

PRODUCTION & CREATIVE SERVICES COST ESTIMATE










CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
 BRAND : HEV
 PROJECT: : HEV x FIBA TVC 30s (JUMBOTRON Version)
 CE. NO. : TOYOTA-2023-0022
 DATE : 28 July 2023

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

	SERVICE	NET	ASF	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT Video Storyboard	145,600.00	0.00	17,472.00	163,072.00
	Script, storyboard & final artwork for video - includes review of existing footage & scriptwriting, audio track sourcing VO auditions/screening Manhours: 32 hours @ Php3,500 Net + rush fee				
II	VIDEO SHOOT PRODUCTION Material Offline	227,500.00	0.00	27,300.00	254,800.00
	- One (1) TVC 30s - Editing of existing footage, adding transitions & text overlay/supers, audio lay-in (Soundtrack & Voice-Over), applying visual effects/filters, color-correction, simple animation. Manhours: 50 hours @ Php 3,500 Net + Rush fee				
	PROJECT MANAGEMENT Client Servicing fee				
III	- includes agency service fee & management of the project from end to end for the entire contract duration On items number I, II	43,559.43		5,227.13	48,786.56
	SUB TOTAL	416,659.43	0.00	49,999.13	466,658.56
	GRAND TOTAL	416,659.43	0.00	49,999.13	466,658.56

TERMS :

- Notes:
- Cost reflected above are based on TMP and agency rate card
 - Exclusive of costs of transportation, accommodation, meal and out-of-pocket expenses for official trips related to client's projects (market checks, trade checks, research, concerts/events, etc.)
 - Does not include cash advances for production (audio-visual, printing, etc.), talent fees, professional fees
 - Music licensing is for Terrestrial TV only, rates for Cable TV and/or radio, cinema & events to be costed

SUBMITTED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Laly Morete Senior Finance Analyst
NOTED BY:  Reg Cabanban Managing Partner		
APPROVED BY:  MONIQUE GALZA Brand Management Associate	APPROVED BY:  MICHELLE DE GUZMAN Marketing Manager	APPROVED BY:  ELVIN LUCIANO Assistant Vice President Marketing