

<b>Company</b>	QIANYI TRADING PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM QIANYI TRADING TIKTOK DIGITAL MARKETING SOLUTION - Package 1 - TikTok Creative Video Packages SMM + SMA (3 MONTH)
<b>Appointment Period</b>	17 August 2023 to 16 August 2024
<b>Extended Appointment Period<sup>2</sup></b>	17 August 2024 to 16 August 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	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 Brand/Product Positioning -TikTok strategy on Selling Products/Services -TikTok Influencer Data Analysis for Selection of Influencer  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 coverage 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 REPORT	1.00		
		PER CAMPAIGN	2.00		

<p>TikTok Creative Video Digital Marketing Campaigns (SMA)</p> <p>Total 1 Campaigns with TikTok Creative Videos</p> <ul style="list-style-type: none"> <li>- Content Formats (TikTok Video Clips)</li> <li>- Copywriting (limited to 400 words)</li> <li>- Proposed #tag</li> <li>- Proposed music</li> <li>- Trending topic research</li> <li>- Designing video images coverage and TikTok post</li> </ul> <p>- Video ideation, storyboarding and post production</p> <p>- Video to SKU link for direct purchase (if the SKU is available)</p> <p>- Management of TikTok Ads account (3months)</p> <p>- Setup Ads campaign objective, demographics according to targeted viewers persona</p> <p>- Tracking the performance of Ads spend and provide report according to client requirements</p> <p>Review and recommendation</p> <p>Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations</p> <p>Final Report (SMM)</p> <p>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)</p> <p>Final Report (SMA)</p> <p>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 based on product, website and offer)</p> <p>Digital Assets Creation (SMM)</p> <p>Two TikTok Videos 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)</p> <p>-Copyright to use 3 months</p> <p>Digital Assets Creation (SMA)</p> <p>One TikTok Video up to 1 min for social media usage</p> <p>-Copyright to use 3 months</p> <p>4) Training</p> <p>TRAINING AND HANDOVER</p> <p>5) Others</p> <p>Not Applicable</p>		PER CAMPAIGN	1.00		
		PER REPORT	0.00		
		per Video	2.00		
		per Video	1.00		
		PER REPORT	0.00		
<b>Total</b>				<b>\$ 11,500.00</b>	<b>\$ 10,000.00</b>

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

<sup>2</sup> 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