

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
BRAND : Smart/TNT
PROJECT : Smart/TNT TikTok - Employee Engagement
CE. NO. : SMART-SMART COMMUNICATIONS-2024-0014rev1
DATE : 15 April 2024




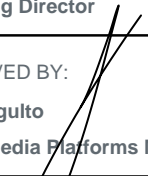


16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	TIKTOK MANAGEMENT - SMART Content production, talent management, account management, and community management Includes: - Creating 4 videos per month for 6 months - Supervision of shoots with Smart talents - Posting of videos on the Smart TikTok page - Managing of content calendar for created videos	600,000.00	72,000.00	672,000.00
II	TIKTOK MANAGEMENT - TNT Content production, talent management, account management, and community management Includes: - Creating 4 videos per month for 6 months - Supervision of shoots with Smart talents - Posting of videos on the Smart TikTok page - Managing of content calendar for created videos	600,000.00	72,000.00	672,000.00
III	MEDIA BUDGET Budget for boosting. Php 35,433 per month, Php 17,716 per brand per month.	212,600.00	25,512.00	238,112.00
IV	PRIZE BUDGET Budget for prizes. Php 12,000 per month, Php 6,000 per brand per month. Inclusive of 15% advancing fee for prize purchasing	82,800.00	9,936.00	92,736.00
V	TOKEN BUDGET Budget for employee tokens. Php 4,000 per total, Php 2,000 per brand. Inclusive of 15% advancing fee for prize purchasing	4,600.00	552.00	5,152.00
	SUB TOTAL	1,500,000.00	180,000.00	1,680,000.00
	GRAND TOTAL	1,500,000.00	180,000.00	1,680,000.00

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:  Miguel Sevilla Account Director		
NOTED BY:  Diane Chua Managing Director	NOTED BY:  Jennifer B. Wieneke Telco Head/PLDT Head	
APPROVED BY:  Mikey Agulto Social Media Platforms Manager	APPROVED BY:  Tob Castaneda Growth Marketing Head	APPROVED BY:  Chette Ayson VP, Digital and Innovations Jerome Almirante