

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Mang Tomas
PROJECT: : Mang Tomas Social Media Management (FMA 2023)
CE. NO. : NUTRIASIA-MANG-TOMAS-2022-0046
DATE : 06 February 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: Mang Tomas non-dedicated team from February - April 2023 (3 months) 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	732,480.00

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	654,000.00	78,480.00	732,480.00
GRAND TOTAL	654,000.00	78,480.00	732,480.00

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 Account Director	VERIFIED BY:  Reg Cabanban Managing Partner
APPROVED BY:  Joana Lagurin	APPROVED BY:  Jeremiah Jhocson