



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: RIPPLE8, INC.
PROJECT: Meralco Customer Database Update Campaign

BRAND:
C.E. NO.:
REPL. C.E. NO.:
DATE:

RPPL8	2022	03
29	Nov	2022

Duration: December 2022

Vatable Item		<u>NET COST</u>	<u>VAT</u>	<u>TOTAL COST</u>
I	Digital Campaign Strategy <i>Php</i>	50,000.00	6,000.00	56,000.00
II	Creative Conceptualization	250,000.00	30,000.00	280,000.00
III	Execution Key Visuals <i>BlackoutBusters & Mertainment; exclusive of layered files</i>	40,000.00	4,800.00	44,800.00
IV	Stock Photos <i>Shutterstock, up to 20 images</i>	94,000.00	11,280.00	105,280.00
<u>Media Materials</u>				
V	Awareness			
	<i>One (1) Facebook Animated Post</i>	26,000.00	3,120.00	29,120.00
	<i>One (1) YouTube 6s</i>	30,000.00	3,600.00	33,600.00
	<i>Six (6) Programmatic Display Ads (300x600, 320x50, 300x250, 300x50, 728x90)</i>	102,000.00	12,240.00	114,240.00
	<i>One(1) TikTok Topview</i>			
VI	Consideration			
	<i>One (1) Facebook Animated Post</i>	26,000.00	3,120.00	29,120.00
	<i>One (1) YouTube 15s</i>	60,000.00	7,200.00	67,200.00
	<i>Six (6) Programmatic Display Ads (300x600, 320x50, 300x250, 300x50, 728x90)</i>	102,000.00	12,240.00	114,240.00
VII	Conversion			
	<i>One (1) Facebook Animated Post</i>	26,000.00	3,120.00	29,120.00
	<i>One (1) YouTube 15s</i>	60,000.00	7,200.00	67,200.00
	<i>Six (6) Programmatic Display Ads (300x600, 320x50, 300x250, 300x50, 728x90)</i>	102,000.00	12,240.00	114,240.00
VIII	Project Management Fee <i>Inclusive of 2 revisions only, additional revisions will be based on Tribal's ratecard</i>	193,600.00	23,232.00	216,832.00
GRAND TOTAL		Php 1,161,600.00	139,392.00	1,300,992.00

PREPARED BY: <i>C. Lumayad</i> Claire Lumayad	APPROVED / NOTED BY: <i>Bea Co</i> Bea Co
	APPROVED / NOTED BY CLIENT: <i>Kirk Campos / Bobby Vito</i> Kirk Campos / Bobby Vito