

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Datu Puti
PROJECT : Datu Puti Social Media Management (MJJ 2022)
CE. NO. : NUTRIASIA-DATU-PUTI-2022-0007
DATE : 27 April 2022

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

SERVICE	NET	VAT	TOTAL
I Social Media Management Coverage: Datu Puti non-dedicated team from May-July 2022 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	745,800.00	89,496.00	835,296.00

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 competitors





SUB TOTAL	745,800.00	89,496.00	835,296.00
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GRAND TOTAL	745,800.00	89,496.00	835,296.00
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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:  Bea Co Senior Account Manager			
NOTED BY:  Reg Cabanban Managing Partner			
APPROVED BY: Christian Angeles	APPROVED BY:  Carlo Agbayani	APPROVED BY:  Marib Mendoza	APPROVED BY: Ampy Rio