

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE




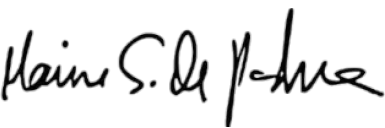

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CLIENT : (CAREFREE) JOHNSON & JOHNSON  
BRAND : Carefree  
PROJECT : 2021 Carefree SOW - Relevance Campaign (KV)  
CE. NO. : CAREFREE-CF-2020-0005  
DATE : 01 October 2020

SERVICE	NET	VAT	TOTAL
<b>CAREFREE RELEVANCE CAMPAIGN SOW - KV</b> Campaign Key Visual (Standard) @ Php435,000 Communication Strategy, Idea & Plan (Simple) - Partial amount @ Php65,000	500,000.00	60,000.00	<b>560,000.00</b>
<b>SUB TOTAL</b>	<b>500,000.00</b>	<b>60,000.00</b>	<b>560,000.00</b>
<b>GRAND TOTAL</b>	<b>500,000.00</b>	<b>60,000.00</b>	<b>560,000.00</b>

## TERMS :

100% full payment upon approval of CE.

SUBMITTED BY  Camille Go Senior Account Manager	
NOTED BY: Elaine de Padua Managing Director 	NOTED BY: Meg Badilla Group Account Director 
APPROVED BY: Lisa Perlada	APPROVED BY: J-Anne Gaurino-Aruta