

Company	RHAD Pte. Ltd
Digital Solution Name & Version Number¹	DM RHAD Digital Marketing Package Version 1 - Web Starter (3 months)
Appointment Period	17 March 2022 to 16 March 2023
Extended Appointment Period²	17 March 2023 to 16 March 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Need Analysis Persona Development and Target Audience Market Landscape Brand and Competitor Audit		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy, Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Ad Campaign (Execution of 2 mini-campaigns) - Formulation, Planning, and execution of the digital strategy for 2 campaigns - Campaign Ideation and Strategy - Channel Selection (Upto 2 platforms) - Ad Set up, Optimisation and Management - Copywriting for campaign posts (limited to 400 words) - Images for posting - Channel and Campaign Reporting		Per campaign	3.00		
Estimated Results* Campaign - Average CPM - \$3.5, Average CVR - 4.5% and Average Cost per Acquisition - 75 SGD Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Digital Assets Creation Image Creation & Editing for brand awareness campaigns Inclusive of stock photo purchase and editing Usual image sizing 1920x1080px or 1080x1080px		Per Unit	4.00		
Digital Asset Creation Creation of 1 Landing Page for Campaigns (Inclusive of Copywriting)		Per Unit	1.00		
Review and recommendation Monthly Report		Per Report	3.00		
Review and recommendation Final Report		Per Report	1.00		
4) Training Training Handover		Per Setup	1.00		
5) Others Not Applicable					
		Total		\$ 6,000.00	\$ 6,000.00

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