



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: **Social Media Analytics 2020**
 BRAND: **Home**
 C.E. NO.:
 REPL. C.E. NO.:
 DATE:

PLDT	2020	
15	May	2020



Duration: December 2019 to March 2020

VARIABLE ITEM		<u>NET COST</u>	<u>VAT</u>	<u>TOTAL COST</u>
I Social Media Analytics	<i>Php</i>	378,000.00	45,360.00	423,360.00
<i>Inclusions:</i>				
<i>Executive Summary</i>				
<i>Social Media Assets (FB, IG, YT) screenshots for PLDT</i>				
<i>Performance posts</i>				
<i>Analysis on the campaign performance vetted againsts benchmark</i>				
<i>Recommendations from the performance of content for future campaigns / materials</i>				
<i>Screenshots from social media activities of competitors</i>				
<i>Write-up and analysis on competitors content and recommendations if any</i>				
<i>Trends (search, social, telco & tech) and write-up & recommendations , if any</i>				
<i>Daily and weekly reports</i>				
<i>Client Servicing & Account management fee</i>				
GRAND TOTAL	<i>Php</i>	378,000.00	45,360.00	423,360.00

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	378,000.00	45,360.00	423,360.00
TOTAL	Php				423,360.00

Prepared by: Claire Lumayad	Approved / Noted by:  Kim Jimenez / Diane Chua
	APPROVED / NOTED BY CLIENT:  Mabie Encarnacion / Pelaine Mallari-Tiong / Shawie Lim