

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : HOME
PROJECT : PLDT Home Social Media Analytics Retainer 2024
CE. NO. : PLDT-HOME-2024-0003rev2
DATE : 06 February 2024

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	Retainer Scope of Services (Discounted Price) PLDT Home Brand Health Monitoring (Php 3,055,000) <i>Weekly Reporting (52)</i> 1. Daily percentage contribution of negative, positive, neutral sentiments with screenshots of verbatim conversations, memes, video snippets 2. Top online news & PR pickups based on engagements and/or reach 3. Events affecting trends 4. Top customer concerns (w/ sample screenshots) 5. Top influencers 6. Top social media posts of the week 7. Rising relevant search terms 8. Industry & competitor news	5,000,000.00	600,000.00	5,600,000.00
II	Monthly Competitive Research (Php 1,470,000) <i>Monthly reporting (12)</i> 1. Monthly percentage contribution of negative, positive, neutral sentiments with screenshots of verbatim conversations, memes, video snippets 2. Sentiments summary 3. Wizards - Audience demographics & interests 4. Bitly analytics 5. Audience demographics & interest 6. Top customer concerns/complaints 7. Branded mentions 8. Competitor SOV, sentiments, volume trends 9. VOD services 10. Online news & PR pick-ups 11. Social channels performance (FB, X, IG, YT, TT) 12. Notable campaigns 13. Highlights & recommendations			

III Crisis Monitoring & Urgent Asks (Php 300,000)

As needed (4)

1. Volumes & mentions over time
2. Sentiments over time
3. Top topics cloud
4. Trending topics cloud
5. Customers' stand on the issue
6. Key personalities
7. Sample mentions
8. Online news articles/PR pickups
9. Analysis & recommendations

IV Ad Hoc Brand or Campaign Scans (Php 525,000)

As required (10)

1. Volumes & mentions over time
2. Sentiments over time
3. Top Topics cloud
4. Trending topics cloud
5. Top topic themes by sentiments
6. Campaign platforms performance analysis
7. Bitly UTM Links Creation
- 8 Bitly analytics
9. Online news articles/PR pickups
10. Analysis & recommendations

V NU YouTube Channels Analytics (Php 900,000)

As required (12)

1. YouTube analytics
2. TikTok analytics
3. WebZine website key engagement metrics
4. Bitly UTM Links Creation

GRAND TOTAL: Php 6,250,000

less: 20% discount Php 1,250,000


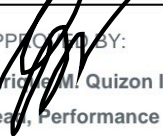
SUB TOTAL	5,000,000.00	600,000.00	5,600,000.00
GRAND TOTAL	5,000,000.00	600,000.00	5,600,000.00

ATTENTION :

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.

SUBMITTED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Lalyn Morete Senior Finance Analyst
NOTED BY:  Diane Chua Managing Director		

<p>APPROVED BY:  Mabie Encarnacion-Engco Digital Marketing Manager</p>	<p>APPROVED BY:  Enrique M. Quizon II Head, Performance Marketing</p>	<p>APPROVED BY:  Regina P. Pineda²⁴ VP & Head, Home Acquisition Marketing</p>	<p>APPROVED BY: Marizel P. Borromeo Head, Home Marketing Admin & Logistics</p>	<p>APPROVED BY:  John Yanel²⁰²⁴ FVP & Head, Home Marketing</p>
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