

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : RIPPLE8 INC.  
 BRAND : Meralco  
 PROJECT: : My Meralco App Switching Campaign  
 CE. NO. : RIPPLE8-MERALCO-2024-0006  
 DATE : 22 August 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	300,000.00	36,000.00	336,000.00
II	<b>Key Visuals (1 TJ, 1 Gina)</b> Inclusive of layered files	144,000.00	17,280.00	161,280.00
III	<b>Facebook/Meta</b> One (1) Static (TJ & GINA; 1 each) (1080x1080; Square) One (1) Vertical (TJ & GINA; 1 each) (9:16; Vertical) Exclusive of layered files	96,000.00	11,520.00	107,520.00
IV	<b>EDM Design</b> Two (2) EDM Designs Exclusive of layered files All items above include Project Management Fees	84,000.00	10,080.00	94,080.00
V	Shutterstock Video Assets - HD; Digital only Shutterstock Music Assets - Digital only	44,064.00	5,287.68	49,351.68
	<b>SUB TOTAL</b>	<b>668,064.00</b>	<b>80,167.68</b>	<b>748,231.68</b>
	<b>GRAND TOTAL</b>	<b>668,064.00</b>	<b>80,167.68</b>	<b>748,231.68</b>

## 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:  <b>Beatrice Co</b> Account Director	
NOTED BY:  <b>Reginne Cabanban</b> Managing Partner	
APPROVED BY:  <b>Rod Soriano</b>	APPROVED BY:  <b>Bobby Vito</b>