



Tribal DDB, Inc.  
 16F Two World Square  
 #22 Upper McKinley Road,  
 McKinley Hill  
 Fort Bonifacio, Taguig City  
 Philippines  
 (632) 856-7888

**MEDIA / PRODUCTION / CREATIVE  
 COST ESTIMATE**

CLIENT: **PLDT INC.**  
 PROJECT: **PLDT Home Social Media Reports Package**  
 BRAND: **Home**  
 C.E. NO.:  
 REPL. C.E. NO.:  
 DATE:

PLDT	2021	0012rev3
3	January	2022

Vatable Items		NET COST	VAT	TOTAL COST
I Retainer Scope of Services	Php	6,640,000.00	796,800.00	7,436,800.00
<b>PLDT Home Brand health monitoring</b>		<b>3,187,200.00</b>		
Weekly reporting				
1. Daily percentage contribution of negative, positive, neutral sentiments with screenshots of verbatim conversations, memes, video snippets				
2. Top online news and PR pickups based on engagements and/or reach				
3. Events affecting trends.				
4. Top customer concerns (w/ Custcare data)				
5. Top influencers				
6. Rising relevant search terms				
7. Industry & competitor news				
<b>Monthly Competitive Research</b>		<b>1,195,200.00</b>		
Monthly reporting				
1. Monthly percentage contribution of negative, positive, neutral sentiments with screenshots of verbatim conversations, memes, video snippets				
2. Sentiments summary				
3. Wizards - audience demographics & interests				
4. Top customer concerns / complaints				
5. Branded mentions				
6. Competitive SOV, sentiments, volume trends				
7. Brand search interest				
8. VOD services				
9. Online news & PR pick-ups				
<b>Crisis Monitoring &amp; Urgent Asks</b>		<b>542,266.67</b>		
As needed (up to 7)				
1. Volumes and mentions over time				
2. Sentiments over time				
3. Top topics cloud				
4. Trending topics cloud				
5. Customers' stand on the issue				
6. Key personalities				
7. Sample mentions				
8. Online news articles / PR pickups				
9. Analysis and recommendations				
<b>Ad hoc brand or campaign scans</b>		<b>830,000.00</b>		
As required (up to 15)				
1. Volumes and mentions over time				
2. Sentiments over time				
3. Top topics cloud				
4. Trending topics cloud				
5. Top topic themes by sentiments				
6. Campaign platforms performance analysis				
7. Online news articles / PR pickups				
8. Analysis and recommendations				
<b>NU &amp; MM YouTube Channels Analytics</b>		<b>885,333.33</b>		
Quarterly reporting				
1. YouTube analytics				
2. Bitty analytics				
3. Social channel analytics				
<b>GRAND TOTAL</b>	Php	<b>6,640,000.00</b>	<b>796,800.00</b>	<b>7,436,800.00</b>
<b>LESS: DISCOUNT</b>		<b>(1,640,000.00)</b>	<b>(196,800.00)</b>	<b>(1,836,800.00)</b>
<b>TOTAL PACKAGE COST</b>	Php	<b>5,000,000.00</b>	<b>600,000.00</b>	<b>5,600,000.00</b>

NOTE: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

**COST BREAKDOWN:**

Vendor	Vendor Code	Payment Terms	Net Amount	VAT	Gross Amount
Tribal DDB		30 days	5,000,000.00	600,000.00	5,600,000.00
<b>TOTAL</b>	Php				<b>5,600,000.00</b>

Prepared by: <i>Claire Lumayad</i> Claire Lumayad	Approved / Noted by: <i>Diane Chua</i> Diane Chua				
APPROVED BY: <i>Mabie Encarnacion-Engco</i> Mabie Encarnacion-Engco	APPROVED BY: <i>Pei Mallari-Tiong</i> Pei Mallari-Tiong	APPROVED BY: <i>John Yanez</i> John Yanez	APPROVED BY: <i>Shawie Lim</i> Shawie Lim	APPROVED BY: <i>Menardo G. Jimenez</i> Menardo G. Jimenez	