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 McKinley Hill
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 Philippines
 (632) 856-7888

**PROJECT
 COST ESTIMATE**

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

PLDT	2024	75
25	Nov	2024

Vatable Item	NET COST	VAT	TOTAL COST
I Retainer Scope of Services PLDT Home Weekly Brand Health <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 and 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. Customer journey insights 8. Industry and Competitor News	Php 3,750,000.00	450,000.00	4,200,000.00
II Quarterly Competitive Research <i>Quarterly reporting (4)</i> 1. Monthly percentage contribution of negative, positive, neutral sentiments with screenshots fo verbatim conversations, memes, video snippets 2. Sentiments summary 3. Wizards - Audience demographics & Interests 4. Bitly analytics 5. Audience demographics and interest 6. Top customer concers/complaints 7. Branded mentions 8. Competitor SOV, sentiments, volume trends 9. Branded mentions 10. VOD services 11. Online news & PR pick-ups 12. Social channels performance (FB, X, IG, YT, TT) 13. Notable campaigns 14. Highlights and recommendations			
TOTAL COST	Php 3,750,000.00	450,000.00	4,200,000.00
LESS: 20% DISCOUNT	750,000.00	90,000.00	840,000.00
TOTAL PACKAGE COST	Php 3,000,000.00	360,000.00	3,360,000.00

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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