

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : PLDT HOME
PROJECT : PLDT HOME ACQUI PROJ PIZZA - AGENCY FEES
CE. NO. : PLDT-HOME-2023-0030
DATE : 30 May 2023

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

SERVICE	NET	WTAX	ASF	VAT	TOTAL
I DURATION: JUNE 2023	55,000.00		0.00		55,000.00
I. STRATEGIC PLANNING					
- Communication Strategy and Plan					
- Communication and Channel					
Planning, Campaign and Content					
Strategy framework					

II	<p>II. CREATIVE DEVELOPMENT</p> <p>1) CONCEPT Fee</p> <ul style="list-style-type: none"> - Creation of ideas, concepts and executions - @Php 250,000 <p>2) VIDEO STORYBOARD</p> <ul style="list-style-type: none"> -Creation of Video storyboard - Omnibus, Speed, Entertainment, and Calling Circle - 1 30S, 1-15s edit down, 2-15s derivative, and 4 6s bumpers (lumped as 1) - @Php 150,000 <p>3) Campaign Key Visual</p> <ul style="list-style-type: none"> - Editable file of Key Visual - @Php 56,000 <p>4) Key Visual - Layered File</p> <ul style="list-style-type: none"> - @Php 50,000 <p>5) Booth Banner & Lamp Post Banner</p> <ul style="list-style-type: none"> - Application fee of KV - Booth banner and Lampost banner (packaged) - Booth banner 2.75 x 6.5 ft; Lampost - Material will include more details about the product features. - @Php 51,000 <p>6) Flyer and Detailer (back to back)</p> <ul style="list-style-type: none"> - Application fee of KV to Detailer and Flyer (packaged) - Flyer - 4 x 8 in; Detailer 8 x 24 in Material will include more details about the product features - @ Php 40,000 <p>7) Billboard - Static & LED</p> <ul style="list-style-type: none"> - Creation of Billboard (Static and LED) - Should secure two main HD files in a horizontal and vertical format that will be cascaded to the different sizes of the approved sites 	648,000.00	0.00	648,000.00
III	<p>III. PROJECT MANAGEMENT</p> <ul style="list-style-type: none"> - Includes agency service fee and management of the project from end to end for the entire contract duration. 	140,600.00	0.00	140,600.00
	<p>SUB TOTAL</p>	843,600.00	0.00	0.00
		0.00	0.00	843,600.00

17.65% ASF
12% VAT
GRAND TOTAL

843,600.00

0.00

0.00

0.00

148,895.40
119,099.45
1,111,594.85

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 Marie S PLDT HOME SENIOR PRODUCT SPECIALIST	APPROVED BY:  GONZALES, Ruby Ann AVP- HOME ACQUISITION MARKETING	APPROVED BY:  PINEDA, Regin Head, Home Acquisition Marketing	APPROVED BY: BORROMEEO, Marizel HEAD - HOME MARKETING ADMIN & LOGISTICS