

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : PLDT HOME
PROJECT : PLDT HOME ACQUI PROJ PIZZA - TV & KV SHOOT PRODUCTION
CE. NO. : PLDT-HOME-2023-0029
DATE : 30 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: JUNE 2023	5,037,411.86	0.00		5,037,411.86
	I. VIDEO PRODUCTION (BPC c/o Unitel x Straightshooters UXS)				
	- Day 1 - TVC 1-30s; 1 15s edit-down; 4 Bumper 6s - Direk Jorel Lising - TV and Digital release in PH only - Nego Cost Inclusions: Pre-production, production personnel fees, production design and styling, location, equipment, logistics, safety fees & post-production, Caster Fee (Geneive Mercado), Talents - Dad, Mom, Son, and Daughter				
II	II. SOUND AND AUDIO PRODUCTION (c/o Wonder Collab Studios)	420,968.89	0.00		420,968.89
	- Audio Post Product Package - Fifty (50) Studio Hours for: - Recording - Editing - Designing - Mixing for release of: - 1 x 30s TVC with Digital usage - 1 x 15s Edit Down TVC with Digital usage - 2 x 15s Derivative TVC with Digital usage - Voice Talent Fee - Music Compre 2x - 1 x 30s Final Jingle with 15s Edit Down - Provision for 2 x 15s with minimal adjustments - 1 x Singer				

III	III. PRINT KV SHOOT PRODUCTION (c/o Pointblank Photography) - Duo Photographers - Jay Tablante & Paulo Navarra - ShootProper - Image usage for print ads, posters, social media and various usage - Shotlist / compre as per client / agency - Four(4)mainKVsetups - Four(4)solotalentsituationalsforslibrary - Three(3)grouptalentsituationalsforslibrary - One (1) day shoot schedule, on-site simultaneous with TVC production - RAW file format (CR3) images turnover to client with medium-res JPEG	153,061.22	0.00	153,061.22
	SUB TOTAL	5,611,441.97	0.00	0.00
	17.65% ASF			990,419.51
	12% VAT			792,223.38
	GRAND TOTAL	5,611,441.97	0.00	0.00
				7,394,084.86

SUBMITTED BY:  JV Madrid Business Unit Director	PREPARED BY:  JV Madrid Business Unit Director	VERIFIED BY:  Jinky Salac Group Finance Manager	
NOTED BY:  Diane Chua Managing Director			
APPROVED BY:  PANTINOS, Shiena Makie S. PLDT HOME SENIOR PRODUCT SPECIALIST	APPROVED BY:  GONZALES, Ruby Ann AVP- HOME ACQUISITION MARKETING	APPROVED BY:  PINEDA, Regina Head, Home Acquisition Marketing	APPROVED BY: MARIZEL BORROMEO HEAD - HOME MARKETING ADMIN & LOGISTICS