

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
BRAND : PLDT Enterprise
PROJECT : Project Avengers
CE. NO. : SMART PR OOS 2024-07
DATE : 26 April 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634


 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I VIDEO PRODUCTION	2,959,500.00		2,959,500.00
<u>4 Shooting days</u>			
<ul style="list-style-type: none"> • Day 1 - studio (2 interviews) • Day 2 - studio (1 interview) • Day 3 and 4 (location b-rolls) 4 locations • 1 studio, 3 outside locations • 2 Teams of Production Staff: Producer, Director, production assistants, videographers, photographers, script writers, and editor • Glam team/HMUA/Stylist - talents' Wardrobe and Styling • Shooting and technical Equipment • Production Design: Minimal Set Design and Props • Miscellaneous: Food and Transportation, production and technical supplies • Post Production: Provision for max. of 2 rounds of • Offline and Online Edit, Color Grading, OBB* 			
OUTPUT: 3 5 MINUTE EPISODES			
9 short videos for social media usage (up to 3 shorts per episode)			
ACCOUNT MANAGEMENT			
<ul style="list-style-type: none"> • Account Management (1 Group Account Director, 1 Account Director, and 1 Account Manager) • Tracks the progress of all the aspects related to the project. • Ensure the committed items are delivered on time. • Provides regular update to the client. • Leads the alignment and touchpoint meetings for the project 			
TALENT FEE			
<ul style="list-style-type: none"> • Real-talk Darbs • 1 reaction video to be posted on TikTok + FB 			
SUB TOTAL	2,959,500.00	0.00	2,959,500.00
12% VAT			355,140.00
GRAND TOTAL	2,959,500.00	0.00	3,314,640.00

TERMS :

This is to ensure commitment to pay Ripple8, Inc. 60% of the cost indicated in this CE amounting to PHP1,988,784.00 (vat inclusive) 5 days upon receiving the

first billing invoice while the remaining 40% amounting to PHP1,325,856.00 (vat inclusive) shall be settled 30 days upon receiving the final billing invoice.

<p>NOTED BY:  Bobby T. Vito Managing Director</p>	<p>NOTED BY:  Mark Josef Dolor Account Director</p>	<p>NOTED BY:  Tere Isla Group Account Director</p>
<p>APPROVED BY:  Vanessa Marielle T. Baltao Head, Enterprise Brand Communications</p>	<p>APPROVED BY:  Rachel Ann D. Tablante Head, Enterprise Brand Strategy</p>	<p>APPROVED BY:  John Eric S. Aviz Vice President and Head, Enterprise and International Marketing</p>