

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
BRAND : SM Supermalls
PROJECT : SM Supermalls Social Media Retainer (FEBRUARY 2026)
CE. NO. : SM PRIME-2025-0050rev4
DATE : 26 December 2025

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 SOCIAL MEDIA MANAGEMENT RETAINER PACKAGE (FEBRUARY 2026) Inclusions: Community Management a. Assigned Community Managers from 9AM-6PM, Mondays to Sundays, including Holidays b. Special coverage for events. Should coverage exceed 6PM, this will require additional billable amount depending on manhours c. Schedule, upload, apply tags, and publish content. No limit for creating new tags, but scope excludes backtagging requests for closed campaigns d. Respond or engage with followers and non-followers on social media to increase discovery and performance. e. CM's to respond to comments in the comments section for marketing and promotions. Max of 100 conversations per day. Customer Service is out of scope. Direct Messages/Inbox is c/o SM's Customer Service Team. f. Creation and update of FAQ spiels. Tagging of comments and creation of conversation reports that require manual tagging/CM intervention are out of scope. This scope is c/o Isentia. g. Maintain page hygiene based on agreed guidelines h. Daily competitive monitoring, maximum of 5 competitors Php 1,000,000 - Php 580,000 (discount) = Php 420,000	420,000.00	50,400.00	470,400.00

II

Analytics and Reports

978,571.44

117,428.57

1,096,000.01

A. Weekly SM Supermalls Social Media Performance

(Output:

Excel file of SM Dashboard/Performance Tracker,

max of 3

dashboard links + SM Supermalls Megabrand, every

Wednesday)

b. Weekly update of the following tabs:

1. Summary per Channel

2. Tribes and Segments

3. Campaigns

4. Weekly MTD

c. Project Vulnerability Performance (Output: PPT

report +

online meeting monthly)

1. Executive Summary

2. Top Performing Posts

3. Upcoming Content

d. Analysis and strategic recommendations

e. All reports required weekly outside of these listed

above are

out of scope and will be subject to additional cost.

f. Monthly Social Media Performance (includes

Owned, Paid,

Earned through Social Listening performance of SM

Supermalls)

+ Monthly Campaign Reports + Monthly Competitive

Reports

+ C2S presentation

g. Components of Monthly Social Media

Performance are:





1. Executive Summary + Recommendations
2. OWNED + PAID: SM Supermalls Performance for the Month
(Scorecard with breakdown per platform, top 3 performing posts per platform)
3. Tribe Marketing (Reach vs AA, Views vs AA, Tribe Performance Breakdown, top 3 performing posts)
4. Monthly Campaign reports, Max of 5 campaigns (Owned + Paid with top 3 performing posts and Earned through Social Listening)
5. EARNED via Social Listening (SM Supermalls Overview, 1 slide each of sample positive, neutral and negative conversations)
6. COMPETITIVE (overview of category performance, 1 slide each for competitive/brand specific highlights, including top 3 performing posts) maximum of 5 competitors
7. Analysis and strategic recommendations
8. C2S Presentation
- h. Annual Report which outlines all the results from the tracked KPI's above
- i. Mid Year Report which outlines all the results from the tracked KPI's above
- j. Bandwatch subscription - 5 seats
- k. Inter-agency coordination
- l. Inter-agency alignment of KPI's - sparks, Scores, Affinity Scores, Media Buys
- m. Coordination with media buying agency for selection of content for media plan
- n. Bi-Weekly meetings for updates on Tribe and Vulnerabilities

Php 1,778,571.44 - Php 800,000 (discount) = Php 978,571.44

IV	Content Conceptualization and Production (Average/ Estimate of 56 pcs of content per month) a. Development of 15 AO briefs and basic social media content (no color grading, UGC style, vertical). AO pillars are for Parents, Foodies, Cause Advocates. Development of 30 Vulnerabilities Campaign briefs & basic social media content (no color grading, UGC style, vertical). Locked in at 3 Vulnerabilities Campaign pillars. b. coverage & posting of 10 videos for event coverage (standard same day highlights, 15s recap and 30s recap, plus any additional video or photo stories) c. Definition of counted content include: 1. Original content shot & edited by Tribal, approved by Client for posting 2. Original content shot & edited by Tribal, not approve by Client for posting because of a new guideline now previously given 3. Any static or video content resized and/or reformatted for other platforms 4. Includes video or photo published on stories 5. Any request for editing of existing material, not exceeding 1 minute, excludes editing content beyond 1 minute d. Creation of 10 roadblocks per month to cover seasonal campaigns; resizes and reformatting counted separately Php 1,387,857.14 - Php 554,285.72 (discount) = Php 833,571.42	833,571.42	100,028.57	933,599.99
	SUB TOTAL	2,232,142.86	267,857.14	2,500,000.00
	GRAND TOTAL	2,232,142.86	267,857.14	2,500,000.00

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 lasts more than fortyfive (45) days after the due date.

SUBMITTED BY:  Jennifer B. Wieneke Head of Business	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Lalyn Morete Senior Finance Analyst
NOTED BY:  Diane Chua Managing Director		

<p>APPROVED BY: Sheena Rhia P. Ramos Department Head - Assistant Vice President</p>	<p>APPROVED BY: Arvin C. Ang Department Head - Senior Assistant Vice President</p>	<p>APPROVED BY: Joaquin L. San Agustin Group Head - Executive Vice President</p>
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