

Company	MediaPlus Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM MediaPlus Digital Marketing Package Version v3 - Paid Social DM Package (SMA) [3 Months]
Appointment Period	15 August 2024 to 14 August 2025
Extended Appointment Period²	15 August 2025 to 14 August 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		NA	0.00		
2) Hardware Not Applicable					
3) Professional Services					
a) Digital Marketing Needs Analysis					
- Company Analysis					
- Competitor Analysis		Per Setup	1.00		
- Needs Analysis					
- Digital Asset Analysis					
b) Digital Marketing Strategy Development					
- Digital marketing strategy report					
- Campaign objectives		Per setup	1.00		
- Target audience					
- Brand direction /positioning					
- Client engagement					
- KPIs					
Digital Marketing Campaigns		NA	0.00		
1) Social Media Advertising (Meta - Facebook & Instagram)					
- Evaluation of client current social presence (Facebook/Instagram)					
- campaign objective analysis (brand awareness/reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce)					
- Duration: 3 months					
a) Campaign setup					
- Facebook Business manager / Instagram business page					
- Ad creatives design					
- Ad copies creation and copywriting		Per setup	1.00		
- Target audience setup					
- Bidding strategy setup					
- Facebook pixel setup					
b) Campaign Optimisation					
- Audience list optimization					
- Bid optimization and monitoring					
- Ad Copies split testing					
c) Performance objectives					
- Target conversion rate: 2% to 5% of total clicks					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					

2) Social Media Advertising (TikTok)					
- Evaluation of client current social presence (TikTok)					
- campaign objective analysis (brand awareness/reach/traffic/engagement/video views/message/lead generation/conversions/ecommerce)					
- Duration: 3 months					
a) Campaign setup	Per setup	1.00			
-Tiktok ads manager setup					
-Ad creatives design					
- Ad copies creation and copywriting					
-Target audience setup					
-Bidding strategy setup					
-Pixel setup					
b) Campaign Optimisation					
-Audience list optimization					
-Bid optimization and monitoring					
-Ad Copies split testing					
c)Performance objectives	Per Setup	1.00			
- Target conversion rate: 2% to 5% of total clicks					
- ROAS estimated to be 200% (Client target ROAS to be calculated during campaign kickoff)					
- Campaign analysis and provide feedback to align with marketing objectives					
Digital Assets Creation	NA	0.00			
a)SMA (Meta)					
- 1 to 6 static creatives or 2 carousel ads per setup (3 static creatives per carousel)	Per Setup	1.00			
- 1 to 6 ad copywriting					
b)SMA (TikTok)					
- 1 to 9 motion graphic creatives for TikTok In-feed ads	Per Setup	1.00			
Review and recommendation					
SMA META Monthly Performance Report					
-Website Data Analytics Report					
-Campaign Metrics & Report					
-Observations & Recommendations	Per Month	6.00			
SMA Tik Tok Monthly Performance report					
-Website Data Analytics Report					
-Campaign Metrics & Report					
- Observations & Recommendations					
Final Summary Report	Per Report	1.00			
Development and integration of leads management processes with existing business processes	Per Setup	1.00			
4) Training					
Training and Handover	Per setup	1.00			
5) Others					
Not Applicable					
Total			\$	9,930.00	\$ 9,930.00

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