

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC Digital Marketing Packages - Package 1 - SMM Photography + Videography (2 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 Not Applicable to Digital marketing packages		Per Set Up	1.00		
2) Hardware Not Applicable to Digital Marketing Packages		Per Set Up	1.00		
3) Professional Services Digital Marketing Needs Analysis 1. Business Audit and Marketing Channels Analysis 2. Keyword Analysis Report 3. Competitor Analysis and Audience Segmentation Plans		Per Set Up	1.00		
Digital Marketing Strategy Development Plan & Design (Digital Strategy Report) - 1. Keywords & Trends research 2. KPIs Setting 3. Target Audience & Budget 4. Objectives and campaign plans 5. Work process plans 6. Campaign concept brainstorming		Per Set Up	1.00		
Digital Marketing Campaigns and Digital Assets Creation Scope of Work Provide 2 x Full day Concept Brand Photography session, 200 photos minimally					
Phase 1: Pre-production - Discussion and finalization of Shoot Concept - Planning of Shoot execution, moodboards					
Phase 2 : Production Provide Crews and Team for Execution - 1 x Photographer (\$1200) - 1 x Assistant (\$300) - Shot with Sony A7R3, GM lenses, Aputure lighting and Godox Strobes Lighting (\$200) - Photos assets will be used for campaigns across the 3 months		Per Set Up	2.00		
Phase 3 : Post Production - Selection and Editing of Images (Minimum 200 Photos) - KPI: Media Assets generated and promoted online - Estimated increase in 5 - 10% of leads/per month					

2 x Brand Video Production Campaign (2 full days video production)				
Scope of Work				
Provide 2 x Brand Video Production (1 full day video production)				
Phase 1: Pre-production (\$200) - Storyboarding - Planning and confirmation of model, locations (Models and locations fees are not inclusive in this quote)				
Phase 2 : Production - 1 x Videographer (\$1200) - 1 x Assistant (\$300) - Shot with Sony A7R3, GM lenses, Aputure lighting	Per Set Up	2.00		
Phase 3 : Post Production - Multiple content formats (Stories, clips, Carousels) - Post Production (\$500) - 4 x final video outcome.				
- Videos to be used as posts across the 3 months				
- KPI: Media Assets generated and promoted online - Social media reach and impressions with expected - Estimated min. 10 - 20 leads/per month				
Campaign ideation and planning (\$300) - Ads Campaign set up on Facebook & Instagram	Per Set Up	2.00		
High Resolution Images to be delivered through cloud sharing drives - Image cropping to fit channel sizes (Square, Portraits, Banner)	Per Set Up	1.00		
Video Assets - To be delivered in 1920x1080, 1080x1920 and 1080x1080	Per Set Up	1.00		
Review and recommendation Final Campaign Report - Estimated min. 10 - 20 leads/per month. increase in Social Media Reach and Impressions (Estimated ROAs calculation to be provided upon project onboarding).	Per Set Up	1.00		
4) Training Handover via Gdrive	Per Set Up	1.00		
5) Others Not Applicable				
	Total	\$	9,100.00	\$ 9,100.00

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