

Company	MediaPlus Digital Pte Ltd
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package - Paid Social Digital Marketing Package (SMA) [3 Months]
Appointment Period	19 May 2022 to 18 May 2023
Extended Appointment Period²	19 May 2023 to 18 May 2024

wef. 14 September 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		N.A	1.00		
2) Hardware Not Applicable					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis					
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development		Per Setup	1.00		
- Digital marketing strategy report					
- Campaign objectives					
- Target audience					
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns					
1) Social Media Advertising (Meta - Facebook & Instagram)					
- Evaluation of client current social presence (Facebook/Instagram)					
- campaign objective analysis (brand awareness/ reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce)					
- Duration: 3 months					
a) Campaign setup					
- Facebook Business manager / Instagram business page		Per Setup	1.00		
- Ad creatives design					
- Ad copies creation and copywriting					
- Target audience setup					
- Bidding strategy setup					
- Facebook pixel setup					
b) Campaign Optimisation					
- Audience list optimization					
- Bid optimization and monitoring					
- Ad Copies split testing					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					

2) Social Media Advertising (TikTok) - Evaluation of client current social presence (TikTok) - campaign objective analysis (brand awareness/reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce) - Duration: 3 months a) Campaign setup -Tiktok ads manager setup -Ad creatives design - Ad copies creation and copywriting -Target audience setup -Bidding strategy setup -Pixel setup b) Campaign Optimisation -Audience list optimization -Bid optimization and monitoring -Ad Copies split testing c)Performance objectives - Target conversion rate: 2% to 5% of total clicks - ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff) - Campaign analysis and provide feedback to align with marketing objectives Digital Assets Creation a)SMA (Meta) - Up to 6 static creatives or 2 carousel ads per setup (3 static creatives per carousel) - Up to 6 ad copywriting b)SMA (TikTok) - Up to 9 motion graphic creatives for TikTok In-feed ads SMA META Monthly Performance Report -Website Data Analytics Report -Campaign Metrics & Report -Observations & Recommendations SMA Tik Tok Monthly Performance report -Website Data Analytics Report -Campaign Metrics & Report - Observations & Recommendations Development and integration of leads management processes with existing business processes Final Summary Report		Per Setup	1.00		
		Per Setup	1.00		
		Per Setup	1.00		
		Per Month	3.00		
		Per Setup	1.00		
4) Training Handover		Per Report	1.00		
		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 9,930.00	\$ 9,930.00

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