



Tribal DDB, Inc.
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 #22 Upper McKinley Road,
 McKinley Hill
 Fort Bonifacio, Taguig City
 Philippines
 (632) 856-7888

**PROJECT
 COST ESTIMATE**

CLIENT: **PLDT INC.**
 PROJECT:
 BRAND: **PLDT Home Social Media Analytics - Ad Hoc Reports**
 C.E. NO.:
 REPL. C.E. NO.:
 DATE:

PLDT	2024	76
25	Nov	2024

Vatable Item		<u>NET COST</u>	<u>VAT</u>	<u>TOTAL COST</u>
I Retainer Scope of Services				
Crisis Monitoring & Urgent Asks	<i>Php</i>	2,650,000.00	318,000.00	2,968,000.00
<i>As needed (5)</i>				
<i>1. Volumes and mentions over time</i>				
<i>2. Sentiments over time</i>				
<i>3. Top topics cloud</i>				
<i>4. Trending topics cloud</i>				
<i>5. Customers' stand on the issue</i>				
<i>6. Key personalities</i>				
<i>7. Sample mentions</i>				
<i>8. Online news articles / PR pickups</i>				
<i>9. Analysis and recommendations</i>				
II Ad Hoc Brand or Campaign Scans				
<i>As required (21)</i>				
<i>1. Volumes and mentions over time</i>				
<i>2. Sentiments over time</i>				
<i>3. Top topics cloud</i>				
<i>4. Trending topics cloud</i>				
<i>5. Top topic themes by sentiments</i>				
<i>6. Campaign platforms performance analysis</i>				
<i>7. Bitly UTM Links Creation</i>				
<i>8. Bitly analytics</i>				
<i>9. Online news articles / PR pickups</i>				
<i>10. Analysis and recommendations</i>				
II Year-End Report				
TOTAL COST	<i>Php</i>	2,650,000.00	318,000.00	2,968,000.00
LESS: 20% DISCOUNT		530,000.00	63,600.00	593,600.00
TOTAL PACKAGE COST	<i>Php</i>	2,120,000.00	254,400.00	2,374,400.00

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.

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