



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 - May 2023
 BRAND: TNT
 C.E. NO.:
 REPL. C.E. NO.:
 DATE:

	2023	
1	May	2023

IO: FYA 2023-299
 CE Code:

Duration: May 2023

VARIABLE ITEM	NET COST	VAT	TOTAL COST
I Scope-of-work:	Php 720,000.00	86,400.00	806,400.00
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			
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>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