




# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : DDB Philippines Inc.  
 BRAND : DOT  
 PROJECT: : Award Winning Campaign  
 CE. NO. : DDB PHL-2023-0005  
 DATE : 05 June 2023

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

SERVICE	NET	VAT	TOTAL
I			
<b>I. Concept Fee</b>	7,000,000.00		<b>7,000,000.00</b>
<b>II. Creatives and Social media</b>			
Key Visuals (Main)			
- Omnibus x 1			
- Tourism Product x 1			
- Award Winning x 1			
KV Cascades:			
- 5 focused on tourism products			
- 5 focused on award winning Philippine destination			
<b>III. Creative Production Manhours</b>			
<b>IV. Production &amp; Others</b>			
- Key Visual (FA render of the 13 key visual requirements)			
- Print Shoot provisions			
- Shutterstock subscription			
- Freelance Provisions			
<b>SUB TOTAL</b>	<b>7,000,000.00</b>	<b>0.00</b>	<b>7,000,000.00</b>
<b>12% VAT</b>			<b>840,000.00</b>
<b>GRAND TOTAL</b>	<b>7,000,000.00</b>	<b>0.00</b>	<b>7,840,000.00</b>

PREPARED BY:  <b>Love Rosas</b> Account Director		
NOTED BY:  <b>Reg Cabanban</b> Managing Partner		
APPROVED BY:  <b>Anna Chua-Norbert</b> Managing Director - DDB Philippines and B&B	 <b>Via C. Bantilan</b> Group Account Director	<b>Diane W. Capile</b> Business Unit Director