

**PRODUCTION & CREATIVE  
SERVICES COST ESTIMATE**



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

Fax: 856-9316

CLIENT: Jollibee Foods Corp.

BRAND: Jollibee Philippines

PROJECT: 61st Anvil Awards - Entry Development and Submission

C.E. NO.:	Jollibee-PR	2025	33
DATE:	23	September	2025

**Jollibee Philippines  
61st Anvil Awards - Entry Development and Submission**

	NET	(DUE RIPPLE8)	(DUE JOLLIBEE)
<b>I. <u>Gamejoy Combos (Project Pacman)</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>Category: Marketing and Brand Communication</i>	5,000.00	2,500.00	2,500.00
<b>II. <u>Gamejoy Combos (Project Pacman)</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>Category: Best Use of Partnerships</i>	5,000.00	2,500.00	2,500.00
<b>III. <u>Jollibee x The Dessert Museum</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>Category: Special Events and Exhibits</i>	5,000.00	2,500.00	2,500.00
<b>IV. <u>Jollibee x The Dessert Museum</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>Category: Best Use of Partnerships</i>	5,000.00	2,500.00	2,500.00
<b>V. <u>Para Pasko-est, Chickenjoyest (Project Caliber)</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>Category: Marketing and Brand Communication</i>	5,000.00	2,500.00	2,500.00
<b>VI. <u>Ang Pinakamasarap na JOY ng Pamilya (Project Coach)</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>Category: Marketing and Brand Communication</i>	5,000.00	2,500.00	2,500.00
<b>VII. <u>Jollibee x LANY Store Activation</u></b>			
A. Entry Fee	11,000.00	5,500.00	5,500.00

B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>Category: Marketing and Brand Communication</i>			

VII. **Mix & Match (Project Oscar)**

A. Entry Fee	11,000.00	5,500.00	5,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>Category: Marketing and Brand Communication</i>			

<b>Advancing Fee (due EastWest)</b>	58,560.00	-	58,560.00
<i>Ripple8 to pay the entry fees and editorial services in advance</i>			






TOTAL NET	567,736.47	254,588.24	313,148.24
VAT (12%)	68,128.38	30,550.59	37,577.79
TOTAL GROSS	635,864.85	285,138.82	<b>350,726.02</b>

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

*This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of **PHP 350,726.02** 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:  <b>SHANE TORRES</b>	CHECKED BY: <b>SWAYNE ANDAYA</b>	APPROVED BY:  Dorothy Dee Ching, VP-Marketing
CHECKED BY:  <b>BOBBY VITO</b>	NOTED BY:  <b>BOBBY VITO</b>	 Elise Macg, PR & Partnerships Officer