

**PUBLIC RELATIONS  
SERVICES COST ESTIMATE**



**RIPPLE8, INC.**

A DDB Group Company  
16F Two World Square, 22 Upper McKinley Road, McKinley Hill,  
Fort Bonifacio, Taguig City, Philippines  
Tel. No. : 8856-7888, Fax No. : 8856-9316

CLIENT:	<b>TRIBAL DDB, INC.</b>		
PROJECT:	<b>MMDA</b>		
C.E. NO.:	<b>MMDAPR 2024-01</b>		
DATE:	<b>23</b>	<b>APRIL</b>	<b>2024</b>

COVERAGE PERIOD (20 MONTHS)	NET	VAT	TOTAL
<b>I PR COMMUNICATION PLAN AND PR CONSULTANCY SUPPORT</b> • Development of one (1) major PR campaign communications strategy spanning coverage period of five (5) years based on agency research, analysis, and conceptualization. • Maximum of three (3) revisions • Includes monthly PR consultation on client's day-to-day PR needs.	PHP 2,078,870.90	PHP 249,464.51	PHP 2,328,335.41
<b>II CONTENT DEVELOPMENT AND EDITORIAL SUPPORT</b> • Minimum of three (3) editorial content (press releases, newsletters, talk points) per month for 17 months • Minimum ten (10) pick-ups across all media platforms per article seeding • Maximum of two (2) revisions per writeup • Creative direction and supervision of newsletter development per month • Maximum of two (2) revisions	PHP 2,475,823.00	PHP 297,098.76	PHP 2,772,921.76
<b>III MEDIA RELATIONS</b> • Minimum of four (4) Pitched Interviews • Minimum of three (3) Press Conferences (10-20 media) • Media mobilization for 7-10 photojournalists for 3 events • Rates are exclusive of event staging, program host, media tokens, delivery costs, and out-of-pocket expenses	PHP 786,267.35	PHP 94,352.08	PHP 880,619.44
<b>IV INFLUENCER MANAGEMENT</b> • Strat and Talent Recommendation of two (2) influencers only (Macoy Dubs and Von Ordonia) • Talent Booking and Management • Campaign Briefing to Influencers/ Talent • Monitoring Execution of Influencer's deliverables • Submission of Completion Report	PHP 465,527.13	PHP 55,863.26	PHP 521,390.38
<b>V EVENT COVERAGE (DOCUMENTATION ONLY)</b> • Minimum of one (1) on location shoot day (max 8 hrs), and camera crew per month for 17 months • Excluding color grading, props, 3D rendering, stock footage • Material documentation and archival (turnover to client) • Inclusive of Misc/Contingency Fund	PHP 2,222,893.50	PHP 266,747.22	PHP 2,489,640.72
<b>GRAND TOTAL</b>	<b>PHP 8,029,381.88</b>	<b>PHP 963,525.83</b>	<b>PHP 8,992,907.70</b>

**PAYMENT TERMS:**

DELIVERABLE	PAYMENT SCHEDULE	PAYMENT PERCENTAGE	NET	VAT	TOTAL AMOUNT TO BE BILLED
Inception Report	November 2023	15%	PHP 1,204,407.28	PHP 144,528.87	PHP 1,348,936.16
Communications Plan	December 2023	10%	PHP 802,938.19	PHP 96,352.58	PHP 899,290.77
First Progress Report	March 2024	10%	PHP 802,938.19	PHP 96,352.58	PHP 899,290.77
Draft Summative Report	August 2024	10%	PHP 802,938.19	PHP 96,352.58	PHP 899,290.77
Third Progress Report	September 2024	10%	PHP 802,938.19	PHP 96,352.58	PHP 899,290.77
Fourth Progress Report	December 2024	20%	PHP 1,605,876.38	PHP 192,705.17	PHP 1,798,581.54
Terminal Report	July 2025	25%	PHP 2,007,345.47	PHP 240,881.46	PHP 2,248,226.93
<b>GRAND TOTAL</b>			<b>PHP 8,029,381.88</b>	<b>PHP 963,525.83</b>	<b>PHP 8,992,907.70</b>

**NOTE:**

Payment Terms are based on MMDA RFP (reference: page 68-69)  
This is to ensure commitment to pay Ripple8, Inc. for the total cost indicated in this cost estimate within 30 days upon receipt of its official invoice.

PREPARED BY:  <b>JED BALATBAT</b>	NOTED BY:  <b>MICHELLE OPLE</b> NOTED BY:  <b>BOB VITO</b>	APPROVED BY:  <b>KAYEROSAS MONA</b> APPROVED BY:  <b>REGINNE CABANBAN</b>	
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