

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Mekeni Food Corporation
 BRAND : Mekeni Food Corporation
 PROJECT: : Mekeni 2.0 Digital Campaign - Creative Development
 CE. NO. : 0001-2021-0013
 DATE : 24 August 2021

16/F Two World Squire
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	VAT	COST IN PHP
I STRATEGY (Waived)			
Digital Campaign Strategy			
Social Media Playbook for AO			
II CREATIVE DEVELOPMENT	1,247,911.11		1,247,911.11
Campaign Concept Fee			
This is Eat My Mekeni Launch Video Concept & STB Creation			
Product Shoot			
Big Idea for Non-digital			
1 Omnibus Key Visual Layout			
1 Instagram/Facebook Sticker Pack			
1 FB Reskin Banner			
2 Ready for Eat Static Teasers			
2 Ready for Eat Animated Teasers			
1 Ready For Eat YouTube Teaser Ads			
4 Eats for you YouTube pre-roll Ads			
4 Eats for you IG Ads /Programmatic Ads			
3 Eat Continues: Cover Feature Sustaining posts			
1 Eat Continues Culminating Video			
14 KOL Repost Captions			
1 Catch Eat IG Filter			
2 Catch Eat Animated Push Posts			
	187,186.67		187,186.67
III ACCOUNT SERVICING AND MANAGEMENT FEE			
SUB TOTAL	1,435,097.78	0.00	1,435,097.78
12% VAT			172,211.73
GRAND TOTAL	1,435,097.78	0.00	1,607,309.51

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TERMS :

- 50% Billing payment/ PO is required upon approval of CE.
- Cost provided includes withholding tax.
- 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.

PREPARED BY: *[Signature]*

Kim Jimenez
Senior Account Manager

NOTED BY: *[Signature]*

Reg Cabanban
Managing Partner

APPROVED BY:
11.15.2021
[Signature]
Patricia Co

APPROVED BY: 11.15.2021
[Signature]
Kathlene Gomez-Schultz

APPROVED BY: *[Signature]*
Prudencio Garcia