

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Corporate
PROJECT: : NAI Shop Saya Christmas Campaign
CE. NO. : NUTRIASIA-CORPORATE-2024-0042
DATE : 22 October 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I Creative Conceptualization	773,408.00	92,808.96	866,216.96
Jingle Production (Sound Design)			
Inclusive of:			
a. One (1) Compre to Final 30s			
b. One (1) Final 15s Edit-Down			
c. One (1) Final 6s Edit-Down			
d. Two (2) Generic Singers			
One (1) 30-seconder On-Ground Advertisement and Digital Usage			
One (1) 15-seconder Edit-Down On-Ground Advertisement and Digital Usage			
One (1) 6-seconder Edit-Down On-Ground Advertisement and Digital Usage*			
Choreography (inclusive of studio rental)			
Key Visuals (1 final design; inclusive of layered file)			
Launch Campaign Post (2 studies)			
Project Management Fee			
Inclusive of Advancing Fees & 12% ASF on jingle production and choreography			
SUB TOTAL	773,408.00	92,808.96	866,216.96
GRAND TOTAL	773,408.00	92,808.96	866,216.96

TERMS :

Cancellation Fees Applies to a project on-hold for three (3) months which shall be considered cancelled.

- A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)
- B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)
- C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

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: 
Beatrice Co
Account Director

NOTED BY: 
Reginne Cabanban
Managing Partner

APPROVED BY: 
Ran Merez

APPROVED BY: 
James Lim