

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : PLDT Home WiFi Project Window  
 CE. NO. : PLDT-HOME-2024-0051rev2  
 DATE : 30 August 2024

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

	SERVICE	NET	WTAX	VAT	TOTAL
I	<b>TVC PRODUCTION</b> Packaged cost for production of Project: Window - 1x30s TVC/digital main material 16:9, 9:16 TikTok Safe, 4:5, 1x1 - 1x15s TVC/digital edit down 16:9, 9:16 TikTok Safe, 4:5, 1x1 - 1x6s digital edit down 16:9, 9:16 TikTok Safe, 4:5, 1x1	3,315,324.80		397,838.98	3,713,163.78
II	<b>SOUND AND AUDIO PRODUCTION</b> Packaged audio post-production and VO for Thematic and Unli All 1399	218,750.00		26,250.00	245,000.00
III	<b>KV PHOTOSHOOT</b> Photoshoot for Project Window Photographer: Jay Tablante Shotlist: - KV layout - one (1) talent situational for KV and library with various poses and angles	315,894.00		37,907.28	353,801.28
IV	<b>TALENT FEES</b> - Talents: Main Neighbor, House 1 Lead Mom, House 1 Support Dad, House 1 Support Daughter, House 2 Concert Girl, House 3 Gamer Boy, House 4 Student, House 4 Classmate 1, House 4 Classmate 2 - TVC, Digital (Static & Moving) and OOH Only for Main Talent (Main Neighbor) - TVC and Digital Video Only for Other Talents - 15 months lockout - 1 day shoot	740,000.00	130,588.24	88,800.00	959,388.24
V	<b>CONCEPTUALIZATION &amp; STRATEGY</b> Campaign Conceptualization Digital Strategy	250,000.00		30,000.00	280,000.00




<b>VI</b>	<b>CREATIVE DEVELOPMENT</b>	109,358.00		13,122.96	<b>122,480.96</b>
	(1) Digital Key Visual Ideation				
	(1) Layered File				
	(3) Shutterstock Images				
<b>VII</b>	<b>ASC APPLICATIONS</b>	56,354.60		6,762.55	<b>63,117.15</b>
	(1) Special Screening & Clearing Application for (1) 30s digital/main TV edit - Php 30,800				
	(2) Regular Screening & Clearing Applications for (1) 15s and (1) 6s digital /main TV edit - Php 3,204				
	Management & Processing of (3) ASC applications - Php 5,000 per x 3 = Php 15,000				
	15% Advancing Fee				
<b>VIII</b>	<b>CLIENT MANAGEMENT AND ACCOUNT SERVICING FEE</b>	<b>750,852.21</b>		<b>90,102.27</b>	<b>840,954.48</b>
	On items number I, II, III, IV, V, VI, VII				
	<b>SUB TOTAL</b>	<b>5,756,533.61</b>	<b>130,588.24</b>	<b>690,784.03</b>	<b>6,577,905.88</b>
	<b>GRAND TOTAL</b>	<b>5,756,533.61</b>	<b>130,588.24</b>	<b>690,784.03</b>	<b>6,577,905.88</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.

**SUPPLIER COST BREAKDOWN**

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
Tribal		30	0%	4806964.12	576835.6944	5383799.8144000005
<b>TOTAL</b>			<b>%</b>	<b>4806964.12</b>	<b>576835.6944</b>	<b>5383799.8144000005</b>

SUBMITTED BY:  <b>Jennifer B. Wieneke</b> Head of Business	PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst
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NOTED BY:  <b>Diane Chua</b> Managing Director
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APPROVED BY:  <b>Kathleen Yulo</b> Manager, Home Marketing	APPROVED BY:  For <b>Ana May C. Jovellanos</b> Head of Brand Equity	APPROVED BY:  <b>Adrian R. Azana</b> Assistant Vice President, Home Marketing	APPROVED BY:  <b>Regina P. Pineda</b> VP, Marketing Comms & Services and Fixed Wireless	APPROVED BY:  <b>John Yanez</b> FVP & Head, Home Product and Home Management
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