

Company	1103 STUDIOS PTE LTD
Digital Solution Name & Version Number¹	DM 1103 Studios Digital Marketing Packages - Package 2 - SMA(TikTok) + SMA(TikTok) Campaigns [2 Months]
Appointment Period	16 February 2023 to 15 February 2024
Extended Appointment Period²	16 February 2024 to 15 February 2025

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	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Assessment of Business Needs Gap Analysis		per unit	1.00		
Assessment of Current Digital Presence Social Media TikTok Audit Assessment of Current Digital Assets Available					
Digital Marketing Strategy Development					
Brand Target Audience Construction Brand Positioning Competitor Analysis Consumer Journey Development Marketing Plan		per unit	1.00		
Campaign Strategy Campaign Budget Planning Social Media Content Strategy Development Social Media Calendar Development Digital Marketing Strategy Concept Discussion Client Engagement Plan					
Digital Marketing Campaigns					
1. Social Media Advertising (SMA) - TikTok Campaigns -Set up of TikTok for Business -Setup of TikTok Profile -2 Campaigns across 2 months -Development of Campaign Objectives -Irresistible Offer Creation -Creation of Campaign Post Copywriting and Messaging Concepts -Optimisation of Campaigns to tune budget, targeting, demographics, placement, location -Campaign Reviews and Recommendation		per unit	2.00		
Target KPI and Return on Ad Spend (ROAs): 1.2-2x (Actual estimation will be projected during Digital Marketing Strategy Development as it may varies depending on product/services, campaign objectives, pricing, irresistible offer creation and call-to-action methods depending on the needs and report analysis.)					
Digital Assets Creation					
Social Media Advertising - TikTok -2 Digital Marketing Campaigns Creative 10-35 sec video/interactive conceptualisation and creation -Creation of Campaign Image Copywriting -1 round of Copywriting/Artwork changes		per unit	1.00		

AND					
Social Media Content -14 Organic 10-35 seconds video/interactive Posts across 2 months -Development of Social Media Calendar Content Strategy -Development of Social Media Calendar Content Post Copywriting and Messaging Concepts -Scheduled distribution on TikTok -1 round of Copywriting/Artwork changes					
Onsite Video Shoot (half-day, capped at 6 hours) -Provision of crew (except Talent fees) and videography equipments -Final deliverables in .mp4	per unit	2.00			
Target KPI: Engagement Video Views, Engagement Followers, Engagement Likes 1-1.5x (Actual estimation will be projected during Digital Marketing Strategy Development as it may varies depending on product/services, campaign objectives, pricing, irresistible offer creation and call-to-action methods depending on the needs and report analysis.)					
Review and Recommendation -Digital Marketing Strategy Report -Analysis of Digital Marketing Campaigns -Campaigns Reviews and Recommendations	per unit	1.00			
4) Training Training -Handover Checklist -Handover of Authorisation Access (Facebook Page Access and Instagram Logins) -Training -Digital Assets of Final Artwork Handover	per unit	1.00			
5) Others Not Applicable					
			Total	\$ 12,217.72	\$ 10,000.00

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