

Company	3D BRAND AGENCY PTE LTD
Digital Solution Name & Version Number¹	DM 3D Digital Booster - Package 1: Facebook / Instagram (3 Months)
Appointment Period	10 March 2022 to 09 March 2023
Extended Appointment Period²	10 March 2023 to 09 March 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Needs Analysis (5Cs) - Conduct Consumer Analysis - Conduct Competitor Analysis on Top 5 Competitors - Conduct Collaborator Analysis - Conduct Climate Analysis - Conduct Company Analysis with key stakeholders and management (1 session) Digital Marketing Strategy Development - Develop a Digital Marketing Strategy including execution plans and achievable milestones, over the next 3 months. - Create Content Calendar for Facebook and Instagram Digital Marketing Campaigns Facebook Campaign - Create FB posts for 3 months (1 post/day) - Create 5 FB Ads copy Instagram Campaign - Create IG posts for 3 months (1 post/day) - Create 5 IG Ads copy - Management of FB/IG posting schedule as per Content Calendar KPI / ROAS - Facebook Page Likes: 150%-300% - Instagram Followers: 150% - 300% - Target Return of Ad Spend (ROAS): 200%-500% (Estimated ROAS calculation to be provided upon project onboarding) Digital Assets Creation - Create 1 FB/IG Post Visual System (Up to 9 templates) - Create FB/IG Post Graphics for 3 months - Create 1 Standard Brand Identity - Create 4 FB/IG Banners - Create 3 Call-to-Action videos (5-seconds) Reporting - Access to Real-time Marketing Analytics tool (3 months) - Monthly Reporting - Final Report Leads Management Integration - Setup and configuration of FB Business Suite - Automation of Email Notification for New FB/IG Leads		Per Report	3.00		
		Per Report	2.00		
		Per Manday	8.00		
		Per Unit	5.00		
		Per Report	2.00		
		Per Setup	3.00		
4) Training					

- Training workshop (1 session)		Per Setup	1.00		
- Handover of Checklist Documentation					
5) Others					
Not Applicable					
Total				\$ 9,600.00	\$ 9,600.00

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