



Tribal DDB, Inc.
 16F Two World Square
 #22 Upper McKinley Road,
 McKinley Hill
 Fort Bonifacio, Taguig City
 Philippines
 (632) 856-7888

**MEDIA / PRODUCTION / CREATIVE
 COST ESTIMATE**

CLIENT: SMART COMMUNICATIONS, INC.
 PROJECT: Smart Q4 Social Media Engagement and Platform Infiltration (Dec 2023 to February 2024)
 BRAND: Corp
 C.E. NO.:
 REPL. C.E. NO.:
 DATE:

	2023	
14	Dec	2023

FYA#: 23SCM1300037 (468,750)
 CE Code: 2023 - 23SCM1340037 (375,000)
 23SCM1350037 (275,000)
 23SCM1470037 (129,250)

DURATION: December 2023 to February 2024

VARIABLE ITEM		<u>NET COST</u>	<u>VAT</u>	<u>TOTAL COST</u>
I Social media engagement content and platform infiltration	Php	1,248,000.00	149,760.00	1,397,760.00
<i>Bring to life the brand voice and personality Has community ownership, analyzes what the community responds to and relevantly in a way that drives more positive engagement Creates engaging spiels, with 1:1 responses on comments sections Tracks volume of responses per day and creates weekly recommendations on how to increase positive engagement Aligns with team on calendar to know what type of spiels to create</i>				
GRAND TOTAL	Php	1,248,000.00	149,760.00	1,397,760.00

NOTE: 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 last more than forty-five (45 days) after the due date.

COST BREAKDOWN:

Vendor	Vendor Code	Payment Terms	Net Amount	VAT	Gross Amount
TRIBAL		30 Days	1,248,000.00	149,760.00	1,397,760.00
TOTAL				Php	1,397,760.00

Prepared by: Claire Lumayad	Approved / Noted by: Diane Chua
APPROVED / NOTED BY CLIENT: Bryan Mutuc/Chette Ayson/Weng delos Santos/Tessa Vizarra	