



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: CENTURY TUNA
PROJECT: Century Tuna Super Bods Project: ELYU
BRAND:
C.E. NO.:

	2023	REV1
REPL. C.E. NO.:		
DATE:	3 February	2023

VARIABLE ITEM		<u>NET COST</u>	<u>VAT</u>	<u>TOTAL COST</u>
I Brand Guidelines	<i>Style Guide</i> <i>Visual identity including shapes, forms, textures, color palettes, typefaces / fonts, surfaces, materials, photography, images / iconography</i>	Php 150,000.00	18,000.00	168,000.00
II Creative Development	<i>Master Design for Activewear</i> <i>Adaptations for Lifestyle Merchandise</i> <i>One (1) layered file</i>	75,000.00 25,000.00 40,000.00	16,800.00	156,800.00
III Account Management and Client Servicing Fee	<i>Day-to-day coordination and project management</i>	58,000.00	6,960.00	64,960.00
GRAND TOTAL		Php 348,000.00	41,760.00	389,760.00

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			348,000.00	41,760.00	389,760.00
TOTAL				Php	389,760.00

Prepared by: <i>C. Lumaad</i> Claire Lumaad	Approved / Noted by: <i>Maxine Cruz / Mig Sevilla / Reg Cabanban</i> Maxine Cruz / Mig Sevilla / Reg Cabanban
APPROVED / NOTED BY CLIENT:	

Aleli Bisnar Bea Martinez Angel Sinocruz Carlo Endaya

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Karen Avila

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Mary Jennifer Tan