



# PRODUCTION & CREATIVE SERVICES COST ESTIMATE







CLIENT : PLDT INC.  
 BRAND : PLDT Enterprise  
 PROJECT : Project Marvel Sustaining PR (October to December 2023)  
 CE. NO. : PLDT Enterprise OOS 2023-06  
 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
I <b>PR Strat Development</b>	191,885.00	23,026.20	<b>214,911.20</b>
<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>			
II <b>Media Round Table</b>	115,000.00	13,800.00	<b>128,800.00</b>
<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>SUB TOTAL</b>	<b>306,885.00</b>	<b>36,826.20</b>	<b>343,711.20</b>
<b>GRAND TOTAL</b>	<b>306,885.00</b>	<b>36,826.20</b>	<b>343,711.20</b>

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