

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : RIPPLE8 INC.
BRAND : Meralco
PROJECT : Bright Ideas Summer 2024 Campaign
CE. NO. : RIPPLE8-MERALCO-2024-0004
DATE : 10 June 2024

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

	SERVICE	NET	VAT	TOTAL
I	Digital Campaign Strategy Creative Conceptualization Key Visual & Layered File (Unifying element) Facebook/Meta (1 material per target market - 6 target markets) One (1) 15s Material (1200x628; 9:16; Vertical) One (1) Static (1080x1080; Square) + Three (3) Additional material (total of 9 FB materials) One (1) Static Facebook Cover Photo YouTube (1 material per target market - 6 target markets) One (1) 6s Material - edit down from the 15s (16:9; Horizontal) One (1) 15s Material (16:9; Horizontal) One (1) Static Cover Photo TikTok (1 material per target market - 6 target markets) One (1) 15s Material (1200x628; 9:16; Vertical) Twitter/X One (1) Static Cover Photo Shutterstock Video Assets - HD; Digital only Shutterstock Music Assets - Digital only Shutterstock Photo Assets - All media use Project Management Fee 12% ASF Inclusive of 2 revisions only, additional revisions will be based on Tribal ratecard	1,370,832.00	164,499.84	1,535,331.84
	SUB TOTAL	1,370,832.00	164,499.84	1,535,331.84
	GRAND TOTAL	1,370,832.00	164,499.84	1,535,331.84

TERMS :

Cancellation Fees Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)





C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

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.

SUBMITTED BY:  Beatrice Co Account Director	
NOTED BY:  Reginne Cabanban Managing Partner	
APPROVED BY:  Rod Soriano	APPROVED BY:  Bobby Vito