

Company	Duo Studio Pte. Ltd.
Digital Solution Name & Version Number¹	DM Duo Studio Digital Marketing Packages - Package 2 - SMA Facebook and SMA Instagram Video package [3 months]
Appointment Period	15 December 2022 to 14 December 2023
Extended Appointment Period²	15 December 2023 to 14 December 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NOT APPLICABLE		n/a	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Needs Analysis Report - Client/Company Analysis - Competitor Audit and Review (using free Meta Ad Library and www.socialblade.com) - Cultural Trends and Insights - Consumer Insights (using free Meta Audience Insights)		per set up	1.00		
Digital Marketing Strategy Development					
Digital marketing strategy report - Objectives and KPIs - Strategic approach and proposition - Communications architecture (content pillars) - Channel strategy - Media strategy - Creative approach and mockups - Client engagement and conflict resolution framework - Client engagement plan		per set up	1.00		
Digital Marketing Campaigns					
a) Social Media Advertising (SMA) on Facebook for 3 months Set up ad campaign with existing post boost tweaks or new ad creative with budget, target audience selection and bidding strategy - Meta Pixel Conversation Tracking Setup - Ad monitoring and optimisation (A/B testing if required)		per month	3.00		
b) Social Media Advertising (SMA) on Instagram for 3 months Set up ad campaign with existing post boost tweaks or new ad creative with budget, target audience selection and bidding strategy - Meta Pixel Conversation Tracking Setup - Ad monitoring and optimisation (A/B testing if required)		per month	3.00		
Estimated target ROAS: 1.5x - 2x (actual target will be provided during project commencement based on product, pricing and call to action methods)					
Digital Assets Creation 2x original 30-60s short video in 16:9 (venue, props and talent provided by client) inclusive of storyboard/shot list, script and caption writing, monthly for 3 months		per month	3.00		

Review and recommendation Quarterly report for content and ads performance - Posts compilation - Best and least performing posts and analysis - Data on Reach, followers, engagement, clicks, CPM, CPR, CPPL, CPE, CPC, CTR from Ads Manager - ROI and ROAS - Recommendations		per quarter	1.00		
Development and integration of leads management processes with existing business processes if required		per set up	1.00		
4) Training Training Handover checklist documentation		per set up	1.00		
5) Others Not Applicable					
Total				\$ 12,642.00	\$ 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