



Tribal DDB, Inc.
 16F Two World Square
 #22 Upper McKinley Road,
 McKinley Hill
 Fort Bonifacio, Taguig City
 Philippines
 (632) 856-7888

**MEDIA / PRODUCTION / CREATIVE
 COST ESTIMATE**

CLIENT: **PLDT INC.**
 PROJECT: **PLDT Home Social Media Reports Package**
 BRAND: **PLDT HOME**
 C.E. NO.:
 REPL. C.E. NO.:
 DATE:

PLDT	2020	
26	October	2020

Vatable Item		NET COST	VAT	TOTAL COST
I Retainer Scope of Services	Php	6,640,000.00	796,800.00	7,436,800.00
PLDT Home Brand health monitoring		3,120,000.00		
Weekly reporting				
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/ Custcare data)				
5. Top influencers				
Industry Trend Spotting		1,560,000.00		
Weekly reporting				
1. Top industry news				
2. Trending industry innovations				
3. Top competitor news				
Monitor crisis or potential crisis issues		840,000.00		
As needed (up to 12)				
1. Volumes and 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 and recommendations				
Ad hoc brand or campaign scans		600,000.00		
As required (up to 12)				
1. Volumes and 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. Online news articles / PR pickups				
8. Analysis and recommendations				
Industry and consumer trends research		280,000.00		
As required (up to 4)				
1. Industry trends				
2. Innovations				
Influencer research		240,000.00		
As required (up to 12)				
1. Influencer list based on brand objectives and categories				
2. Photo and description				
3. Content themes				
4. Audience size				
5. Influence score				
GRAND TOTAL	Php	6,640,000.00	796,800.00	7,436,800.00
LESS: DISCOUNT		(1,640,000.00)	(196,800.00)	(1,836,800.00)
TOTAL PACKAGE COST	Php	5,000,000.00	600,000.00	5,600,000.00

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.

COST BREAKDOWN:

Vendor	Vendor Code	Payment Terms	Net Amount	VAT	Gross Amount
Tribal DDB		30 days	5,000,000.00	600,000.00	5,600,000.00
TOT	Php				5,600,000.00

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APPROVED BY: <i>John Yanez</i> John Yanez	