

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.  
 BRAND : Datu Puti  
 PROJECT: : Datu Puti Mukhasim Guinness World Record  
 CE. NO. : NUTRIASIA-DATU-PUTI-2020-0081  
 DATE : 18 November 2020

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





	SERVICE	NET	VAT	TOTAL
I	Remote adjudication & trademark licensing use (geo-target Philippines) <ul style="list-style-type: none"> <li>• Guinness Account Management support in advance of the attempt</li> <li>• Application creation and assistance with understanding the record guidelines</li> <li>• Remote adjudication of the attempt by an Official Adjudicator</li> <li>• One (1) Record Holder Certificate</li> <li>• Liscensing for the following materials:               <ul style="list-style-type: none"> <li>◦ Two (2) press release licences for pre- &amp; post-event</li> <li>◦ Four (4) weeks owned-media usage to promote the attempt on four (4) channels online* (Facebook, YouTube, Instagram &amp; Datu Puti's Website)                   <ul style="list-style-type: none"> <li>▪ e.g. Two (2) weeks Official Attempt, Two (2) weeks Record Holder licensing"</li> </ul> </li> <li>◦ Six (6) video edits of the attempt to be released (3 X pre- &amp; 3 X post-event to promote the attempt)</li> <li>◦ Paid media value up to \$20,000</li> <li>◦ Pass through rights for up to five Influencers, paid for \$50,000</li> </ul> </li> <li>• Additional liscensing fee for up to 1000 digital certificates for up to 1000 participants</li> </ul>	2,514,600.00	301,752.00	<b>2,816,352.00</b>
	£38,100 (£1 = PHP 66)			
II	<b>Creatives &amp; Production</b> Creative Conceptualization	250,000.00	30,000.00	<b>280,000.00</b>
III	Mukhasim Sticker Pack (12 total stickers - animated & static)	145,000.00	17,400.00	<b>162,400.00</b>
IV	Mukhasim Filter Design & Production (Intagram)	100,000.00	12,000.00	<b>112,000.00</b>
V	Project Management Fee	601,920.00	72,230.40	<b>674,150.40</b>
VI	12% ASF	433,382.40	52,005.89	<b>485,388.29</b>

<b>SUB TOTAL</b>	<b>4,044,902.40</b>	<b>485,388.29</b>	<b>4,530,290.69</b>
<b>GRAND TOTAL</b>	<b>4,044,902.40</b>	<b>485,388.29</b>	<b>4,530,290.69</b>

**TERMS :**

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:  <b>Bea Co</b> <b>Senior Account Manager</b>		VERIFIED BY:  <b>Reg Cabanban</b> <b>Managing Partner</b>	
APPROVED BY:  <b>Debbie Reyes</b>	APPROVED BY:  <b>Mario Mendoza</b>	APPROVED BY: <b>Ampy Rio</b>	