

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Smart Home/Digital Innovations  
 PROJECT: : PLDT Next Upgrade  
 CE. NO. : PLDT-HOME-2023-0064rev2  
 DATE : 20 September 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  | <b>PACKAGED COST</b>   | 500,000.00        | 60,000.00        | <b>560,000.00</b> |
|    | <b>Overall Brand Strategy</b>  |                   |                  |                   |
|    | - Brand Conviction   |                   |                  |                   |
|    | - Brand House and Digital Persona for Next Upgrade<br>(including Shop, University & Community Pillars) |                   |                  |                   |
|    | <b>Launch Campaign Strategy</b>  |                   |                  |                   |
|    | - Channels strategy  |                   |                  |                   |
|    | <b>Corporate Logo Refresh</b>  |                   |                  |                   |
|    | - inclusive of Shop, University & Community identities   |                   |                  |                   |
|    | <b>Brand Identity (Visual Identity Guidelines)</b>   |                   |                  |                   |
|    | - logo lockup  |                   |                  |                   |
|    | - colors   |                   |                  |                   |
|    | - typography   |                   |                  |                   |
|    | - imagery  |                   |                  |                   |
|    | <b>Design Templates</b>  |                   |                  |                   |
|    | <b>Brand Identity Final Artwork (soft copies/PSD/PDF files for submission)</b>                         |                   |                  |                   |
| II | ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE  |                   |                  |                   |
|    | <b>SUB TOTAL</b>   | <b>500,000.00</b> | <b>60,000.00</b> | <b>560,000.00</b> |
|    | <b>GRAND TOTAL</b>   | <b>500,000.00</b> | <b>60,000.00</b> | <b>560,000.00</b> |

**TERMS :**

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

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|---|--|--|
| SUBMITTED BY: <i>Ctlumaypd</i><br><b>Claire Lumayad</b><br>Exec. Assistant / CE Traffic Manager | PREPARED BY: <i>Ctlumaypd</i><br><b>Claire Lumayad</b><br>Exec. Assistant / CE Traffic Manager | VERIFIED BY: <i>[Signature]</i><br><b>Lalyn Morete</b><br>Senior Finance Analyst |
| NOTED BY: <i>Diane Chua</i><br><b>Diane Chua</b><br>Managing Director                           |  |  |

|   |  |  |
|---|--|--|
| <p>APPROVED BY: <br/><b>Chris Evert Miranda</b><br/>Head of Digital Services</p> | <p>APPROVED BY: <br/><b>Linette Garcia Perez</b><br/>Senior Manager, Marketing Communications</p> | <p>APPROVED BY: <br/><b>Janice Lagaso</b><br/>AVP, Marketing Communications</p> |
|---|--|--|