

Company	Brew Interactive Pte Ltd
Digital Solution Name & Version Number¹	DM LiteBrew Digital Marketing Package - Package 2 - [SEM + SMM + Landing Page] 4 months
Appointment Period	17 November 2022 to 16 November 2023
Extended Appointment Period²	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 - 4 months Technical Setup and Configuration • Setup and link accounts for conversions tracking: Google Data Studio, Google Analytics, Google Tag Manager AND Search Engine Marketing • 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) AND Review and recommendation • Monthly Performance Report with observation & recommendation • Comprehensive Campaign Review (upon completion) Campaign 2: Social Media Marketing - 4 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	4.00		
		Per Month	4.00		
		Per Month	4.00		
		Per Setup	1.00		

<p>Social Media Marketing on up to 3 platforms</p> <ul style="list-style-type: none"> • Targeting research • Campaign optimization • Setting up of Retargeting audiences • Budget management • Monitoring and optimization of advertisements • Building of real-time dashboard hosted on a URL • Constant optimization and improvements on high ROI target groups. <p>AND</p> <p>KPI/ROAS</p> <ul style="list-style-type: none"> • Target CTR: 1.75% • Target Conversion Rate: 2% • Target ROAS: 1.5x 	Per Month	4.00				
<p>Campaign Management</p> <ul style="list-style-type: none"> • Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number) <p>AND</p>	Per Month	4.00				
<p>Review and recommendation</p> <ul style="list-style-type: none"> • Monthly Performance Report with observation & recommendation • Comprehensive Campaign Review (upon completion) 	Per Month	4.00				
<p>Digital Asset Creation</p> <p>Ad Creatives</p> <ul style="list-style-type: none"> • 3x imaged based artwork design customized for up to 3 platform • Up to 2 rounds of revisions before final approval <p>AND</p>	Per Creative	9.00				
<p>Landing Page</p> <ul style="list-style-type: none"> • 1 Landing page creation including both design and copywriting • Each landing page will include a lead capture form • Each page may contain up to 1 piece of gated content (ie, whitepaper or other resource) • Up to 2 rounds of revisions on landing page design and copy • Client may use a sub-domain URL to host the landing page 	Per Page	1.00				
<p>4) Training</p> <p>Handover checklist document</p>	Per Report	1.00				
<p>5) Others</p> <p>Not Applicable</p>						
			Total	<table border="1"> <tr> <td>\$ 10,150.00</td> <td>\$ 10,000.00</td> </tr> </table>	\$ 10,150.00	\$ 10,000.00
\$ 10,150.00	\$ 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