

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
 BRAND : NAI Exports
 PROJECT : Social Media Management (December 2022-May 2023)
 CE. NO. : NUTRIASIA-EXPORTS-2023-0001
 DATE : 04 January 2023

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

	SERVICE	NET	VAT	TOTAL
I	Coverage: NutriAsia Exports nondedicated team from December 2022-May 2023 Digital Brand Strategy Social Media Content Guide (including visual styleguide & social voice) Always On Content (4 posts per month; 4 composed content, without shoot) Two (2) Recipe edit downs from SIMPOL Youtube Video Project Management Fee	585,600.00	70,272.00	655,872.00
II	Media Plan (10-12 weeks duration) Platforms: Facebook & Instagram Ad Recall Lift - KPI: 1,386,014 Unique Users Promoted Posts- KPI: 8,130 Engagements Promoted Stories - KPI: 2,542,175 Unique Users Inclusive of Ad Recall Lift survey & reporting	1,000,000.00	120,000.00	1,120,000.00
III	15% Media ASF On items number II	120,000.00	14,400.00	134,400.00
	SUB TOTAL	1,705,600.00	204,672.00	1,910,272.00
	GRAND TOTAL	1,705,600.00	204,672.00	1,910,272.00

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: Bea Co Account Director		
NOTED BY: Reg Cabanban Managing Partner		
APPROVED BY: Jan Nikko Flores	APPROVED BY: Richard Rebollido	APPROVED BY: Mario Mendoza 1-5-2022