

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : DDB Philippines Inc.  
 BRAND : DOT  
 PROJECT: : Branding Campaign  
 CE. NO. : DDB PHL-2023-0004  
 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	COST IN PHP
I. IMC Plans - Strategy and Conceptualization	7,000,000.00		7,000,000.00
<b>II. Branding campaign</b>			
- Brand name			
- Logo			
- Brand Guide Manual			
- Key Visual x 3			
<b>III. Campaign Collaterals</b>			
- OOH design			
- Print design			
- Digital - socmed post x 20 (static)			
- Digital - landing page design			
- Merch Design			
- Official Docs for DOT			
<b>IV. Production manhours</b>			
-Creative manhours for production			
-TVC end tag artwork			
<b>V. Production and Others</b>			
-Key Visual, Print and OOH FA			
-Shutterstock			
-Freelance			
-Canva template for regional use			
-Viber stickers 1 set of 10			
-Tiktok or Instagram Filter			
<b>VI. Client Servicing Fee</b>			
<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:

June 13, 2023

  
Anna Chua-Norbert

Managing Director - DDB Philippines and B&B

  
Via C. Bantilan  
Group Account Director

Diane W. Capile  
Business Unit Director