

PRODUCTION & CREATIVE SERVICES COST ESTIMATE










CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
BRAND : Toyota Choice
PROJECT : Toyota Choice - Creative Fees
CE. NO. : TOYOTA-2025-0078
DATE : 12 September 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	MAIN KV REFRESH Creation of Main KV v2 to use shoot image and address comments. Digital FA only. Manhours: 26 hours @ Php 3,500 Net	91,000.00	10,920.00	101,920.00
II	PILLAR KV REFRESH Creation of 4x Pillar KVs v2 to use shoot images and address comments. Digital FA only. Manhours: 28 hours @ Php 3,500 Net	112,000.00	13,440.00	125,440.00
III	DEALER BANNER CASCADES Cascade of Main KV v2 and Pillar KVs v2 to Vertical and Horizontal banner sizes for dealer use. Manhours: 31 hours @ Php 3,500 Net	126,000.00	15,120.00	141,120.00
IV	INTRO VIDEO STB Creation of Checklist STB Manhours: 34 hours @ Php 3,500 Net	140,000.00	16,800.00	156,800.00
V	SUSTAINING POSTERS Creation of 2x sustaining Service posters. Digital FA only. Manhours: 13 hours @ Php 3,500 Net	52,500.00	6,300.00	58,800.00

VI	STOCK PHOTOS	1,614.60	193.75	1,808.35
	Licensing of 1x stock photos for social media use. - Cost per image @ USD 26 - Forex: USD 1 = PHP 62.10 (BSP rate as of September 10, 2025)			
VII	LAYERED FILES	75,000.00	9,000.00	84,000.00
	Turnover of 15x layered files for Dealer Banner Cascades			
	SUB TOTAL	598,114.60	71,773.75	669,888.35
	11.675% ASF			78,209.47
	GRAND TOTAL	598,114.60	71,773.75	748,097.82

TERMS : Check Releasing Bank: Metrobank Check Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

SUBMITTED BY:  Miguel Sevilla Account Director				
NOTED BY: Reginne Cabanban  Managing Partner				
APPROVED BY:  Monique Galza Group Head	APPROVED BY:  Michelle de Guzman Brand Management	APPROVED BY: Andrew Ryan M.  Assistant Vice President, Marketing Services Department	APPROVED BY:  Elyin Luziano Vice President, Marketing Services Department	APPROVED BY:  Elijah Marcial First Vice President, VSO