



PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : MANG INASAL PHILIPPINES, INC.
 BRAND : MI
 PROJECT: : Mang Inasal 2023 Retainer 6 Months
 CE. NO. : MANG INASAL-2023-0001
 DATE : 04 January 2023

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

SERVICE	NET	VAT	TOTAL
I INCLUSIONS:	6,933,718.74		6,933,718.74
Community Management - 6 months			
Monthly Content Calendar (for all platforms and pages specified above) - 6 total			
Overall Digital Strategy - one time			
Weekly platform reports - 24 total			
Monthly reports - 6 total			
Bi-Annual report - 1			
Adhoc reports - 6 total			
Creative concepts - 2 total			
Campaign Strategy - 2 total			
Social tactics - 2 total			
Project Management - 6 months			
MANPOWER			
Dedicated			
3 MI CMs (shift to be confirmed 9-6pm, 11-8pm)			
1 Weekender/ Holiday CM			
1 Junior strategist			
Non-Dedicated			
1 Digital Account Manager			
Social Editorial Director			
Social Editorial Producer			
Experience Director			
CM Supervisor			
Senior Strategist			
PLATFORMS:			
Facebook (page and MI nation), Instagram, Twitter, Viber & TikTok			
SUB TOTAL	6,933,718.74	0.00	6,933,718.74
12% VAT			832,046.25
GRAND TOTAL	6,933,718.74	0.00	7,765,764.99

PREPARED BY:  Love Rosas Account Director
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APPROVED BY:

Kaye C. Platon



Group Account Director

APPROVED BY:

Diane W. Capile



Business Unit Head