

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : PLDT INC.
 BRAND : PLDT Enterprise
 PROJECT: : PH Digicon 2023 Pre-launch PR Efforts
 CE. NO. : PLDT Enterprise OOS 2023-10
 DATE : 18 August 2023

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

SERVICE	NET	VAT	TOTAL
I PR Strat Development and Project Management	129,556.67		129,556.67
<ul style="list-style-type: none"> Development of the overall strategy in implementing the campaign. Identifying the role of PR, campaign strategy, and campaign pillars. Dedicated Senior Strategic Planner and Strategic Planning Director Ideation with Managing Partner and Managing Director of the agency. Identifying different executions in line with the proposed PR strategy Identifying key timelines for each of the proposed execution of the campaign Overall project management and coordination of all the assigned executions to the agency such as PR seeding, media round table, interview pitching, column feed engagement, and news paper feature Client servicing Dedicated Senior Account Manager with supervision from Group Account Director to attend regular meetings with client regarding the campaign. Preparation and submission of reports/documentations from all the executions that the agency will handle. 			
II Media Round Table (Pre-event of PH Digicon 2023)	165,000.00		165,000.00
<ul style="list-style-type: none"> One (1) media roundtable engagement Up to thirty (30) attendees Pre-event media mobilization On-ground management Exclusive of venue, food, honorarium, media tokens, program host and other out of pocket expenses. 			
III Column Feed Engagement - Philippine Star	76,470.59		76,470.59
<ul style="list-style-type: none"> Includes one (1) column feed engagement with the Philippine Star. Talking points that the columnist will use in developing the story will be provided by the client. Output: Print and Online <p><i>Note: Columnist will publish directly the story once the talking points have been provided.</i></p>			
SUB TOTAL	371,027.26	0.00	371,027.26
12% VAT			44,523.27
GRAND TOTAL	371,027.26	0.00	415,550.53

PREPARED BY: 

Mark Josef Dolor

Senior Account Manager

NOTED BY:



Bobby T. Vito

Managing Director

NOTED BY:



Tere Isla

Group Account Director

APPROVED BY:



Vanessa Marielle T. Baltao

Division Head, Enterprise Marketing

Communications

APPROVED BY:



Rachel Ann D. Tablante

Center Head, Enterprise Marketing

Communications

APPROVED BY:



John Eric S. Alviz

Vice President and Head, Marketing, Wireless

Business - Enterprise and International