

# DONA-SCMC-Head Office-2025-24942



## Document Details

Type of Document: Marketing - Cost Estimate  
Document Name: CE\_Tribal\_SM Supermalls Social Media Retainer (May 2025)  
Document Control No: SM PRIME-2025-0011  
Remarks: SM Supermalls Social Media Retainer (May 2025)  
  
SM PRIME-2025-0011  
  
₱ 2,000,000.00  
  
Document File: CE\_Tribal\_ SM Supermalls Social Media Retainer (May 2025).pdf

## List of Approvers

Name	Position	Company	Role	Date Approved
Joaquin L. San Agustin	Group Head - Executive Vice President	Shopping Center Management Corporation	Final Approver	2025-05-19 18:30:55
Arvin C. Ang	Department Head - Senior Assistant Vice President	Shopping Center Management Corporation	Approver	2025-05-19 11:08:32
Gianna Gabrielle R. Banzon	Section Head	Shopping Center Management Corporation	Initial Approver	2025-05-19 10:37:50



# SM PRIME HOLDINGS, INC.

7/F MOA SQUARE SEASHELL LANE COR. CORAL WAY MALL OF ASIA  
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A PASAY CITY NCR, FOURTH DISTRICT PHILIPPINES 1300  
VAT REG. TIN: 003-058-789-00000

**PO No. SMPH-0000083644**

## PURCHASE ORDER

**Vendor No. :** 1000052775  
**TRIBAL DDB INC**  
16/F TWO WOLRD SQUARE  
TAGUIG CITY  
**TIN :** 007-072-636-00000  
**Business Style :** TRIBAL DDB INC

**Document No. :** 1600014705  
**Creation Date :** 20.05.2025  
**Cancellation Date :**  
**Requisitioner :**  
**Requesting Group :** SCMC Mktg Service  
**Terms of Payment :** 30D upon receipt of original invoice  
**Additional Terms :**

**Please address invoice to:**

**SM PRIME HOLDINGS INC.**  
**SMPHI HEAD OFFICE**

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COMPLEX BARANGAY 76 ZONE 10 CBP 1-A  
NCR, FOURTH DISTRICT PHILIPPINES  
PASAY CITY 1300  
VAT REG. TIN: 003-058-789-00000

**NOTE:** DONA-SCMC-HO-2025-24942  
SM PRIME-2025-0011  
Requestor: Queenie Lichelle Abe

Line No.	Del.Date/Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
10	22.05.2025		<b>MCHO_SM Supermalls Social Media Retainer</b>	1	AU	2,000,000.00	PHP	2,000,000.00	V
	HO24942		SOCIAL MEDIA MANAGEMENT RETAINER PACKAGE (MAY 2025) Inclusions: 1. Content Planning and Creation - Content creation for Instagram, X, Facebook and Tiktok total of 196 to 200 posts per month consolidated across all platforms 2. Community Management (Mon to Sun inc Holidays from 9AM to 6PM) - Weekly Social Media Performance Reports - Monthly Social Media Performance Reports - Annual Social Media Performance Reports - Monthly Campaign Performance Reports - Monthly Competitive Reports - Daily/Monthly Social Media Listening						



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(Including Trends Analysis)

3. Command Center/Dashboard Set-up (3  
Seats for SM)

4. Video Content Coverage and Production

5. Influencer Sourcing and Coordination

(exclusive of talent fees)

ADHOC AND EVENT COVERAGE

NATIONWIDE

Event coverage and expenses

Image and video bank

**Gross Price**

PHP

2,000,000.00



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<b>Amount(VAT Inclusive)</b>	PHP	2,000,000.00
<b>Value Added Tax</b>	PHP	214,285.71
<b>Vatable Amount</b>	PHP	1,785,714.29
<b>Zero Rated Amount</b>		
<b>Non-VAT</b>		
<b>VAT Exempt</b>		
<b>Gross of VAT</b>	PHP	2,000,000.00

**TOTAL AMOUNT IN PHP: TWO MILLION PESOS ONLY**

**ADDITIONAL NOTE:** Billings should not be later than 60 days from delivery date.

**Prepared by:**  
**Dana Audrey D. Enriquez**  
Fixed Assets and Supplies Supervisor

**Ordered by:**

**Approved by:**  
**Vivien Ivy K. Tan**  
Division Head - AVP

**Conformed by/Date:**