

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PUBLIC SAFETY SAVINGS AND LOAN ASSOCIATION PSSLAJ INC.  
 BRAND : PSSLAJ  
 PROJECT: : Project: FRESH - Rebrand Launch  
 CE. NO. : PSSLAJ-2024-0001  
 DATE : 06 March 2024








16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	<b>Duration: March to April 2024 (2 months)</b> <b>CONCEPT FEE (IMC)</b> Creation of big idea, concepts and executions for total brand	350,000.00	42,000.00	392,000.00
II	<b>KEY VISUAL</b> Key visual and layered file	300,000.00	36,000.00	336,000.00
III	<b>BANNER AD STATIC</b> 1 banner ad for PSSLAJ website landing page	26,000.00	3,120.00	29,120.00
IV	<b>CAROUSEL 4 PANELS</b> 4 panels of carousel ads, 3 revisions	56,000.00	6,720.00	62,720.00
V	<b>LAUNCH VIDEOS (NEW LOGO)</b> 1 video inclusive of production costs. With edit-downs (30s, 15s, 10s/6s)	2,500,000.00	300,000.00	2,800,000.00
VI	<b>SUSTAINING VIDEO (SUCCESS STORIES)</b> 1 video featuring 3 stories inclusive of production costs. With edit-downs (30s, 15s, 10s/6s).	4,150,000.00	498,000.00	4,648,000.00
VII	<b>EDITORIAL CONTENT PLAN (MULTIPLATFORM)</b> Creation of campaign content calendar for the following platforms: Facebook, Instagram, and TikTok. 3 platforms, 24-post calendar	150,000.00	18,000.00	168,000.00
VIII	<b>MONTHLY REPORT</b> Campaign Monitoring and Reporting, KPI Setting	126,000.00	15,120.00	141,120.00
IX	<b>2-MONTH MEDIA PLAN (YOUTUBE)</b> Skippable Ads: Launch Video 30s, Sustaining Video 15s and 6s	550,000.00	66,000.00	616,000.00
X	<b>PROJECT MANAGEMENT FEE</b> On items number I, II, III, IV, V, VI, VII, VIII, IX	820,800.00	98,496.00	919,296.00
	<b>SUB TOTAL</b>	<b>9,028,800.00</b>	<b>1,083,456.00</b>	<b>10,112,256.00</b>
	<b>GRAND TOTAL</b>	<b>9,028,800.00</b>	<b>1,083,456.00</b>	<b>10,112,256.00</b>

**TERMS :**

- 50% downpayment required upon signing of CE and 50% full payment upon project completion.
- 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 lasts more than forty five (45) days after the due date.

- All projects are subject to scoping. Costs may vary depending on final plans and complexity.
- Costs exclusive of production and promo permit fees unless otherwise stated.
- Agency media commission charges 10% of media fees.

SUBMITTED BY:  <b>Paola Soriano</b> Account Director	PREPARED BY:  <b>Paola Soriano</b> Account Director	VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY:  <b>Diane Chua</b> Managing Director	NOTED BY:  <b>Jennifer B. Wieneke</b> Telco Head/PLDT Head	
APPROVED BY:  <b>Janery Jill Magalona</b> VP for Operations, PSSLAJ	APPROVED BY:  <b>Atty. Maria Juanico</b> Head of PDMCD, PSSLAJ	