





PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Modess (Johnson&Johnson)
BRAND : Modess
PROJECT : Modess Campaign
CE. NO. : Modess-2022-0020
DATE : 24 November 2022

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

SERVICE	NET	VAT	TOTAL
I Modess Campaign SOW Communication Strategy, Creative Development and Account Management for Modess Campaign, with the following materials: 2x Key Visuals (Long, Premium) 1x 15s TVC with 10s editdown 1x 10s Digital and 1x 6s digital (editdown/derivative from main TVC)	3,300,000.00	396,000.00	3,696,000.00
SUB TOTAL	3,300,000.00	396,000.00	3,696,000.00
GRAND TOTAL	3,300,000.00	396,000.00	3,696,000.00

PREPARED BY:  Kaye C. Platon Group Account Director	
NOTED BY:  Diane Capile Business Unit Director	NOTED BY:  Paolo Arevalo Managing Partner
APPROVED BY:  Jason Khu	APPROVED BY: Aldellyn Po