

Company	Bizsquare Management Consultants Pte Ltd
Digital Solution Name & Version Number¹	DM Bizsquare Digital Marketing Suite Packages - Package 2 – SMM for Brand Awareness (Video) 4 months
Appointment Period	13 July 2023 to 12 July 2024
Extended Appointment Period²	13 July 2024 to 12 July 2025

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis (~8 Man Days) • Audit Report (business audit, market audit and digital presence and assets audit) • Consumer Analysis (customer journey map and survey questionnaire) • SWOT Analysis • Competitor Analysis		per Report	1.00		
Digital Marketing Strategy Development (~8 Man Days) • Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Digital Touchpoints - Target Audience - Visual Identity Package/Digital Assets • Client Engagement Framework - Project Brief & Schedule - Weekly Consultations - Client Engagement Plan - Conflict Resolution Framework		per Report	1.00		
Digital Marketing Campaign 1 4 Months Social Media Video Marketing (Corporate Branding) Campaign Scope of Work Corporate Brand Video Production (inclusive of): • Pre-production - Idea Pitch - Storyboarding & Scriptwriting • Production - 1x Professional Videographer and 1x Assistant - Full Day Video Coverage (8 hours) - 1x Film Location - High Quality Sound Recording in Wav. Format - All Videos Capture in Full HD 1080P • Post-Production - Highlight Video will be Edited / Color Graded / Audio Sweetening and B-Roll Footage - 1.5-3 minutes Video - Background music (royalty-free) - Subtitle (English)		per Package	1.00		
Video Blast on YouTube (inclusive of): - Caption Writing - YouTube Optimization					
Targeted KPIs: - YouTube Reach and Impressions: 30% - 80% - ROAS: 10% - 15% increment in revenue *KPIs varies on industry					

<p>Digital Marketing Campaign 2 4 Months Social Media Video Marketing (Promotion & Advertising) Campaign Scope of Work Advertising Video Production (inclusive of):</p> <ul style="list-style-type: none"> • Pre-production - Idea Pitch - Storyboarding & Scriptwriting • Production - 1x Professional Videographer and 1x Assistant - Full Day Video Coverage (8 hours) - 1x Film Location - High Quality Sound Recording in Wav. Format - All Videos Capture in Full HD 1080P • Post-Production - Highlight Video will be Edited / Color Graded / Audio Sweetening and B-Roll Footage - 1.5-3 minutes Video - Background music (royalty-free) - Subtitle (English) <p>Video Blast on YouTube (inclusive of):</p> <ul style="list-style-type: none"> - Caption Writing - YouTube Optimization <p>Targeted KPIs:</p> <ul style="list-style-type: none"> - YouTube Reach and Impressions: 30% - 80% - ROAS: 10% - 15% increment in revenue <p>*KPIs varies on industry</p> <p>Digital Assets Creation Branding Video Assets</p> <ul style="list-style-type: none"> - 1x Corporate Video in mp4 (1.5-3 Minutes) <p>*Includes 3 revisions after the 1st draft *Raw and professionally edited final draft will be furnished in soft-copy format for download</p> <p>Digital Assets Creation Advertising Video Assets</p> <ul style="list-style-type: none"> - 1x Advertising Video in mp4 (1.5-3 Minutes) <p>*Includes 3 revisions after the 1st draft *Raw and professionally edited final draft will be furnished in soft-copy format for download</p> <p>Review and recommendation (~8 Man Days)</p> <ul style="list-style-type: none"> • Monthly Campaign Performance Report (including observations and recommendations for refinements) • Final Report (including handover checklist and recommendations for enhancements) 		per Package	1.00		
		per Package	1.00		
		per Package	1.00		
		per Month	4.00		
4) Training					
Training (~4 Man Days)					
• Comprehensive Internal Training Workshop					
- Understand Basic Digital Marketing Concepts					
- Learn to Adapt and Apply the New Digital Marketing Strategy					
• Workshop Notes		per Package	1.00		
5) Others					
Not Applicable					
Total				\$ 6,500.00	\$ 6,500.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant