

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.  
 BRAND : MI  
 PROJECT: : Mang Inasal Social Scan 2021  
 CE. NO. : MANG INASAL-2021-0003  
 DATE : 24 June 2021

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

SERVICE	NET	WTAX	VAT	COST IN PHP
I 1. Social media owned platforms audit	125,000.00			125,000.00
* Social assets summary (vs MI)				
- Audience size				
- Avg posts per day				
- Avg engagements per day				
* Channels perceived roles				
* Content analysis				
- Brand voice				
- Perceived channels' audience				
- Key message				
- Content themes				
- Look & feel				
- Tactics based on observations				
- Campaigns				
* Most impactful posts per channel				
* Active ads (FB, IG)				
2. Social media platforms performance analysis (vs MI)				
- Audience				
- Activity				
- Engagement				
3. Strategy analysis				
<b>SUB TOTAL</b>	<b>125,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>125,000.00</b>
20% ASF				25,000.00
12% VAT				18,000.00
<b>GRAND TOTAL</b>	<b>125,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>168,000.00</b>

PREPARED BY: <i>Love Rosas</i> <b>Love Rosas</b> <b>Account Director</b>
NOTED BY: <i>Reg Cabanban</i> <b>Reg Cabanban</b> <b>Managing Partner</b>

APPROVED BY:

**Diane Capile**

**Business Unit Head**

A handwritten signature in black ink, appearing to read 'D. Capile', is written over the printed name and title.