



Tribal DDB, Inc.
 16F Two World Square
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 McKinley Hill
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 Philippines
 (632) 856-7888

**SOCIAL MEDIA
 COST ESTIMATE**

CLIENT: **NUTRIASIA INC.**
 PROJECT: **NutriAsia FoodService Social Media Management - July 2020 to June 2021**

BRAND: **NutriAsia FoodService**

C.E. NO.:	NAI	2020	24
REPL. C.E. NO.:			
DATE:	12	May	2020

Duration: July (2020) - June (2021)

VARIABLE ITEM		NET COST	VAT	TOTAL COST
I Social Media Management	Php	2,196,000.00	263,520.00	2,459,520.00
Coverage: NFS non-dedicated team from July 2020-June 2021 Account Management Social Editorial & Always On Social Content Details of Scope: Overall Account Management Day-to-day client servicing & management of program & activities Coordination with other agencies / partners for all integrated marketing communication efforts Weekly project lists, timetables & meeting Overall Brand Support Social Media Playbook - Update Updates on industry trends & reports, best practices Bi-Annual Brand Review Support in the safeguarding of brand's digital presence and health Social Media Content planning & production (4 materials, mainly static with up to 2 GIFs/animated materials per month) with 2 rounds of revisions each Social editorial - always on engagement Creative ideas for social media Engagement plans & strategy development; includes mechanics, materials production Display images & texts for Social Always On				
II Community Management				
Scope-of-work: Mon-Fri, 9am-6pm, except holidays Implement the online community strategy, coordinating with stakeholders across the client's brand to ensure its effectiveness & providing superior quality of customer service & support to the online community with the help of various communication tools Day-to-day administration & management of conversations, posting of content, performance analysis & fan engagement Promo Management (with simple mechanics; up to 3 promos; exclusive of DTI or ASC permit & fees) Monthly page performance report Project Management				
GRAND TOTAL	Php	2,196,000.00	263,520.00	2,459,520.00

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 DDB		60 days	2,196,000.00	263,520.00	2,459,520.00
TOTAL	Php				2,459,520.00

Prepared by: Claire Lumayad	Approved / Noted by: Bea Co / Reginne Cabanban / Diane Chua
	APPROVED / NOTED BY CLIENT: Angelo Puligado / Julie Morales / Leah Barin