

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : UFC
PROJECT: : UFC Social Media Management (FY 21-22)
CE. NO. : NUTRIASIA-UFC-2021-0028
DATE : 18 May 2021

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

SERVICE	NET	WTAX	VAT	COST IN PHP
I Social Media Management Coverage: UFC Fresh Selections, UFC Fun Chow and UFC Sinigang Mix non-dedicated team from May 2021-April 2022	2,145,600.00			2,145,600.00
Community Management Facebook Community Management for Tribal materials only 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* *For posting of Tribal- made materials only for UFC Fresh Selection, UFC Fun Chow and UFC Sinigang Mix Monthly page performance report for all Tribal UFC posts with competitors up to 4 brands for UFC Fresh Selections				
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				

II

Overall Brand Support

Playbook Creation (exclusive of individual campaign concepts/ video storyboards)-- For UFC Fresh Selections
Updates on industry trends, best practices & monthly reports with competitive updates
Support in the safeguarding of brand's digital presence and health

Social Media Content Creation








Facebook Content planning & production (6 materials per month & up to 50 captions)**
*Animated/static with 2 rounds of revisions for each; excluding creative concepts for campaigns
**Division to be determined by the Brand team

SUB TOTAL	2,145,600.00	0.00	0.00	2,145,600.00
12% VAT				257,472.00
GRAND TOTAL	2,145,600.00	0.00	0.00	2,403,072.00

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:  Nino Runes Account Director		PREPARED BY:  Nino Runes Account Director		
NOTED BY:  Reg Cabanban Managing Partner				
APPROVED BY:  Mario Mendoza Jr.	APPROVED BY:  James Lim	APPROVED BY:  Deborrah Reyes	APPROVED BY:  Jam Fradejas	APPROVED BY:  Fatima Soliveres

May 24, 2021

APPROVED BY:



ACR June 2, 2021