

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : KASPERSKY
 CE. NO. : PLDT-HOME-2023-0068rev2
 DATE : 29 September 2023




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	BRAND STRATEGY - Communication Strategy and Plan - Communication and Channel - Planning, Campaign and Content Strategy framework	55,000.00	6,600.00	61,600.00
II	CREATIVE DEVELOPMENT - Creation of campaign big idea and proof of concept	250,000.00	30,000.00	280,000.00
III	CAMPAIGN KEY VISUAL	56,000.00	6,720.00	62,720.00
IV	KEY VISUAL - Layered file	25,000.00	3,000.00	28,000.00
V	DIGITAL MEDIA MATERIALS - 3x teaser (GIF) 3x sustaining (static)	117,000.00	14,040.00	131,040.00
VI	PROVISION FOR STOCK PHOTOS	136,500.00	16,380.00	152,880.00
VII	ASC APPLICATION FEES - Digital static 4x @Php840 each	3,360.00	403.20	3,763.20
	PROJECT MANAGEMENT FEES - Includes agency service fees and management of the project from end to end for the entire contract duration On items number I, II, III, IV, V, VI, VII	96,429.00	11,571.48	108,000.48
	SUB TOTAL	739,289.00	88,714.68	828,003.68
	GRAND TOTAL	739,289.00	88,714.68	828,003.68

TERMS :

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: <i>Ctlumaypd</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>Ctlumaypd</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>[Signature]</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director		

<p>APPROVED BY:  Chris Evert Miranda Head of Digital Services</p>	<p>APPROVED BY:  Linette Garcia-Perez Senior Manager, Marketing Communications</p>	<p>APPROVED BY:  Aidz Azana AVP, Product and Marketing Digital Services</p>
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