

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
 BRAND : NAI Exports
 PROJECT: : Social Media Management (December 2022-May 2023)
 CE. NO. : NUTRIASIA-EXPORTS-2023-0002
 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, 1 month) Two (2) Recipe edit downs from SIMPOL Youtube Video Project Management Fee	993,600.00	119,232.00	1,112,832.00
II	Media Plan Facebook & Instagram; including of Ad Recall Lift survey, reporting, and ad serving fees Ad Recall Lift - KPI: 1,386,014 Unique Users Promoted Stories - KPI; 2,542,175 Unique Users YouTube; In-stream Ads - KPI: 34,606 Views	1,000,000.00	120,000.00	1,120,000.00
III	Media ASF On items number II	150,000.00	18,000.00	168,000.00
	SUB TOTAL	2,143,600.00	257,232.00	2,400,832.00
	GRAND TOTAL	2,143,600.00	257,232.00	2,400,832.00

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 Rebolledo	APPROVED BY:  Mario Mendoza 01-09-23
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