

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT INC.
 BRAND : PLDT Enterprise
 PROJECT: : PR RETAINER (MAY - JULY 2024)
 CE. NO. : PLDT Enterprise 2024-01
 DATE : 18 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 ACCOUNT MANAGEMENT:	499,772.06		499,772.06
<ul style="list-style-type: none"> • Rendering of the agreed services with client and managing of day-to-day client servicing requirements • Proposing of PR initiatives for IMC campaigns in collaboration with other strategic agencies of the brand. • Proactive monitoring of competitor initiatives • Proactive monitoring of negative news about the brand • Provides recommendations to improve media relations. • Includes per-meeting contact reports and weekly project status reports 			
EDITORIAL & SEEDING SERVICES:			
<ul style="list-style-type: none"> • One (1) dedicated writer • Writing/development of maximum of ten (10) stories per month including news, launches and sustaining campaigns of the brand with 2 maximum major revisions for each • Seeding of maximum of ten (10) press releases per month with guaranteed 10 pick-ups per story and 3 broadsheet media releases per month • Up to one (1) media pitch interview per quarter 			
REPORTING AND ANALYSIS			
I. Media Monitoring Reporting			
<ul style="list-style-type: none"> • Development daily and weekly publicity reporting (to be sent 2PM daily) • Development of monthly publicity report which includes, but not limited to, brand performance, SOV, publication analysis and competitor analysis. • Development of year-end report and analysis (minimum of 6 months engagement for the semi annual report/At least 10 months for the year-end report) • Consolidation report • Post-mortem reports for any PR initiative 			
II. Strategic Development			
<ul style="list-style-type: none"> • Providing of insights and recommendations on ways to improve public relations. 			
SUB TOTAL	499,772.06	0.00	499,772.06

12% VAT
GRAND TOTAL






499,772.06

0.00

59,972.65
559,744.71

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of PHP559,744.71 (vat inclusive) within 30 days upon receipt of its official invoice.

NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Mark Josef Dolor Account 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	