

PRODUCTION & CREATIVE SERVICES COST ESTIMATE







CLIENT : DDB Philippines Inc.
BRAND : LG
PROJECT : LG Retainer 2026
CE. NO. : DDB PHL-2025-0005
DATE : 15 December 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	TOTAL
I	Social Media Playbook -A strategic playbook defining the brand's voice, content strategy, and style guide, supported by sample executions for LG's social media pages/accounts. <i>Note: DDB PHL to handle the creative scope in the playbook.</i>	300,000.00		300,000.00
II	Community Management Duration 12 months: January to December 2026 Schedule: 9AM-7PM, 5 days/week excluding weekends & holidays (2 CMs) Tasks: i. Daily VOC ii. Publishing + Tagging iii. Replying iv. Live Video Monitoring v. Quarterly Updating of FAQ Responses vi. Removal of Expired Assets Management of the following accounts: i. Facebook - LG Commercial Laundry PH, LG Global, LG HVAC Solutions Philippines ii. Tiktok - LG Philippines iii. YouTube - LG Philippines iv. Instagram - LG Philippines Data allocation for weekday CMs Brandwatch access: 1 seat only <i>Note: CMs to cover weekend shifts on a rotating basis; not available on holidays.</i>	2,146,812.00		2,146,812.00
III	Tools: <ul style="list-style-type: none"> • Influencer Dashboard Monthly Fee • Influencer Access and 50 tokens 	497,400.00		497,400.00

IV	Reports	712,800.00		712,800.00
	Outline:			
	i. Digital Scorecard Per Platform + Top 3 Performing Posts (FB, IG, TK, YT)			
	ii. Performance by Category (11 categories)			
	iii. Earned Buzz (LG Masterbrand only)			
	iv. Competitive Scan (social Listening overview + highlights for 3 competitors only)			
	v. Campaign Report (Performance per platform + Top 3 performing posts, max of 3 campaigns only)			
	vi. Community Management (Conversations Overview + Sentiment Breakdown- Positive, Negative, Neutral)			
	NOTE:			
	- Any content not specified will be treated as an ad hoc request and will incur additional costs.			
	- Regular monthly and campaign report presentations to the client are out of scope. Quarterly & annual presentations are acceptable.			
V	Annual & Mid year report	150,000.00		150,000.00
VI	Report presentation	153,000.00		153,000.00
	i. F2F x 3 (1st monthly, 1 Mid-year, 1 Annual)			
	ii. Online x 11 (all monthly reports)			
VII	CRM	792,000.00		792,000.00
	i. EDM Setup & Blasting per EDM x 24			
	ii. EDM reports (2 EDMs per month) x 12			
	SUB TOTAL	4,752,012.00	0.00	4,752,012.00
	12% ASF			570,241.44
	12% VAT			638,670.41
	GRAND TOTAL	4,752,012.00	0.00	5,960,923.85

PREPARED BY:  Kaye Rosas Mona Group Account Director	
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