

**PRODUCTION & CREATIVE  
SERVICES COST ESTIMATE**



DDB Philippines, Inc.  
16th F Two World Square  
McKinley Hill, Fort Bonifacio  
Taguig City  
Tel. No. (632) 8567888  
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CLIENT: **MANG INASAL PHILIPPINES, INC.**  
 BRAND: **EXTRA CREAMY HALO HALO**  
 C.E. NO.:  
 REPL. C.E. NO.:  
 DATE:

	2022	12
Mar	3	2022

**PROJECT HAMPTON - CREATIVE and FA Fees**

	NET COST	VAT	GROSS COST
<b>I. CONCEPT FEES</b>			
Project Hampton Key Visual	75,000.00	9,000.00	84,000.00
OOH Vertical 36x24ft			
Edit/Derivatives:			
OOH Horizontal 40x60ft	35,000.00	4,200.00	39,200.00
Poster 22x30in	25,000.00	3,000.00	28,000.00
Vertical Standee 3x6ft	25,000.00	3,000.00	28,000.00
Digital Materials (FB Boosted, IG/IGs)	40,000.00	4,800.00	44,800.00
<b>II. FA FEES</b>			
FA Cost	98,000.00	11,760.00	109,760.00
inclusive of product/milk & packaging composition, retouching, relayout to derivative sizes			
<b>Digital File Cost</b>	80,000.00	9,600.00	89,600.00
<b>Stock Photo</b>	3,000.00	360.00	3,360.00
<b>III. 9.25% ASF on II</b>	17,466.50	2,095.98	19,562.48
<b>IV. ASC APPLICATION FEES</b>			
inclusive of two rounds of application each:			
Multimedia-Static	30,800.00	3,696.00	34,496.00
6s digital video	3,204.00	384.48	3,588.48
<b>TOTAL</b>	<b>P 432,470.50</b>	<b>51,896.46</b>	<b>484,366.96</b>

Submitted by:	Approved by:
 Kaye C. Platon	 Nicole Jessica Tan
Noted by:	Noted by:
 Diane W. Capile / Paolo Arevalo	 Schubert Quilinquin / Allan Tan