

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
BRAND : Corporate
PROJECT : Consumer Sentiment & Tone of Voice Digital Audit
CE. NO. : NUTRIASIA-CORPORATE-2025-0027
DATE : 28 July 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	TOTAL
I	Consumer Sentiment & Tone of Voice Digital Audit Comprehensive review of one year's worth of data from owned platforms (email and social media) to identify trends, summarize overall sentiment, flag major escalations, categorize interactions (complaints, inquiries, sponsorships/solicitations), evaluate consumer tone of voice and comprehension of brand messaging, and provide actionable next-step recommendations to optimize communication - Duration: 12-Month Analysis of Owned Channels: Email & Social Media Inclusions: Review and analysis of messages received via email and social media (Facebook, Instagram, Youtube and TikTok) from the past 12 months Summary report of key trends and insights Categorization of messages into: Complaints, Inquiries & Sponsorships/Solicitations Sentiment and tone of voice assessment Evaluation of consumer understanding of current brand communication Identification of major escalations or urgent concerns Strategic recommendations and proposed next steps from the agency Exclusions: Monitoring of paid/boosted ads or engagement on non-owned platforms (e.g., X/Twitter, TikTok, third-party review sites) Historical data not accessible within owned platform archives	300,000.00	36,000.00	336,000.00
	SUB TOTAL	300,000.00	36,000.00	336,000.00
	GRAND TOTAL	300,000.00	36,000.00	336,000.00

TERMS :

Cancellation Fees Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)



C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Beatrice Co Account Director		VERIFIED BY:  Reginne Cabanban Managing Partner	
APPROVED BY:  Lance German	APPROVED BY:  Walter Panganiban	APPROVED BY:  James Lim	