

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : PLDT INC.  
 BRAND : PLDT Enterprise  
 PROJECT: : Project Marvel Sustaining PR (July to September 2023)  
 CE. NO. : PLDT Enterprise OOS 2023-05  
 DATE : 16 June 2023

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 856-7888  
 Fax: 856-9316








SERVICE	NET	VAT	TOTAL
<b>I PR Strat Development</b>	191,885.00	23,026.20	214,911.20
<ul style="list-style-type: none"> <li>Development of the overall strategy in implementing the campaign.</li> <li>Identifying the role of PR, campaign strategy, and campaign pillars.</li> <li>Dedicated Senior Strategic Planner and Strategic Planning Director</li> <li>Ideation with Managing Partner and Managing Director of the agency.</li> <li>Identifying different executions in line with the proposed PR strategy</li> <li>Identifying key timelines for each of the proposed execution of the campaign</li> <li>Overall project management and coordination of all the assigned executions to the agency such as PR seeding, media round table, interview pitching and supplement partnerships</li> <li>Client servicing</li> <li>Dedicated Account Manager with supervision from Group Account Director to attend regular meetings with client regarding the campaign.</li> <li>Preparation and submission of reports/documentations from all the executions that the agency will handle.</li> </ul>			
<b>II Media Round Table</b>	115,000.00	13,800.00	128,800.00
<ul style="list-style-type: none"> <li>Total of one (1) media round table</li> <li>Minimum of ten (10) attendees</li> <li>Identifying publications that can be invited to the event</li> <li>Pitching the media event to target media attendees</li> <li>Dedicated media team that will handle on-ground management of the media attendees</li> <li>Seeding of the post-event press materials to all media attendees</li> <li>Monitoring of the story pick-ups of the seeded story for the event</li> <li>Preparing and submission of post-event report</li> <li>Exclusive of venue, food, honorarium, media tokens, program host and other out of pocket expenses.</li> </ul>			
<b>III Supplement Partnership - Manila Bulletin</b>	152,941.18	18,352.94	171,294.12
<ul style="list-style-type: none"> <li>Includes 1/2 page placement on the publication's print issue.</li> <li>Photo will be provided by the client.</li> <li>Placement write-up/text copy will be provided by the client.</li> <li>Publication will provide mock-up of the placement for approval before publishing the material.</li> </ul>			
<b>Published rate: Php234,088.24 (INCLUSIVE OF AGENCY FEES/VAT EX)</b>			
<b>SUB TOTAL</b>	<b>459,826.18</b>	<b>55,179.14</b>	<b>515,005.32</b>

GRAND TOTAL

459,826.18

55,179.14

515,005.32

SUBMITTED BY:  Mark Josef Dolor Senior Account Manager	PREPARED BY:  Mark Josef Dolor Senior Account Manager	VERIFIED BY:  Airah O. Salvatera Billing and Collection Analyst
NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Tere Isla Group Account Director	
APPROVED BY:  Vanessa Marielle T. Baltao PLDT Inc.	APPROVED BY:  Rachel Ann D. Tablante PLDT Inc.	