video. The caption for each post must also include the AMD branding (mention and hashtag) 2 IG and FB stories with AMD branding as well. 	1,582,767.86		1,582,767.86
SUB TOTAL	1,582,767.86	0.00	1,582,767.86
12% VAT			189,932.14
GRAND TOTAL	1,582,767.86	0.00	1,772,700.00

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 PHP1,772,700.00 (vat inclusive) within 60 days upon receipt of its official invoice.

SUBMITTED BY  Kitty Topacio Account Manager	PREPARED BY:  Kitty Topacio Account Manager	VERIFIED BY:  Mark Josef Dolor Account Director
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Mark Josef Dolor Account Director	NOTED BY:  Tere Isla Group Account Director
APPROVED BY: Trippy Padilla  Consumer Marketing Manager		