

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : PLDT Gigabit Speed Add On
 CE. NO. : PLDT-HOME-2025-0004
 DATE : 20 February 2025

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

	SERVICE	NET	WTAX	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT	57,000.00			57,000.00
	One (1) Key Visual Ideation				
II	One (1) Static Ad Material	14,000.00			14,000.00
III	Two (2) Animated Ad Material Cascade	28,000.00			28,000.00
IV	Two (2) Static Ad Material Cascade	20,000.00			20,000.00
V	Six (6) SMS Spiels	30,000.00			30,000.00
VI	CONCEPTUALIZATION AND STRATEGY	55,000.00			55,000.00
	Channel and Communications Strategy				
VII	ACCOUNT MANAGEMENT & CLIENT SERVICING FEE	40,800.00			40,800.00
	SUB TOTAL	244,800.00	0.00	0.00	244,800.00
	12% VAT				29,376.00
	GRAND TOTAL	244,800.00	0.00	0.00	274,176.00

SUBMITTED BY: Cecille D. Ocampo Project Manager	PREPARED BY: Cecille D. Ocampo Project Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director	NOTED BY: Jennifer B. Wieneke Head of Business	
APPROVED BY: Marga Munoz Senior Product Manager- Customer Management Upsell	APPROVED BY: John Yanez Head, Home Marketing	
APPROVED BY: Ma. Zelinda Borromeo Product Manager- A&P Budget Management		