

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : HOME
 PROJECT: : PLDT Home Digital Services
 CE. NO. : PLDT-HOME-2021-0013rev3
 DATE : 07 December 2021

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 inclusions:	10,000,000.00	1,200,000.00	11,200,000.00
- Digital activation ideas & innovative builds (AR, virtual worlds, VR, 360, 3D, games, stickers, etc)			
- Emerging platform strategies & concepts (Viber community, Twitch, Tiktok, Tinder, Reels, Kumu, etc.)			
- Web & mobile content for Evergreen purposes (Keyword based articles & posts, blog _ banner, animated how to's for FAQs, consideration materials, etc.)			
- Digital Programs based on social listening reports			
- Inclusive of production, Account Management and Client Servicing Fee			
SUB TOTAL	10,000,000.00	1,200,000.00	11,200,000.00
GRAND TOTAL	10,000,000.00	1,200,000.00	11,200,000.00

SUPPLIER COST BREAKDOWN

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
Tribal DDB		30	0%	10000000	1200000	11200000
TOTAL			%	10000000	1200000	11200000

SUBMITTED BY: <i>Ctlumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager		PREPARED BY: <i>Ctlumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director			
APPROVED BY: Carlo Ople	APPROVED BY: <i>John Yanez</i> John Yanez	APPROVED BY: MGJimenez <i>JM de la Cruz</i> JM de la Cruz	APPROVED BY: ASPanlilio