Company	GSK Group Pte Ltd				
I Digital Solution Name & Version Number:	DM GSK Group Digital Marketing Packages - DM GSK Digital Marketing Package 2				
	- SEM-Search + SEM-Display - (6 months)				
Appointment Period	22 December 2022 to 21 December 2023				
Extended Appointment Period ²	22 December 2023 to 21 December 2024				

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

	Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
	Software Not applicable to Digital Marketing Packages		Per Setup	1.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis - Company Analysis - Digital Asset Analysis - Keyword Research & Analysis - Competitor Analysis		Per Report	1.00		
	Digital Marketing Strategy Development - Digital Market Strategy Report including - Marketing Objective - Target Audience - Proposed Marketing Platform & KPIs - Keywords Bidding Strategy - Budget Proposal - Digital Assets Creation and Campaign Schedule		Per Report	1.00		
	Digital Marketing Campaigns Search Engine Marketing (SEM) Campaign - Search Campaign - Google Ads account setup		Per Month			
	 Google Analytics Integration Setup of Goals/Conversion and event tracking Campaign setup (Search Campaign) Creation of campaign, adgroups and ad copies (No limit) Keyword research, analysis and curate final list and match type for campaign Campaign monitoring and optimization over the campaign period, including: 					
	 Ads copy optimization Keyword Bid and bidding strategy optimization Demographics targeting Creation of negative keyword list A/B Ads Testing Creation of Ads extensions 			6.00	6.00	
	KPI/ROAS* SEM - 2-5% CTR for Search Ads & 0.5%-3% CTR for Display Ads. Minimum target ROAS: 200% (Search/Display)					
	(Actual ROAS will be provided during project commencement based on product, pricing and call-to-action)					

	Digital Marketing Campaigns					П		I
	Search Engine Marketing (SEM) Campaign - Display Remarketing Campaign							
	- Google Ads account setup - Google Analytics Integration - Setup of Goals/Conversion and event tracking - Campaign setup (Display/Remarketing Campaign) - Creation of campaign, adgroups and ad copies (No limit) - Keyword research, analysis and curate final list and match type for campaign - Campaign monitoring and optimization over the campaign period, including:		Per Month	6.00				
	 Ads copy optimization Keyword Bid and bidding strategy optimization Demographics targeting Creation of negative keyword list A/B Ads Testing Creation of Ads extensions 			0.00				
	KPI/ROAS* SEM - 2-5% CTR for Search Ads & 0.5%-3% CTR for Display Ads. Minimum target ROAS: 200% (Search/Display)							
	(Actual ROAS will be provided during project commencement based on product, pricing and call-to-action)							
	Digital Assets Creation - Search Campaign- SEM Ad Copywriting (includes generation of responsive ad headlines & Description & GDN Image Ad creatives (If applicable) - Up to 1 set of minimum 3 recommended sizes per quarter		Per Quarter	2.00				
	Digital Assets Creation							
	 Display Campaign - SEM Ad Copywriting (includes generation of responsive ad headlines & Description & GDN Image Ad creatives (If applicable) Up to 1 set of minimum 3 recommended sizes per quarter 		Per Quarter	2.00				
	Review and recommendation - Monthly Performance Report and Review		Per Report	6.00				
	Review and recommendation			4.00				
	- Final Report		Per Report	1.00				
4)	Training - Handover Checklist Documentation		Per Report	1.00				
5)	Others Not Applicable							
			1	Total	\$ 8,760.00] [\$ 8,760.	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