

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
 BRAND : Toyota Choice
 PROJECT : Toyota Choice - Running Costs
 CE. NO. : TOYOTA-2025-0115
 DATE : 03 December 2025

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

SERVICE	NET	VAT	TOTAL
I BUTI TOYOTA VIDEOS Creation of video angles for "Buti Toyota" videos. Not including production cost. 20 manhours @ Php 3,500 Net	70,000.00	8,400.00	78,400.00
II MAN ON THE STREET VIDEOS Creation of video angles for TikTok-style Man on the Street videos. Not including production cost. 10 manhours @ Php 3,500 Net	35,000.00	4,200.00	39,200.00
III BEN & BEN LAUNCH Creation of Branded Video concept, Testimonial Video concept, and KV studies. 50 manhours @ Php 3,500 Net	175,000.00	21,000.00	196,000.00
IV TESTIMONIAL POSTERS Questionnaire crafting, respondent sourcing, and answer filtering. Not including poster creation. 18 manhours @ Php 3,500 Net	63,000.00	7,560.00	70,560.00
V 11.675% ASF	40,045.25	4,805.43	44,850.68
SUB TOTAL	383,045.25	45,965.43	429,010.68
GRAND TOTAL	383,045.25	45,965.43	429,010.68

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

SUBMITTED BY: Jose Rizalino II Roxas Senior Account Manager		VERIFIED BY: Reginne Cabanban Managing Partner	
NOTED BY: Miguel Sevilla Account Director			
APPROVED BY: Marianna Gabrielle C. Racho Brand Management Associate	APPROVED BY: Michelle de Guzman Brand Management	APPROVED BY: Elvin Luciano Vice President, Marketing Services Department	