

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



DDB Philippines, Inc.
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CLIENT: **MANG INASAL PHILIPPINES, INC.**
BRAND: **EXTRA CREAMY HALO HALO**

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|-----------------|--------|------|
| C.E. NO.: | 2022 | 14 |
| REPL. C.E. NO.: | | |
| DATE: | Mar 30 | 2022 |

MI 2022 PLAYBOOK

| | NET COST | VAT | GROSS COST |
|--|---------------------|------------------|-------------------|
| I. Digital Audit, Strategy & Competitive Report Social listening covering 5 competitors only - Burger King and McDonald's Global, Jollibee, McDonald's Philippines & Chowking (5 working days) | 70,000.00 | 8,400.00 | 78,400.00 |
| II. Updated Digital House (2 weeks) | 80,000.00 | 9,600.00 | 89,600.00 |
| III. Updated Keys to Engagement (1 week) Social Persona Tonality Content Bucket/Pillars/Topics Engagement Guidelines | 40,000.00 | 4,800.00 | 44,800.00 |
| IV. Best Practice Across Platforms - FB, IG, TW, Tiktok, and Viber | 30,000.00 | 3,600.00 | 33,600.00 |
| V. Social Media Visual Identity Guidelines New visual identity (look and feel, imagery) across platforms (Facebook, Instagram, Twitter, Tiktok, Viber) Proposed templates per platform according to approved content themes Overall Project Management and Client Servicing | 536,879.52 | 64,425.54 | 601,305.06 |
| TOTAL | P 756,879.52 | 90,825.54 | 847,705.06 |

SHC#: 1006611871
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| Submitted by: Kaye C. Platon | Approved by: Rose J. Rodillo |
| Noted by: Diane W. Capile / Paolo Arevalo | Noted by: Allan C. Tan |