

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC Digital Marketing Packages - Package 2 - SMM Facebook & SMM Instagram (3 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 Package		Per Set Up	1.00		
2) Hardware Not applicable to Digital Marketing Package		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 3 months Social Media marketing (Facebook) Campaign Scope of Work - Provide 1 x Creative Account manager - 8 x organic posts created/month with graphics and captions provided - Brainstorming for campaigns - Produce Graphics and Video Posts and schedule onto Facebook Calendar - Posting and managing of Facebook page - Management of Facebook Ads Campaigns and Budget KPI: Estimate target 10 leads per month		Per Month	3.00		
3 months Social Media marketing (Instagram) Campaign Scope of Work - Provide 1 x Creative Account manager - 8 x organic posts created/month with graphics and captions provided - Brainstorming for campaigns - Produce Graphics and Reels and schedule onto Instagram Calendar - Posting and managing of Instagram page - Management of Instagram Ads Campaigns and Budget KPI: Estimate target 10 leads per month					

<p>Digital Assets Creation</p> <p>Provide 1 x Full day Concept Brand Photography session, 200 photos minimally</p> <p>Scope of Work</p> <p>Phase 1: Pre-production - Discussion and finalization of Shoot Concept - Planning of Shoot execution, moodboards</p> <p>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) - Campaign ideation and planning (\$300) - Photos assets will be used for campaigns across the 3 months</p> <p>Phase 3 : Post Production - Selection and Editing of Images (Minimum 200 Photos)</p> <p>Provide 1 x Brand Video Production (1 full day video production)</p> <p>Scope of Work</p> <p>Phase 1: Pre-production (\$200) - Storyboarding - Planning and confirmation of model, locations (Models and locations fees are not inclusive in this quote)</p> <p>Phase 2 : Production - 1 x Videographer (\$1200) - 1 x Assistant (\$300) - Shot with Sony A7R3, GM lenses, Aputure lighting (\$300)</p> <p>Phase 3 : Post Production - Multiple content formats (Stories, clips, Carousels) - Post Production (\$500) - 2 x final video outcome. - Videos to be used as posts across the 3 months.</p> <p>Review and Recommendation Monthly performance report with observation & recommendation\ Final Report Development and integration of leads management processes with existing business processes</p>					
		Per Set Up	1.00		
		Per Set Up	1.00		
		Per Month	3.00		
4) Training Handover		Per Set Up	1.00		
5) Others Not Applicable					
		Total		\$ 9,900.00	\$ 9,900.00

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