

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : Unli All 1399 Creative Fees  
 CE. NO. : PLDT-HOME-2024-0037rev3  
 DATE : 25 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>CAMPAIGN STRATEGY</b> Comprehensive and Strategic Campaign plan for PLDT Home Fiber Unli All 1399	55,000.00	6,600.00	<b>61,600.00</b>
II	<b>CONCEPT FEE</b> Creation of concepts and executions for IMC campaigns	250,000.00	30,000.00	<b>280,000.00</b>
III	<b>KV CREATION</b> Creation of KV Concept	57,000.00	6,840.00	<b>63,840.00</b>
IV	<b>STORYBOARD DEVELOPMENT</b> Creation of TVC storyboard. Includes 30s STB with 15s and 6s edit downs.	150,000.00	18,000.00	<b>168,000.00</b>
V	<b>ASC APPLICATION</b> 1x 30s TVC (Special Screening + Clearing) = 30,800 1x 15s Edit Down = 1,602 3x 6s Edit Down = 4,806 Digital KV = 840 OOH KV = 840 RC (S1 Special Screening) = 15,400 Advancing Fee (15% of application fees) = 8,143.20 Processing Fee = 40,000	102,431.20	12,291.74	<b>114,722.94</b>
VI	<b>LAYERED FILE</b> Turnover of 1x layered file	25,000.00	3,000.00	<b>28,000.00</b>
VII	<b>STOCK PHOTOS</b> Licensing of stock photos - Total of 8 stock photo images - Cost per image @ USD 155 - Forex: USD 1 = PHP 61.55 (BSP rate as of July 25, 2024)	76,322.00	9,158.64	<b>85,480.64</b>
VIII	<b>ACCOUNT MANAGEMENT</b> On items number I, II, III, IV, V, VI, VII	143,150.64	17,178.08	<b>160,328.72</b>
	<b>SUB TOTAL</b>	<b>858,903.84</b>	<b>103,068.46</b>	<b>961,972.30</b>
	<b>GRAND TOTAL</b>	<b>858,903.84</b>	<b>103,068.46</b>	<b>961,972.30</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>Miguel Sevilla</b> Account Director						
NOTED BY:  <b>Diane Chua</b> Managing Director			NOTED BY:  <b>Jennifer B. Wieneke</b> Head of Business			
APPROVED BY:  <b>Irwin C. Guzman</b> Senior Product Manager, Home Product & Portfolio Management	APPROVED BY:  <b>Ruby Ann C. Gonzales</b> AVP, Home Acquisition Marketing	APPROVED BY:  <b>Ana Maria Jovellanos</b> Head of Brand Equity	APPROVED BY:  <b>Marizel P. Borromeo</b> Head, Home Marketing Admin & Logistics	APPROVED BY:  <b>Regina P. Pineda</b> VP, Marketing Comms & Services and Fixed Wireless	APPROVED BY:  <b>Patrick Tang</b> FVP, Home Acquisition Marketing	APPROVED BY:  <b>John Yanez</b> FVP & Head, Home Product & Home Management