

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
 BRAND : Corporate
 PROJECT: : Smart Corp Social Media Reports- Oct to Dec 2023
 CE. NO. : SMART-SMART COMMUNICATIONS-2023-0056
 DATE : 01 December 2023

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

SERVICE	NET	VAT	COST IN PHP
I Details: Social Media Analytics & Listening reports carried out across major Social Channels (Facebook, Twitter, Instagram) for all social media content, efforts & campaigns of all local wireless telcos (Smart, TNT, Globe, TM, Ditto & GOMO). Insights are used in directing & pivoting social media efforts for Smart & TNT to stay ahead of competition & deliver content & services relevant to the subscribers. 1. Content Performance Report - analysis of positive & negative engagement (reactions, hides, etc) & actions (Shares, Saves, Link Clicks, Full Views) that indicate Awareness, Consideration, Conversion & Loyalty on Social Media Posts. 2. Competitive Report - deep dive into competitors most recent and trending social media content & efforts. Comparison of similar campaigns is carried out as well. 3. Social Listening - sentiment (positive, negative, neutral) and topic (service, promos, products/connectivity, etc.) analysis of all mentions & comments brands receive. 4. Ad Hoc Report - deep dive into emerging & urgent issues & phenomena on Social Media e.g. trolling activity of competitors, issues concerning own ambassadors, etc.	1,250,000.00	150,000.00	1,400,000.00
SUB TOTAL	1,250,000.00	150,000.00	1,400,000.00
GRAND TOTAL	1,250,000.00	150,000.00	1,400,000.00

TERMS :

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: <i>Maxine K. Cruz</i> Maxine K. Cruz Senior Account Manager	PREPARED BY: <i>Claire Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
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NOTED BY:

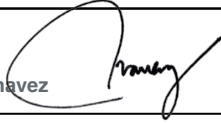
Diane Chua



Managing Director

APPROVED BY:

James Louie Chavez



APPROVED BY:

Luisa Lenore Franchette Ayson



APPROVED BY:

Tessa Mae Vizarra