

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



Doyle
Dane
Bernbach






16/F Two World Square
McKinley Hill, The Fort
Taguig City, Philippines
Tel.: 8856-7888
Fax: 8856-9316

CLIENT : MANG INASAL
BRAND : Mang Inasal
PROJECT: : 2023 Delivery Campaign
CE. NO. : MANG INASAL PHILS. INC.-2022-0040
DATE : 15 December 2022

SERVICE	NET	VAT	TOTAL
I Concept Fees (Campaign Strategy, Big Idea and Communication Plan)	500,000.00	60,000.00	560,000.00
II Concept Fees (Youtube 15s video with 6s edit down)	125,000.00	15,000.00	140,000.00
III Key Visual	75,000.00	9,000.00	84,000.00
IV 1x2 Streamer (KV Derivative)	25,000.00	3,000.00	28,000.00
V Packaging Design (main design, applied to 2-3 main SKUs)	80,000.00	9,600.00	89,600.00
VI FA Fees for Streamer	60,000.00	7,200.00	67,200.00
SUB TOTAL	865,000.00	103,800.00	968,800.00
GRAND TOTAL	865,000.00	103,800.00	968,800.00

TERMS :

Production Supervision Fee - 9.25% of production costs

PREPARED BY:  Kaye C. Platon Group Account Director	
NOTED BY:  Diane Capile Business Unit Director	NOTED BY:  Paolo Arevalo Managing Partner
APPROVED BY:  Charisse Benavidez	APPROVED BY:  Allan C. Tan