

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Home  
**PROJECT** : PLDT Home x SM Shopping Spree Video Coverage - Madkon (Supplier)  
**CE. NO.** : PLDT-HOME-2024-0032  
**DATE** : 09 July 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	<b>Video Coverage Package</b> Inclusions: <i>PLDT Home x SM Shopping Spree</i> Output/s: - One (1) 90s-120s Video for YouTube - One (1) 20s Edit Down Video (Horizontal) - One (1) 20 Edit Down Video (Vertical) - Thumbnail  Shooting Days: 1 day <i>PRE-PRODUCTION</i> - Art Director	150,000.00	18,000.00	168,000.00
II	<i>PRODUCTION TEAM</i> - Director - Camera Operator (2 pax) - Production & Post-Production Manager - 2 Lighting Assistants - 1 Utility <i>EQUIPMENT</i> Inclusions - 2 units Professional Video Camera and Accessories - 2 set Sony G Master Lens - Audio Capture - Basic Lighting Setup (for Interview) - GoPro Set Rental <i>PRODUCTION DESIGN AND LOCATION - c/o Agency/Client</i> <i>FOOD &amp; LOGISTICS</i> - Transportation (Crew + Equipment) - Food Allowance			

III *POST PRODUCTION*

Inclusions:

- Post Production Coordinator
- Offline & Online Editing
- Basic Color Grading
- Basic Graphics Animation
- Licensed Music
- Stock Videos\* \*Stock videos are only limited to just one stock video library
- Inclusive of up to 5 revisions
- 5-7 working days lead time for first draft
- 2 working days lead time per revision- Revision comments to be consolidated per revision

Deadline: TBD

*Other Inclusions:*

- Overall Production Fee
- RAW Files (RAW footages will be stored and deleted after 3 months from submission of final output.)
- Stock Video Files and Music Licenses










*Exclusions:*

- Location
- Production Design
- Stock Videos
- Covid Testing and PPE

IV	<b>ASF</b> On items number I	<b>26,475.00</b>	<b>3,177.00</b>	<b>29,652.00</b>
	<b>SUB TOTAL</b>	<b>176,475.00</b>	<b>21,177.00</b>	<b>197,652.00</b>
	<b>GRAND TOTAL</b>	<b>176,475.00</b>	<b>21,177.00</b>	<b>197,652.00</b>

**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 lasts more than forty five (45) days after the due date.

SUBMITTED BY:  <b>Paola Soriano</b> Account Director		PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager		VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst	
NOTED BY:  <b>Diane Chua</b> Managing Director			NOTED BY:  <b>Jennifer B. Wieneke</b> Head of Business		
APPROVED BY:  <b>Lianne Ong</b> Senior Product Specialist	APPROVED BY:  <b>Frances Celine Santos</b> Head, Cross-Sell	APPROVED BY:  <b>Margarette Munoz</b> Head, Upsell	APPROVED BY:  <b>Jason Ignacio</b> Head, Customer Management		