

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : PLDT HOME - PROJ SWITCH LAMP POST BANNERS (CONVERGE & GLOBE)
 CE. NO. : PLDT-HOME-2023-0022
 DATE : 15 May 2023

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

SERVICE	NET	ASF	VAT	TOTAL
I DURATION: MAY 2023 CREATIVE KV CONCEPT - Creation of KV Concept	114,000.00	0.00		114,000.00
II LAMPOST BANNER MATERIALS - Application of KV Design to 2 additional competitors Lampost Banners.	40,000.00	0.00		40,000.00
III CAMPAIGN STRATEGY - Channel and communications planning.	59,000.00	0.00		59,000.00
IV ASC Application STATIC ADs - Includes Digital posts, Print Ads, OOH Static Ads, and Collaterals; Php 840/applicartion	4,200.00	0.00		4,200.00
V ASC Processing FEE	25,000.00	0.00		25,000.00
SUB TOTAL	242,200.00	0.00	0.00	242,200.00
20% ASF				48,440.00
12% VAT				34,876.80
GRAND TOTAL	242,200.00	0.00	0.00	325,516.80

SUBMITTED BY: JV Madrid Business Unit Director	PREPARED BY: JV Madrid Business Unit Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Jose (Eason) de Guzman Brand Equity Executive	APPROVED BY: Ana May Jovellanos Brand Equity Head	APPROVED BY: John Yanez FVP, Consumer Home Marketing