

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT: : PLDT Home Thematic Campaign 2024: KV & Library Print Shoot
CE. NO. : PLDT-HOME-2024-0059
DATE : 16 September 2024










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

	SERVICE	NET	VAT	TOTAL
I	KV AND LIBRARY PRINT SHOOT	751,702.33	90,204.28	841,906.61
	Packaged Costs for Print Production Fees			
	Inclusions:			
	- One (1) day shoot schedule, in studio			
	a. One (1) Group Talent Situational (Library)			
	b. Seven (7) Individual Talent Situationals (Library)			
	c. Two (2) Product Layouts			
	d. Raw file format (CR3) Images Turnover			
	e. Production Designer's Fee			
	f. PD Assistant's Fees			
	g. Props and Wardrobe			
	h. Caster's Fee			
	i. Dog Talent's Fee			
	j. Hair and Makeup			
	k. Studio Location			
	l. Food and Transportation			
	- Photographer's Fee			
	- Representation/Mobilization			
	- Shoot Proper			
	- Image use for print ads, posters, social media and various usage (refer to Talent Contract)"			
	<i>Note:</i>			
	<i>1. Includes 5 family members (Mom, Dad, Son, Daughter, Kuya) + 1 BF + 1 Dog = 7 talents</i>			
	ACCOUNT MANAGEMENT AND CLIENT			
II	SERVICING FEE	112,755.35	13,530.64	126,285.99
	On items number I			
	SUB TOTAL	864,457.68	103,734.92	968,192.60
	GRAND TOTAL	864,457.68	103,734.92	968,192.60

TERMS :

Penalty charges of 2% will be added per month on the unpaid amount lasts more than forty five (45) days after the due date.

Provider reserves the right to suspend work in case the delay

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. Lovellanos Head, Brand Equity Management	APPROVED BY:  Marizel P. Borromeo Head, Home Admin & Logistics	APPROVED BY:  Regina P. Pineda VP, Marketing Comms & Services and Fixed Wireless		