

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : Mang Tomas  
**PROJECT**: : Mang Tomas Social Media Management (ASO 2022)  
**CE. NO.** : NUTRIASIA-MANG-TOMAS-2022-0031  
**DATE** : 27 July 2022

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: Mang Tomas non-dedicated team from <b>August - October 2022 (3 months)</b> 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 materials per month)* *Animated/static with 2 rounds of revisions for each 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	654,000.00	78,480.00	<b>732,480.00</b>

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

<b>SUB TOTAL</b>	<b>654,000.00</b>	<b>78,480.00</b>	<b>732,480.00</b>
<b>GRAND TOTAL</b>	<b>654,000.00</b>	<b>78,480.00</b>	<b>732,480.00</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>Joana Lagurin</b>	APPROVED BY:  <b>Carlo Agbayani</b>	APPROVED BY: <b>Ampy Rio</b>