Company	QIANYI TRADING PTE. LTD.
I Didital Sollition Name & Version Nilmber	DM QIANYI TRADING TIKTOK DIGITAL MARKETING SOLUTION - Package 1 -
	TikTok Creative Video Packages SMM + SMA (3 MONTH)
Appointment Period	17 August 2023 to 16 August 2024
Extended Appointment Period ²	17 August 2024 to 16 August 2025

wef. 08 February 2024

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	0.00		
2)	Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3)	Professional Services TikTok Digital Marketing Needs Analysis Assessment of Business Needs - Identification and Analyzation of Marketing Gap - Audit and Assessment of Digital Presence such as Facebook, Instagram, and TikTok - Assessment of Current Digital Assets (if have) - Identification and Analysis Competitors Presence in TikTok - trending Marketing content - best practices for structuring the organic video content - Leverage soundtrack features in TikTok - Leverage on hashtag strategy TikTok Digital Marketing Strategy Development 'TikTok Brand/Product Objectives - TikTok Brand/Product Targeted Audiences - TikTok strategy on Selling Products/Services - TikTok Influencer Data Analysis for Selection of Influencer		PER REPORT	1.00		
	TikTok Creative Video Digital Marketing Campaigns (SMM) Total 2 Campaigns with TikTok Creative Videos - Content Formats (TikTok Video Clips) - Copywriting (limited to 400 words) - proposed #tag - proposed music - Trending topic research - Designing video images coverpage and TikTok post - Video ideation, storyboarding and post production - Video to SKU link for direct purchase (if the SKU is available) - Video Post time management		PER CAMPAIGN	2.00		

TRAINING AND HANDOVER PER REPORT 0.00		TikTok Creative Video Digital Marketing Campaigns (SMA) Total 1 Campaigns with TikTok Creative Videos - Content Formats (TikTok Video Clips) - Copywriting (limited to 400 words) - Proposed #tag - Proposed music - Trending topic research - Designing video images coverpage and TikTok post - Video ideation, storyboarding and post production - Video to SKU link for direct purchase (if the SKU is available) - Management of TikTok Ads account (3months) - Setup Ads campaign objective, demographics according to targeted viewers persona - Tracking the performance of Ads spend and provide report according to client requirements	PER CAMPAIGN	1.00			
Two TikTok Videso up to 1 min for social media usage (All videos will engage Influencers and cross posting on influencer TikTok Account for more impression. All the cost are included in the campaign, the cost is the same for all influencers) -Copyright to use 3 months Digital Assets Creation (SMA) One TikTok Video up to 1 min for social media usage -Copyright to use 3 months 4) Training TRAINING AND HANDOVER PER REPORT 0.00		Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations Final Report (SMM) Target Return CTR1%-1.5% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer) Final Report (SMA) Target Return On Ad Spend (ROAS): 150%-200% and CTR1%-1.5% (This will be discussed during our strategy session with all clients: the number ranges		0.00			
One TikTok Video up to 1 min for social media usage -Copyright to use 3 months 4) Training TRAINING AND HANDOVER 5) Others		Two TikTok Videso up to 1 min for social media usage (All videos will engage Influencers and cross posting on influencer TikTok Account for more impression. All the cost are included in the campaign, the cost is the same for all influencers)	per Video	2.00			
TRAINING AND HANDOVER 5) Others PER REPORT 0.00		One TikTok Video up to 1 min for social media usage	per Video	1.00			
5) Others	4)			0.00			
Total \$ 11,500.00 \$ 10,000.00		Others	REPORT				

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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