

Company	1103 STUDIOS PTE LTD
Digital Solution Name & Version Number¹	DM 1103 Studios Digital Marketing Packages - Package 4 - SMA (FB) + SMA(IG) Campaigns [3 Months]
Appointment Period	16 February 2023 to 15 February 2024
Extended Appointment Period²	16 February 2024 to 15 February 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	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Assessment of Business Needs Gap Analysis Assessment of Current Digital Presence Social Media Facebook Audit Social Media Instagram Audit Assessment of Current Digital Assets Available		per unit	1.00		
Digital Marketing Strategy Development					
Developing Brand Objectives Developing Brand KPIs Brand Target Audience Construction Campaign Budget Planning Brand Positioning Competitor Analysis Client Engagement Plan and Process Brand Consumer Journey Development Marketing Plan Campaign Strategy Development Social Media Content Strategy Development Social Media Calendar Development		per unit	1.00		
Digital Marketing Campaigns					
1. Social Media Advertising (SMA) - Facebook Campaigns					
-Set up of Facebook Business Page -Set up of Facebook Business Manager -3 Campaigns across 3 months -Development of Campaign Objectives -Irresistible Offer Creation -Creation of Campaign Post Copywriting and Messaging Concepts -Optimisation of Campaigns to tune budget, targeting, demographics, placement, location -Campaign Reviews and Recommendation		per unit	3.00		
Target KPI and Return on Ad Spend (ROAs): 1.2-2x (Actual estimation will be projected during Digital Marketing Strategy Development as it may varies depending on product/services, campaign objectives, pricing, irresistible offer creation and call-to-action methods depending on the needs and report analysis.)		per unit	1.00		

2. Social Media Advertising (SMA) - Instagram Campaigns -Set up of Instagram Business Profile -3 Campaigns across 3 months -Development of Campaign Objectives -Irresistible Offer Creation -Creation of Campaign Post Copywriting and Messaging Concepts -Optimisation of Campaigns to tune budget, targeting, demographics, placement, location -Campaign Reviews and Recommendation	per unit	3.00		
Target KPI and Return on Ad Spend (ROAs): 1.2-2x (Actual estimation will be projected during Digital Marketing Strategy Development as it may varies depending on product/services, campaign objectives, pricing, irresistible offer creation and call-to-action methods depending on the needs and report analysis.)	per unit	1.00		
Digital Assets Creation Social Media Advertising - Facebook and Instagram -3 to 5 Digital Marketing Campaigns Creative Image/ Interactive Image conceptualisation and creation -Creation of Campaign Image Copywriting -1 round of Copywriting/Artwork changes	per unit	1.00		
Social Media Content -18 Organic Posts across 3 months -Development of Social Media Calendar Content Strategy -Development of Social Media Calendar Content Post Copywriting and Messaging Concepts -Scheduled distribution on Facebook and Instagram -1 round of Copywriting/Artwork changes	per unit	3.00		
Review and Recommendation -Digital Marketing Strategy Report -Analysis of Digital Marketing Campaigns -Campaigns Reviews and Recommendations	per unit	2.00		
4) Training Training -Handover Checklist -Handover of Authorisation Access (Facebook Page Access and Instagram Logins) -Training -Digital Assets of Final Artwork Handover	per unit	1.00		
5) Others Not Applicable				
Total			\$ 15,054.00	\$ 10,000.00

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