



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: TNT Website Content & Maintenance for Q2 - June 2023  
 BRAND: TNT  
 C.E. NO.:  
 REPL. C.E. NO.:  
 DATE:

	2023	
1	June	2023

IO: FYA 2023-299  
 CE Code:

Duration: June 2023

VARIABLE ITEM	NET COST	VAT	TOTAL COST
I	Php 720,000.00	86,400.00	806,400.00
<b>Scope-of-work:</b> <b>Project Management</b> Client Servicing Management & supervision of campaign & technical requirements - 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 Tracking / Reporting / Analysis of Web pages deployed  <b>Website Maintenance &amp; UX/UI 5-10 Pages a Week &amp; Minor Updates</b> Production & Maintenance of Webpages for Smart Brands & TNT Technical Production & Consultation - 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  <b>GA4 Tagging and Monthly Reporting</b> Google Tag Manager & Trigger Testing - Google Analytics Firing Test: We will review if the tags are firing the right data & the dashboards are being populated properly GA Firing Test - 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 Monthly Report - Daily & monthly traffic of brand page/website - Top referring campaigns - Top traffic channels			
<b>GRAND TOTAL</b>	<b>Php 720,000.00</b>	<b>86,400.00</b>	<b>806,400.00</b>

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
<b>TOTAL</b>				Php	806,400.00

Prepared by: <i>C. 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	