



Tribal DDB, Inc.

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#22 Upper McKinley Road,
McKinley Hill
Fort Bonifacio, Taguig City
Philippines
(632) 856-7888

**MEDIA / PRODUCTION / CREATIVE
COST ESTIMATE**

CLIENT: SMART COMMUNICATIONS, INC.
PROJECT: TNT Website Content & Maintenance for Q2 - April 2023
BRAND: TNT
C.E. NO.:
REPL. C.E. NO.:
DATE:

	2023	
1	April	2023

IO: FYA 2023-299
CE Code:

Duration: April 2023

VARIABLE ITEM		NET COST	VAT	TOTAL COST	
I	Scope-of-work: Project Management <i>Client Servicing</i> <i>Management & supervision of campaign & technical requirements</i> - Weekly project lists to be submitted every Monday - Call reports to be submitted within 48 hours after meeting - Requirements gathering & project scoping within 3 days upon receipt of project requirements or as urgently needed - Facilitation of technical discussion/integration with partners for implementation of project - Coordination with digital assets teams (campaigns, growth, IT, etc.) on website pages to align efforts with other channels - Supervision of deployed & implemented <i>Tracking / Reporting / Analysis of Web pages deployed</i> Website Maintenance & UX/UI 5-10 Pages a Week & Minor Updates <i>Production & Maintenance of Webpages for Smart Brands & TNT</i> <i>Technical Production & Consultation</i> - Task based on production cycle - Requirements, gathering & technical scoping - UX/UI design & web content writing - HTML build to staging - Testing / QA - Bug fixing - Sitefinity CMS deployment - Maintenance & optimization based on monthly reports - Web content updates GA4 Tagging and Monthly Reporting <i>Google Tag Manager & Trigger Testing</i> - Google Analytics Firing Test: We will review if the tags are firing the right data & the dashboards are being populated properly <i>GA Firing Test</i> - GA4 enhanced measurement check - Goal testing - Referral traffic filter setup - Data retention settings check - Google datastudio page set up - Post launch analytics to track performance of the campaign pages <i>Monthly Report</i> - Daily & monthly traffic of brand page/website - Top referring campaigns - Top traffic channels	Php	720,000.00	86,400.00	806,400.00
GRAND TOTAL		Php	720,000.00	86,400.00	806,400.00

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	720,000.00	86,400.00	806,400.00
TOTAL				Php	806,400.00

Prepared by: <i>Claire Lumayad</i> Claire Lumayad	Approved / Noted by: <i>Sandy Rapas / Diane Chua</i> Sandy Rapas / Diane Chua
	APPROVED / NOTED BY CLIENT: <i>Vince Cura / Franchette Ayson</i> Vince Cura / Franchette Ayson