

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.
 BRAND : MI
 PROJECT : MI Community Management Addendum w/ ADHOC
 CE. NO. : MANG INASAL-2022-0007
 DATE : 13 April 2022

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


	SERVICE	NET	VAT	TOTAL
I	Additional Community Manager Mondays-Fridays, 9am to 6pm only	360,000.00		360,000.00
II	Digital Reports Platforms: Facebook, Instagram, Twitter, YouTube only Weekly Digital Performance and Insights Report inclusive of: <ul style="list-style-type: none"> • Facebook, Twitter, Instagram & YouTube Performance Data – weekly scorecard, Post Level Analysis, Post Highlights, • Top Traffic Sources • Complaints Overview • Top Themes • Highlights Summary • Trends Spotting: Current events relevant to MI customers that we can trendjack 	592,200.00		592,200.00
III	Two weekly reports submitted (April)	38,000.00		38,000.00
IV	Monthly Report inclusive of: <ul style="list-style-type: none"> • Monthly breakdown of relevant complaints • Community management metrics system to measure to show “real-timeliness” • Conversation Sentiment Summary • Viber and TikTok Analytics • Consumer Summary insights • One-time presentation of monthly report to total marketing group • Monthly stats for MI Nation (Member Count, Active Members, and AMR) 	128,000.00		128,000.00
	Annual Report Mang Inasal overall performance for 2022			
V	ADHOC Reports 1 report/ month x 9 months	486,000.00		486,000.00
VI	Data Allocation 32 GB/month only for additional one (1) CM	4,500.00		4,500.00
VII	Paid tool and setup	80,000.00		80,000.00
	SUB TOTAL	1,688,700.00	0.00	1,688,700.00
	15% ASF			253,305.00


12% VAT
GRAND TOTAL

1,688,700.00

0.00

233,040.60
2,175,045.60

PREPARED BY: 
Love Rosas
Account Director

NOTED BY: 
Reg Cabanban
Managing Partner

APPROVED BY: 
Diane Capile
Business Unit Head