

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Mang Tomas
PROJECT: : Mang Tomas Social Media Management (Oct2020-April2021)
CE. NO. : NUTRIASIA-MANG-TOMAS-2020-0061
DATE : 30 September 2020

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

	SERVICE	NET	VAT	COST IN PHP
I	Social Media Management Coverage: Mang Tomas non-dedicated team from October 2020 - April 2021 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 Project lists, timetables & meeting call reports Overall Brand Support Updates on industry trends & best practices Bi-annual brand review Support in the safeguarding of brand's digital presence & health Social Media Facebook content planning & production (5 materials)* * animated/static with 2 rounds of revisions for each Engagemet ideas for social media Exclusive of campaign concepts & amplification ideas Display images & texts for Social Always On	888,000.00	106,560.00	994,560.00

Community Management

Scope of Work:

Facebook Community Management

Monday-Friday, 9AM-6PM, except Holidays

Implement 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 help of various communication tools







Day to day administration & management of conversations, posting of content, performance analysis, fan engagement & daily competitive updates

Promo management (with simple mechanics, up to 2 promos; exclusive of DTI or ASC permit fees)

Monthly page performance report with competitiveness

SUB TOTAL	1,392,000.00	167,040.00	1,559,040.00
GRAND TOTAL	1,392,000.00	167,040.00	1,559,040.00

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 Senior Account Manager			
NOTED BY:  Reg Cabanban Managing Partner			
APPROVED BY:  Pau Baloro	APPROVED BY:  Sol Jacinto	APPROVED BY:  Jean Reyes	APPROVED BY:  Ampy Rio


Ran Conaco


James Lim