





PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.
BRAND : MI
PROJECT: : MI 2023 Retainer 6 Months (Jul-Dec)
CE. NO. : MANG INASAL-2023-0005
DATE : 04 January 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	VAT	TOTAL
I INCLUSIONS:	6,933,718.74		6,933,718.74
<ul style="list-style-type: none"> • Community Management - 6 months • Monthly Content Calendar (for all platforms and pages specified above) - 6 total • Overall Digital Strategy - one time • Weekly platform reports - 24 total • Monthly reports - 6 total • Bi-Annual report - 1 • Adhoc reports - 6 total • Creative concepts - 2 total • Campaign Strategy - 2 total • Social tactics - 2 total • Project Management - 6 months 			
MANPOWER			
Dedicated			
<ul style="list-style-type: none"> • 3 MI CMs (shift to be confirmed 9-6pm, 11-8pm) • 1 Weekender/ Holiday CM • 1 Junior strategist 			
Non-Dedicated			
<ul style="list-style-type: none"> • 1 Digital Account Manager • Social Editorial Director • Social Editorial Producer • Experience Director • CM Supervisor • Senior Strategist 			
PLATFORMS:			
<ul style="list-style-type: none"> • Facebook (page and MI nation), Instagram, Twitter, Viber & TikTok 			
DURATION:			
<ul style="list-style-type: none"> • July to December 2023 			
SUB TOTAL	6,933,718.74	0.00	6,933,718.74
12% VAT			832,046.25
GRAND TOTAL	6,933,718.74	0.00	7,765,764.99

PREPARED BY:  Love Rosas Account Director		
NOTED BY:  Reg Cabanban Managing Partner		
APPROVED BY:  Via J. Cuba Group Account Director	APPROVED BY:  Diane W. Capile Business Unit Head	APPROVED BY: Anna Chua-Norbert Managing Director