

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



DDB Philippines, Inc.
16th Floor World Square
McKinley Hills, Fort Bonifacio
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CLIENT: **MANG INASAL PHILIPPINES, INC.**
 BRAND: **MANG INASAL**
 C.E. NO.:
 REPL. C.E. NO.:
 DATE: Dec 17 2021

	2022	2
	Dec 17	2021

MERIENDA SAVERS CONCEPT FEES

	NET COST	VAT	GROSS COST
I. CONCEPT FEES - MERIENDA SAVERS KEY VISUAL <i>Poster KV</i> <i>Inclusive of name study and selling line development</i>	75,000.00	9,000.00	84,000.00
II. DIGITAL CASCADE <i>Facebook, IG Feed, IG Stories</i>	40,000.00	4,800.00	44,800.00
TOTAL	P 115,000.00	13,800.00	128,800.00

Prepared by: Diane Welsh-Capile	Submitted by: Diane Welsh-Capile	Approved by: Rina Junio-Palad Mike Dumaul
Noted by: MGSantos	Noted by: Elaine de Padua	Noted by: Aileen Natividad