

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Datu Puti
PROJECT: : Datu Puti Social Media Management FY 24
CE. NO. : NUTRIASIA-DATU-PUTI-2023-0019
DATE : 27 April 2023

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 2023-April 2024 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 (5 composed materials per month) TikTok/Instagram Reels Content (1 produced content) *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	2,232,408.00	267,888.96	2,500,296.96

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	2,232,408.00	267,888.96	2,500,296.96
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GRAND TOTAL	2,232,408.00	267,888.96	2,500,296.96
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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.

NOTED BY:  Bea Co Account Director		
APPROVED BY:  Chan Angeles	APPROVED BY: Chema De Leon	APPROVED BY: Abbie Giron