

**PRODUCTION & CREATIVE  
SERVICES COST ESTIMATE**



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

CLIENT: Jollibee Foods Corp.

Fax: 856-9316

BRAND: Jollibee Philippines

PROJECT: 2025 APAC Tambuli Awards

C.E. NO.:	Jollibee-PR	2025	06
DATE:	6	March	2025

**Jollibee Foods Corp.  
2025 APAC Tambuli Awards**

	NET	(DUE RIPPLE8)	(DUE JOLLIBEE)
<b>I. <u>Entry #1</u></b>			
<b>A. Entry Fee</b>	<b>33,000.00</b>	<b>16,500.00</b>	<b>16,500.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>	<b>23,823.53</b>	<b>23,823.53</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>	<b>28,750.00</b>	<b>28,750.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>	<b>2,500.00</b>	<b>2,500.00</b>
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Campaign: Joyful Christmas Stores Year 2			
Cluster: Builders of Society			
Category: Tambuli Origins			
<b>II. <u>Entry #2</u></b>			
<b>A. Entry Fee</b>	<b>33,000.00</b>	<b>16,500.00</b>	<b>16,500.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>	<b>23,823.53</b>	<b>23,823.53</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>	<b>28,750.00</b>	<b>28,750.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>	<b>2,500.00</b>	<b>2,500.00</b>
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Campaign: Jollibee Mix & Match (Project Firebolt)			
Cluster: Masters of Everyday Purpose			
Category: Human-Centric Solutions			
<b>III. <u>Entry #3</u></b>			
<b>A. Entry Fee</b>	<b>33,000.00</b>	<b>16,500.00</b>	<b>16,500.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>	<b>23,823.53</b>	<b>23,823.53</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>	<b>28,750.00</b>	<b>28,750.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>	<b>2,500.00</b>	<b>2,500.00</b>
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Campaign: Jollibee Chickenjoyest  
 Cluster: Masters of Everyday Purpose  
 Category: Human-Centric Solutions

<b>IV. <u>Entry #4</u></b>			
<b>A. Entry Fee</b>	<b>33,000.00</b>	<b>16,500.00</b>	<b>16,500.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>	<b>23,823.53</b>	<b>23,823.53</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>	<b>28,750.00</b>	<b>28,750.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>	<b>2,500.00</b>	<b>2,500.00</b>

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 Campaign: JolliBINI (Project Bali)  
 Cluster: Masters of Everyday Purpose  
 Category: Delivering Brand Promise

<b>V. <u>Entry #5</u></b>			
<b>A. Entry Fee</b>	<b>33,000.00</b>	<b>16,500.00</b>	<b>16,500.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>	<b>23,823.53</b>	<b>23,823.53</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>	<b>28,750.00</b>	<b>28,750.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>	<b>2,500.00</b>	<b>2,500.00</b>

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 Campaign: JolliBINI (Project Bali)  
 Cluster: Masters of Everyday Purpose  
 Category: Enhancing Everyday Moments

<b>VI. <u>Entry #6</u></b>			
<b>A. Entry Fee</b>	<b>33,000.00</b>	<b>16,500.00</b>	<b>16,500.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>	<b>23,823.53</b>	<b>23,823.53</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>	<b>28,750.00</b>	<b>28,750.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>	<b>2,500.00</b>	<b>2,500.00</b>

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 Campaign: JoyZone  
 Cluster: Masters of Everyday Purpose  
 Category: Enhancing Everyday Moments

<b>VII. <u>Marketing Team of the Year</u></b>			
<b>A. Entry Fee</b>	<b>50,000.00</b>		<b>50,000.00</b>
<b>B. Write-Up Fee</b>	<b>47,647.06</b>		<b>47,647.06</b>
<b>C. Production and editing of case film or campaign highlights in video format</b>	<b>57,500.00</b>		<b>57,500.00</b>
> Maximum of 120 seconds or two minutes			
> Materials c/o Jollibee			
> Format: MP4			
<b>D. Supporting Materials, Facilitation of Entry Requirements</b>	<b>5,000.00</b>		<b>5,000.00</b>

**Agency Servicing Fees**

71,041.25

*For the production of seven (7) case films*

- > Max of two minutes per video
- > Ripple8 to use royalty-free music
- > Materials c/o Jollibee

**Advancing Fee (due Jollibee)**

100,050.00

*Ripple8 to pay the entry fees and editorial services in advance*



TOTAL NET	1,019,029.41	429,441.18	760,679.49
VAT (12%)	122,283.53	51,532.94	91,281.54
TOTAL GROSS	1,141,312.94	480,974.12	851,961.02

**\*Total cost will be split between co-entrants Jollibee and Ripple8.**

*This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling to the amount of **PHP 851,961.02** within 30 days upon receipt of its official invoice.*

**COMMITMENT TO PAY:**

This is to ensure commitment to pay Ripple8, Inc. **within 15 days upon receipt of the official invoice.**

PREPARED BY: S. TORRES 	CHECKED BY: S. ANDAYA 	APPROVED BY DENNIS REYES
CHECKED BY: E. RAZA	NOTED BY: B. VITO 