

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : SMART COMMUNICATIONS, INC.
 BRAND : Smart Infinity
 PROJECT : Samsung x Infinity Event Coverage by Tatler
 CE. NO. : SMART PR OOS 2023-14
 DATE : 25 August 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 856-7888
 Fax: 856-9316

SERVICE	NET	VAT	TOTAL
I Social Media	443,529.41		443,529.41
<ul style="list-style-type: none"> • Concept, execution, writing and edits to be done by Tatler. • Social media campaign to be shot by a Tatler Social Media Editor • Involves a photoshoot for the Grid Post - Videos shot through mobile phone for Instagram Stories • Coverage on-site and posting in Tatler's Instagram account - Two (2) Instagram grid posts • Ten (10) Instagram stories campaign - Customisable CTA — can link to external client website or Tatler+ advertorial • Final preview provided for fact check only *Selection of photos will be under Tatler's discretion 			
Online Advertorial			
<ul style="list-style-type: none"> • 500 Words (extended pieces 700+ words subject to surcharge) • Concept, Slant, and Writing by Tatler • Brief and images supplied by the client • (2) Revision Rounds and (1) Final • Approval Before Publishing - Publishing on www.tatlerasia.com • Sharing on Tatler's Facebook Page 			
SUB TOTAL	443,529.41	0.00	443,529.41
12% VAT			53,223.53
GRAND TOTAL	443,529.41	0.00	496,752.94

PREPARED BY: Mark Josef Dolor Senior Account Manager	
NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Tere Isla Group Account Director
APPROVED BY: Kaye Losorata Smart Communications, Inc.	APPROVED BY: Lawrence De Guzman Smart Communications, Inc.