

**PRODUCTION & CREATIVE  
SERVICES COST ESTIMATE**



DDB Philippines, Inc.  
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CLIENT: **MANG INASAL PHILIPPINES, INC.**

BRAND: **MANG INASAL DIGITAL**

C.E. NO.:

	2022	3
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REPL. C.E. NO.:

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DATE:

Dec	21	2021
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**JANUARY - ALWAYS ON & COMMUNITY MANAGEMENT**

	NET COST	VAT	GROSS COST
<b>I. COMMUNITY MANAGEMENT- JANUARY 2022</b>	162,600.00	19,512.00	182,112.00
<i>TRIBAL WORLDWIDE Duration: January 2022/9AM-6PM, Mon-Sun</i>			
<i>Daily posting of pre-approved content and additional posts (84 posts/month) across all SNS.</i>			
<i>Day-to-day monitoring &amp; management of conversations, trends, topics &amp; responses</i>			
<i>Response to positive and Neutral comments by users</i>			
<i>Response and resolution of issues according to predetermined escalation process to be followed</i>			
<i>Covering real-time alerts for predetermined issues</i>			
<i>Concerns after 6PM will be addressed the following business days</i>			
<i>Social Media Analytics - Monthly</i>			
<i>Facebook, Instagram, Twitter, YouTube (inclusive of monthly breakdown of relevant complaints)</i>			
<b>II. JAN 2022 HOLIDAY CM</b>	2,400.00	288.00	2,688.00
<i>New Years Day</i>			
<b>III. JAN 2022-DATA ALLOCATION</b>	1,100.00	132.00	1,232.00
<i>1GB per day for weekday and weekend CM</i>			
	166,100.00	15,364.25	17,207.96
<b>IV. 9.25% ASF on I-III</b>			
<b>TOTAL</b>	<b>P 181,464.25</b>	<b>21,775.71</b>	<b>203,239.96</b>

Prepared by:	Submitted by:	Approved by:
 <b>DW Capile</b>	 <b>Diane Welsh-Capile</b>	 <b>Camille Cacapit</b>
Noted by:	Noted by:	Noted by:
 <b>MGSantos</b>	 <b>Elaine de Padua</b>	 <b>Aileen Ricasata-Natividad</b>