

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : Datu Puti  
**PROJECT**: : Datu Puti Social Media Management (Aug 2022-April 2023)  
**CE. NO.** : NUTRIASIA-2022-DATU-PUTI-0030  
**DATE** : 18 July 2022

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

	SERVICE	NET	VAT	TOTAL
I	<b>Social Media Management</b> Coverage: Datu Puti non-dedicated team from <b>August 2022-April 2023; 9 months</b> Account Management Social Editorial & Always On Social Content Details of Scope: Overall Account Management Day-to-day client servicing & management of program & activities Coordination with other agencies / partners for all integrated marketing communication efforts Weekly project lists, timetables & meeting Overall Brand Support Social Media Playbook - Update Regular updates on industry trends & reports, best practices Support in the safeguarding of brand's digital presence and health  Social Media Facebook Content planning & production (4 materials per month) *Animated/static with 2 rounds of revisions for each Captions only (40 captions per year, 10 per quarter) Social editorial - always on engagement Creative ideas for social media Engagement plans & strategy development; includes mechanics & materials production Display images & texts for Social Always On	1,697,400.00	203,688.00	<b>1,901,088.00</b>

II

Community Management

Scope-of-work:

Facebook Community Management - Mon-Fri, 9am-6pm, except holidays

Implement the online community strategy, coordinating with stakeholders across the client's brand to ensure

its effectiveness & providing superior quality of customer service & support to the online community with the help of various communication tools

Day-to-day administration & management of conversations, posting of content, performance analysis, fan engagement

Promo Management (with simple mechanics; up to 3 promos; exclusive of DTI or ASC permit & fees; prize distribution & logistics)

Monthly page performance report with competitiveness






<b>SUB TOTAL</b>	<b>1,697,400.00</b>	<b>203,688.00</b>	<b>1,901,088.00</b>
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<b>GRAND TOTAL</b>	<b>1,697,400.00</b>	<b>203,688.00</b>	<b>1,901,088.00</b>
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**TERMS :**

Monthly payment terms, 60 days upon issuance of invoice.

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  <b>Bea Co</b> <b>Senior Account Manager</b>		
NOTED BY:  <b>Reg Cabanban</b> <b>Managing Partner</b>		
APPROVED BY:  <b>Christian Angeles</b> <small>21 JUL 2022</small>	APPROVED BY:  <b>Abbie Giron</b>	APPROVED BY:  <b>Ampy Rio</b>