

**PRODUCTION & CREATIVE  
SERVICES COST ESTIMATE**



A DDB Group Company  
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CLIENT: DDB PHILIPPINES  
BRAND: GENERIKA  
PROJECT: CAMPAIGN STRATEGY FOR GENERIKA PITCH  
C.E. NO.: GENERIKA PR 2023-01  
DATE: 30 NOVEMBER 2023

CAMPAIGN STRATEGY FOR GENERIKA PITCH			
	NET	VAT	TOTAL
Man hours for the Creation of one (1) Thematic Campaign Strat Development for Generika. This includes the following: Target Market Profiling, Cultural & Consumer Trends, Contextual Analysis, Category Analysis, Communications Strategy & Pillars	₱85,944.45	₱10,313.33	₱96,257.78
<b>TOTAL</b>	<b>₱85,944.45</b>	<b>₱10,313.33</b>	<b>₱96,257.78</b>

**COMMITMENT TO PAY**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of **PHP96,257.78** within 30 days upon receipt of its official invoice.

PREPARED BY:  Tere Isla	APPROVED BY:  Bobby Vito	APPROVED BY:  Diane Capile