

<b>Company</b>	Brew Interactive Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM LiteBrew Digital Marketing Package - Package 1 - [SEM + SMM] 5 months
<b>Appointment Period</b>	17 November 2022 to 16 November 2023
<b>Extended Appointment Period<sup>2</sup></b>	17 November 2023 to 16 November 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		N/A	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis • Kick-off Call, Business Needs Analysis/Survey, Competitor Analysis, Current and Projected Digital Asset Analysis AND  Digital Marketing Strategy Development • Solution Proposal, Campaign Positioning and KPI Alignment, Keyword and Target Audience Research & Analysis  Campaign 1: Search Engine Marketing (SEM) - 5 months Technical Setup and Configuration • Setup and link accounts for conversions tracking: Google Data Studio, Google Analytics, Google Tag Manager AND  Search Engine Marketing • Digital Asset Creation: 2 variations for each campaign based on platform specs which include both visual design and copywriting elements. • Running search and/or banner ads on Google • Targeting research • Campaign optimization • Setting up of Retargeting audiences • Budget management • Monitoring and bid optimization of advertisements • Building of real-time dashboard hosted on a URL • Constant optimization and improvements on high ROI target groups. AND KPI/ROAS • Target CTR: 1.75% • Target Conversion Rate: 2% • Target ROAS: 1.5x  Campaign Management • Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)  Review and recommendation • Monthly Performance Report with observation & recommendation • Comprehensive Campaign Review (upon completion)  Campaign 2: Social Media Marketing (SMM) - 5 months Technical Setup and Configuration on Up to 3 platforms • Setup and link accounts for conversions tracking (based on platform of choice): Facebook Ads, LinkedIn Ads, TikTok, Instagram, others may include setting up Facebook Business Manager, Instagram Business Page	Per Report	1.00			
		Per Report	1.00		
		Per Setup	1.00		
		Per Month	5.00		
		Per Month	5.00		
		Per Setup	1.00		

<p>Social Media Marketing on Up to 3 platforms</p> <ul style="list-style-type: none"> <li>• Targeting research</li> <li>• Campaign optimization</li> <li>• Setting up of Retargeting audiences</li> <li>• Budget management</li> <li>• Monitoring and optimization of advertisements</li> <li>• Building of real-time dashboard hosted on a URL</li> <li>• Constant optimization and improvements on high ROI target groups.</li> </ul> <p>AND</p> <p>KPI/ROAS</p> <ul style="list-style-type: none"> <li>• Target CTR: 1.75%</li> <li>• Target Conversion Rate: 2%</li> <li>• Target ROAS: 1.5x</li> </ul> <p>AND</p> <p>Campaign Management</p> <ul style="list-style-type: none"> <li>• Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)</li> </ul> <p>Review and recommendation</p> <ul style="list-style-type: none"> <li>• Monthly Performance Report with observation &amp; recommendation</li> <li>• Comprehensive Campaign Review (upon completion)</li> </ul> <p>Digital Asset Creation</p> <p>Ad Creatives</p> <ul style="list-style-type: none"> <li>• 3x imaged based artwork design customized for up to 3 platforms</li> <li>• Up to 2 rounds of revisions before final approval</li> </ul>	Per Month	5.00		
	Per Month	5.00		
	Per Month	5.00		
	Per Creative	9.00		
4) Training Handover checklist document	Per Report	1.00		
5) Others Not Applicable				
<b>Total</b>			<b>\$</b>	<b>10,150.00</b>
			<b>\$</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