

**PUBLIC RELATIONS  
SERVICES COST ESTIMATE**



**RIPPLE8, INC.**  
16F Two World Square, 22 Upper McKinley Road, McKinley Hill,  
Fort Bonifacio, Taguig City, Philippines  
Tel. No. : 8856-7888, Fax No. : 8856-9316

CLIENT:	<b>SM Cares</b>		
PROJECT:	<b>PR Retainer 2025 (January 2026)</b>		
C.E. NO.:	SMCARESPR2025-01		
DATE:	<b>10</b>	<b>FEB</b>	<b>2025</b>

**Regular Coverage Period (January 2026)**

**I. PR STRATEGY AND COUNSELING**

Strategy Setting and PR Plan Development:

- One-time development of a one-year Communications Plan

PR Counseling:

- Providing expert PR Counseling to enhance brand reputation and strategic communication

**II. MEDIA RELATIONS, EDITORIAL, SEEDING AND MONITORING**

Editorial, Seeding, and Monitoring:

- Writing, seeding, and monitoring of eight (8) stories per month or ninety-six (96) stories per year.
- Inclusive of other editorial writing requests, such as talk points and speeches as needed.
- Maximum of two (2) revisions per editorial content.
- Guaranteed ten (10) pick-ups across all media platforms per article seeding.
- Daily monitoring of pickups and submission of weekly and monthly reports.

**III. VALUE-ADDED SERVICES**

- Inviting of 10-20 media for one (1) event. Exclusive of event staging, program host, media tokens, delivery costs, and out-of-pocket expenses
- Provide counsel on targeted media for each story, including a media list prior to PR seeding.
- One (1) Story Conference with client per month
- Appraising client on PR trends.
- Guaranteed minimum of two (2) cross-posts to social media channels per seeded story.
- Provide KOL recommendations for eight (8) identified projects (exclusive of management and talent fees).
- Two (2) award entry write-ups and scouting of awards body list for 2025 (excluding awards submission fees).

**Note: The inclusions indicated in this CE still cover the same items as those in the February - December 2025 retainer CE (SMCARESPR2024-02)**

GRAND TOTAL COST

**NEGOTIATED COST**

SAVINGS

SAVINGS (PERCENTAGE)

	NET	VAT	TOTAL
GRAND TOTAL COST	PHP 509,533.49	PHP 61,144.02	PHP 570,677.51
<b>NEGOTIATED COST</b>	<b>PHP 213,841.18</b>	<b>PHP 25,660.94</b>	<b>PHP 239,502.12</b>
SAVINGS	PHP 295,692.31	PHP 35,483.08	PHP 331,175.39
SAVINGS (PERCENTAGE)	58%		

**PAYMENT TERMS:**

This is to ensure commitment to pay Ripple8, Inc. for the total cost indicated in this CE within 30 days upon receipt of its official invoice.

PREPARED BY:  <b>JED BALATBAT</b> ACCOUNT DIRECTOR	NOTED BY:  <b>BOBBY VITO</b> MANAGING DIRECTOR	APPROVED BY:  <b>Richard A. Caluyo</b> AVP - Marketing - SM Cares, SMLC & FECI APPROVED BY:  <b>Mr. Arvin D. Ang</b> SAVP - Marketing  <b>Mr. Joaquin L. San Acustin</b> EVP - Marketing
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