

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Philippine Long Distance Telephone
 BRAND : Home
 PROJECT: : PLDT Home Online Brand Health Scan
 CE. NO. : PLDT-HOME-2020-16
 DATE : 30 October 2020

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	VAT	COST IN PHP
I Duration: October 29 to November 6 (2020)	144,000.00	17,280.00	161,280.00
PLDT Home Online Brand Health Monitoring Scope of Work - Mentions & mentions over time - daily percentage contribution of negative, positive, neutral sentiments with screenshots of verbatim conversations, memes, video snippets - top online news & PR pickups based on engagement and/or reach - national or political events affecting trends - top customer concerns - top influencers - period covered: three (3) months			
SUB TOTAL	144,000.00	17,280.00	161,280.00
GRAND TOTAL	144,000.00	17,280.00	161,280.00

TERMS :

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: <i>Ctlumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager		PREPARED BY: <i>Ctlumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	
NOTED BY: Diane Chua Managing Director			
APPROVED BY: Mabie Encarnacion-Engco	APPROVED BY: Ernest Acar	APPROVED BY: Anna B. Monzon	APPROVED BY: Sharlyn Lim