

**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: **ECHH and CDL Halo-Halo**

C.E. NO.:	2022	17
REPL. C.E. NO.:		
DATE:	Apr 13	2022

HALO-HALO SUMMER THEMATIC: Creative Fees

	NET COST	VAT	GROSS COST
I. CONCEPT FEES			
Project Hampton Key Visual	75,000.00	9,000.00	84,000.00
Digital Material (FB Boosted) inclusive of layered file			
Edit/Derivatives:			
Digital Derivative (IG/IGS)	20,000.00		
Vertical Standee 3x6ft	25,000.00	3,000.00	28,000.00
Topper Board 11inx4.5in	20,000.00	2,400.00	22,400.00
II. ASC Fees			
inclusive of two rounds of application			
MultiMedia Static	1,682.00	201.84	1,883.84
TOTAL	P 141,682.00	17,001.84	158,683.84

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

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