

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	Corsiva Lab Digital Marketing Packages - Social Media Marketing & Photography/Videography [6 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
Social Media Marketing - Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget - Analysing Client's Current Social Media Marketing (Facebook & Instagram) Presence - Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives & Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development					
SMM (Facebook & Instagram) Strategy Report: - Digital Marketing Objectives - Target Audience & Persona - Creative Inspirations - Tone of Voice for Captions - Objectives & Content Plan for Social Media Marketing - Timeline & Sample Mock Up of Social Media Postings - Work Process Plan (Engagement Plan) - Highlighting Key Campaign Milestones - Expected Client's Involvement - Conflict Management Framework		Per Report	1.00		
Digital Marketing Campaigns					
6 Months Social Media Marketing (Facebook & Instagram) Campaign					
Facebook Campaign - Set Up of Facebook Business Manager - 8x Organic Postings / Month: - Monthly Content Calendar for Posting Schedules - Up to 10x Paid Campaigns across 6 Months: - Creation of Campaign, Ad Set & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork		Per Month	6.00		
AND (continued below)					

<p>Instagram Campaign</p> <ul style="list-style-type: none"> - Set Up of Instagram Business Page - 8x Organic Postings / Month: <ul style="list-style-type: none"> - Monthly Content Calendar for Posting Schedules - Up to 10x Paid Campaigns across 6 Months: <ul style="list-style-type: none"> - Creation of Campaign, Ad Set & Ad Copy - Identifying SMM Campaign Objectives - Creation of Target Audience & Bidding Strategy - Drafting of Campaign Captions & Graphic Artwork <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - 30% to 80% Increase in Social Media Reach (Estimated ROAS calculation to be provided upon Project Onboarding) <p>Digital Assets Creation</p> <p>Photo Taking, Video Taking & Post Production Editing:</p> <ul style="list-style-type: none"> - 40 Photos & Up to 1 Minute Video <p>OR</p> <p>Photo Taking & Post Production Editing:</p> <ul style="list-style-type: none"> - 80 Photos <p>Digital Assets Creation</p> <p>10x Graphical Artwork Design (Image Based) for Paid Campaigns</p> <ul style="list-style-type: none"> - Up to 2 Rounds of Changes / Artwork <p>Review and Recommendations</p> <p>Monthly Campaign Report:</p> <ul style="list-style-type: none"> - SMM Organic Postings Report - SMM Monthly Paid Campaign Conversion Report - Recommendations Report <p>Final Project Report</p> <p>4) Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>						
		Per Month	6.00			
		Per Production Shoot	1.00			
		Per Artwork Design	10.00			
		Per Report	6.00			
		Per Report	1.00			
		Per Report	1.00			
		Total		\$	9,600.00	\$ 9,600.00

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