

Company	GSK Group Pte Ltd
Digital Solution Name & Version Number¹	DM GSK Group Digital Marketing Packages - DM GSK Digital Marketing Package 5 - SMM-Facebook + SMM-Instagram - (6 months)
Appointment Period	22 December 2022 to 21 December 2023
Extended Appointment Period²	22 December 2023 to 21 December 2024

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		Per Setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Digital Asset Analysis - Competitor Analysis Digital Marketing Strategy Development Digital Market Strategy Report including : - Digital marketing objectives, Target audience & personas - Creative inspirations & Tone of voice for captions - Objective and campaign plan for social media - Engagement plan (timeline) Digital Marketing Campaigns Social Media Marketing Campaign (SMM) Facebook Campaign - Setup Facebook Business Manager - 8x Organic Postings / Month - Monthly Content Calendar for Posting Schedules - Up to 10x Paid Campaigns across 6 months - Creation of Campaign and post scheduling - Creation of target Audience & bidding Strategy - Caption creation, hashtag & Post Artwork design KPI/ROAS 30%-80% increase in Social Media Reach/Likes/ Fans/Followers for each campaign. Minimum target ROAS: 200% (Actual ROAS estimation will be provided during project commencement based on industry, objective, product/services, pricing and call- to-action methods) Digital Marketing Campaigns Social Media Marketing Campaign (SMM) Instagram Campaign -Setup Facebook/Instagram Business Manager - 8x Organic Postings / Month - Monthly Content Calendar for Posting Schedules - Up to 10x Paid Campaigns across 6 months - Creation of Campaign and post scheduling - Creation of target Audience & bidding Strategy - Caption creation, hashtag & Post Artwork design KPI/ROAS 30%-80% increase in Social Media Reach/Likes/ Fans/Followers for each campaign. Minimum target ROAS : 200%(Actual ROAS estimation will be provided during project commencement based on industry, objective, product/services, pricing and call- to-action methods)		Per Report	1.00		
		Per Report	1.00		
		Per Month	6.00		
		Per Month	6.00		

Digital Assets Creation					
Facebook Campaign - Creation of unique creative artwork (inclusive of stock images) x 12 - Up to 2 rounds of Design changes		Per Set	12.00		
Digital Assets Creation					
Instagram Campaign - Creation of unique creative artwork (inclusive of stock images) x 12 - Up to 2 rounds of Design changes		Per Set	12.00		
Review and recommendation - Monthly Performance Report and Review		Per Report	6.00		
Review and recommendation - Final Report		Per Report	1.00		
4) Training - Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
Total				\$ 9,000.00	\$ 9,000.00

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