

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : Datu Puti  
**PROJECT**: : Datu Puti Social Media Management (FY 21-22)  
**CE. NO.** : NUTRIASIA-DATU-PUTI-2021-0024  
**DATE** : 18 May 2021

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




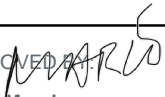

SERVICE	NET	VAT	TOTAL
<b>I Social Media Management</b> Coverage: Datu Puti non-dedicated team from May 2021-April 2022  <b>Community Management</b> Facebook & Instagram Community Management Mon-Fri, 9am-6pm, except holidays Implement the online community strategy, coordinating with stakeholders across 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) Monthly page performance report with competitors  <b>Overall Account Management</b> 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  <b>Overall Brand Support</b> Playbook Update (exclusive of individual campaign concepts/video storyboards) Updates on industry trends, best practices & monthly reports with competitive updates of up to 4 brands Support in the safeguarding of brand's digital presence and health  <b>Social Media Content Creation</b> Facebook Content planning & production (6 materials per month & up to 50 captions)* *Animated/static with 2 rounds of revisions for each; excluding creative concepts for campaigns	2,469,600.00	296,352.00	<b>2,765,952.00</b>

<b>SUB TOTAL</b>	<b>2,469,600.00</b>	<b>296,352.00</b>	<b>2,765,952.00</b>
<b>GRAND TOTAL</b>	<b>2,469,600.00</b>	<b>296,352.00</b>	<b>2,765,952.00</b>

**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>Debbie Reyes</b>	APPROVED BY:  <b>James Lim</b>	APPROVED BY:  <b>Mario Mendoza</b>	APPROVED BY:  <b>Ampy Rio</b>