

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : JOHNSON & JOHNSON (PHILIPPINES) INC.
 BRAND : Neutrogena
 PROJECT: : J&J H1 2021 HydroBoost Campaign - LCP & Asset Production
 CE. NO. : J&J-JOHNSON & JOHNSON-NEUTROGENA-2020-0036
 DATE : 10 December 2020

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

	SERVICE	NET	VAT	TOTAL
I	Local Connections Planning & Focus Group Discussion Participation	140,000.00	16,800.00	156,800.00
II	Static Key Visual	14,000.00	1,680.00	15,680.00
III	Key Visual Layered File	25,000.00	3,000.00	28,000.00
IV	Three (3) New Facebook 3s	120,000.00	14,400.00	134,400.00
V	Three (3) New Facebook 6s	150,000.00	18,000.00	168,000.00
VI	Three (3) Cascaded OTTs	90,000.00	10,800.00	100,800.00
	SUB TOTAL	539,000.00	64,680.00	603,680.00
	GRAND TOTAL	539,000.00	64,680.00	603,680.00

SUBMITTED BY: <i>Bea Co</i> Bea Co Senior Account Manager		VERIFIED BY: <i>Reg Cabanban</i> Reg Cabanban Managing Partner	
APPROVED BY: Patricia Rodriguez	APPROVED BY: Katrina Suarez	APPROVED BY: Bea Bravo	