

PRODUCTION & CREATIVE SERVICES COST ESTIMATE

CLIENT : MANG INASAL
 BRAND : Mang Inasal
 PROJECT: : PRINT SHOOT PRODUCTION: 2023 Delivery Campaign
 CE. NO. : MANG INASAL PHILS. INC.-2023-0003
 DATE : 01 March 2023

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

	SERVICE	NET	WTAX	VAT	COST IN PHP
I	KEY STAFF FEE Photographer	135,923.66		16,310.84	152,234.50
II	Producer (includes 15% WHT)	70,000.00	12,352.94	9,882.35	92,235.29
III	Food Stylist (includes 15% WHT)	200,000.00	35,294.12	28,235.29	263,529.41
IV	TALENT Hand Talent	10,000.00		1,200.00	11,200.00
V	TRANSPORTATION Transportation of Client, R&D, Agency during shoot + Gasoline	11,700.00		1,404.00	13,104.00
VI	FOOD Breakfast for 26 pax during shoot	5,200.00		624.00	5,824.00
VII	ANTIGEN TESTING Includes on-site testing for 18 pax and home service testing for 12 pax	8,400.00		1,008.00	9,408.00
VIII	2% EWT c/o AdPhoto (Production Services)	3,494.36		419.32	3,913.68
IX	9.25% ASF on Items I - VII	40,813.19		4,897.58	45,710.77
	SUB TOTAL	485,531.21	47,647.06	63,981.39	597,159.66
	GRAND TOTAL	485,531.21	47,647.06	63,981.39	597,159.66

TERMS :

1. **Photographer:** G-nie Arambulo of AdPhoto

2. **Food Stylist:** Resultado

3. **Set ups:**

Set-up 1: KV angle shot of Paa Large 1 rice – with hands opening the box

Set-up 2: KV angle shot of Paa Large 1 rice (with progression off char marks)

Set-up 3: KV angle shot of Chicken Inasal family size (4 paa) (with progression off char marks)

Set-up 4: KV angle shot of Family fiesta: 3 Paa Lrg + 6 Pbbq + 6 Java rice (with progression off char marks)

4. The costs are **inclusive** of the following:

- Photography fees and equipment with discount from AdPhoto
- 12 hrs print shoot per day (additional 2.5k per hour OT)
- Hard drives for all shoot mats c/o AdPhoto (1 each for Agency and client)
- To shoot 1 packaging only per product
- Food Styling fees and proppings
- Breakfast for 1 day shoot c/o AdPhoto (200 per meal x 26 pax)
- Ref and Freezer rental for storage of raw mats c/o AdPhoto
- All Covid 19 essential as per CPHG and IGA Guidelines c/o AdPhoto and Resultado
- Antigen test c/o Mallari (400 - home service and 200 - on-site)
- Disinfection and sanitation before the shoot
- Safety kits and supplies + health and safety officer
- Hand talent for 1 day shoot

- JAW Producer's fee (applied 70k - special discounted rate for JFC)

- All applicable taxes of all suppliers

5. The costs are **exclusive** of the following:




- All raw food ingredients and delivery to FS c/o client

- Lunch and Dinner for 1 day and delivery to studio c/o client

- All packaging props c/o client - no mock-ups

- No insurance for all shoot attendees

- Safety officer excluded, prod team will monitor the temp of all attendees

SUBMITTED BY:  Farveh Arabpour Account Manager	
NOTED BY:  Kaye C. Platon Group Account Director	NOTED BY: Via Cuba Group Account Director
APPROVED BY:  Enrico Paulo Robles	Baberly Joy C. Barairo 