

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Home  
**PROJECT** : PLDT Home Thematic Campaign 2024 - Creative Fees  
**CE. NO.** : PLDT-HOME-2024-0038  
**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 Digital Campaign Plan	150,000.00	18,000.00	<b>168,000.00</b>
II	<b>CONCEPT FEE</b> Creation of concepts and executions for TVC and KV	250,000.00	30,000.00	<b>280,000.00</b>
III	<b>STORYBOARD DEVELOPMENT</b> Creation of TVC storyboard. Includes 60s STB with 30s, 15s, and 6s edit downs.	150,000.00	18,000.00	<b>168,000.00</b>
IV	<b>KV CREATION</b> Creation of Key Visual	57,000.00	6,840.00	<b>63,840.00</b>
V	<b>LAYERED FILES</b> Turnover of 1x layered file	25,000.00	3,000.00	<b>28,000.00</b>
VI	<b>ASC APPLICATION</b>  60s TVC - PHP 3,080 30s, 15s, and 6s edit-downs - PHP 4,806 KV = 840 Advancing Fee (15%) = PHP 1,308.9 Processing Fee = PHP 25,000	35,034.90	4,204.19	<b>39,239.09</b>
VII	<b>STOCK PHOTOS</b>  Packaged fees for stock photo licensing of two (2) Shutterstock assets (all media use)	18,910.00	2,269.20	<b>21,179.20</b>
VIII	<b>ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE</b> On items number I, II, III, IV, V, VI, VII	137,188.98	16,462.68	<b>153,651.66</b>
	<b>SUB TOTAL</b>	<b>823,133.88</b>	<b>98,776.07</b>	<b>921,909.95</b>
	<b>GRAND TOTAL</b>	<b>823,133.88</b>	<b>98,776.07</b>	<b>921,909.95</b>





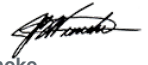




**TERMS :**

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.

**NOTE:**

- Maximum 3 rounds of revisions

- Does not include Special Screening fees for ASC.

SUBMITTED BY:  Paola Soriano Account Director		PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY:  Lalyn Morete Senior Finance Analyst	
NOTED BY:  Diane Chua Managing Director			NOTED BY:  Jennifer B. Wieneke Head of Business		
APPROVED BY:  Linette Garcia-Perez Senior Manager, Marketing Communications	APPROVED BY:  Ana May C. Jovellanos Head, Brand Equity Management	APPROVED BY:  Marizel P. Borromeo Head, Home Marketing Admin & Logistics	APPROVED BY:  Regina P. Pineda VP, Marketing Comms & Services and Fixed Wireless		