

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



DDB Philippines, Inc.
16th Floor, Two World Square
McKinley Hill, Fort Bonifacio
Taguig City
Tel. No. (632) 8567888
Fax No. (632) 8569317

CLIENT:	JOHNSON & JOHNSON (PHILIPPINES) INC.	
BRAND:	CAREFREE	
C.E. NO.:	2021	1
DATE:	12/9/20	

2021 CAREFREE SOW - RELEVANCE CAMPAIGN (BALANCE)

	COST	VAT	TOTAL
I. CAREFREE RELEVANCE CAMPAIGN SOW (BALANCE)	830,000.00	99,600.00	929,600.00
<i>Communication Strategy, Idea & Plan (Simple) - Balance amount Work done Q4-2020</i>			
PHP	830,000.00	99,600.00	929,600.00

TERMS: 100% full payment upon approval of CE.

Prepared by:	Submitted by:	Approved by:
	 Camille Go Meg Badilla	 Lisa Perlada
	Noted by:	Approved by:
	 Elaine S De Padua	 J-Anne Gaurino-Aruta