

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : SMART COMMUNICATIONS, INC.  
 BRAND : PLDT Enterprise  
 PROJECT : Project Avengers  
 CE. NO. : SMART PR OOS 2024-08  
 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 Editorial	929,373.32		929,373.32
<ul style="list-style-type: none"> <li>(Editorial Head)</li> <li>Assistance in developing guidelines for the host, KOLs, and clients of PLDT Enterprise that will be interviewed.</li> <li>Assistance in developing the script of each episode of the show.</li> </ul>			
<b>Creatives Team:</b>			
<ul style="list-style-type: none"> <li>(Creative Director Senior Copywriter, Senior Art Director)</li> <li>Show and episode conceptualization.</li> <li>Development of story flow, show format, and storyboard for the 3 episodes.</li> <li>Development of 12 social media artcards that will be posted on PLDT Enterprise's social media accounts</li> </ul>			
<b>KOL/Influencer team</b>			
<ul style="list-style-type: none"> <li>(1 Influencer Manager and 1 Influencer Specialist)</li> <li>Talent booking and management.</li> <li>Campaign briefing to influencers/talents.</li> <li>Monitoring the execution of the approved deliverables for the KOLs</li> <li>Post-event report</li> </ul>			
<b>SUB TOTAL</b>	<b>929,373.32</b>	<b>0.00</b>	<b>929,373.32</b>
<b>12% VAT</b>			<b>111,524.80</b>
<b>GRAND TOTAL</b>	<b>929,373.32</b>	<b>0.00</b>	<b>1,040,898.12</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of PHP1,040,989.12 (vat inclusive) within 30 days upon receipt of its official invoice.

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