

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC DIGITAL MARKETING PACKAGES - Video & Photo Assets Creation (2 months)
Appointment Period	19 December 2024 to 18 December 2025
Extended Appointment Period²	19 December 2025 to 18 December 2026

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					
3) Professional Services Digital Marketing Needs Analysis Business Audit and Marketing Channels Analysis Keyword Analysis Report Competitor Analysis and Audience Segmentation Plans		Per Set Up	1.00		
Digital Marketing Strategy Development Plan & Design (Digital Strategy Report) - Keywords & Trends research, KPIs Setting, Target Audience & Budget, objectives and campaign plans, work process plans, campaign concept brainstorming		Per Set Up	1.00		
Digital Marketing Campaigns 8 Hours of Photography Campaigns, 200 Photos - 1 x Photographer - 1 x Assistant - Shot with Sony A7R3, GM lenses, Aputure lighting and Godox Strobes Lighting - Campaign ideation and planning - KPI: Media Assets generated and promoted online - Social media reach and impressions with expected ROAs of 30-80% increase in online reach and impressions		Per Set Up	2.00		
8 Hours of Videography Campaign, 2 Video output. - 1 x Videographer - 1 x Assistant - Shot with Sony A7R3, GM lenses, Aputure lighting and Godox Strobes Lighting - Storyboarding - Multiple content formats (Stories, clips, Carousels) - Post Production - KPI: Media Assets generated and promoted online - Social media reach and impressions with expected KPI of 30-80% increase in online reach and impressions - 4 x final video output KPI: 1000 to 100,000 organic reach on social media		Per Set Up	2.00		
Digital Assets Creation 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"					

Review and recommendation Final Campaign Report - KPI: 30% - 80% increase in Social Media Reach and Impressions (Estimated KPI calculation to be provided upon project onboarding).	Per Set up	1.00		
4) Training Training and 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