

Company	Brew Interactive Pte. Ltd.
Digital Solution Name & Version Number¹	DM LiteBrew Digital Marketing Package - Package 1 [SMA and SEM] 6 months
Appointment Period	09 January 2025 to 08 January 2026
Extended Appointment Period²	09 January 2026 to 08 January 2027

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		N/A	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Kick-off Call, Business Needs Analysis/Survey, - Competitor Analysis, Current and Projected - Digital Asset Analysis		per Report	1.00		
Digital Marketing Strategy Development - Solution Proposal, Campaign Positioning and - KPI Alignment, Keyword and Target Audience - Research & Analysis		per Report	1.00		
Campaign 1: Search Engine Marketing (SEM) - 6 months - Technical Setup and Configuration - Setup and link accounts for conversions tracking: - Google Data Studio, Google Analytics, Google Tag Manager AND		per Setup	1.00		
Search Engine Marketing - Digital Asset Creation: 2 variations for each campaign based on platform specs which include both visual design and copywriting elements. - Running search and/or banner ads on Google - Targeting research - Campaign optimization - Setting up of Retargeting audiences - Budget management - Monitoring and bid optimization of advertisements - Building of real-time dashboard hosted on a URL - Constant optimization and improvements on high ROI target groups KPI/ROAS * Target CTR: 1.75% * Target Conversion Rate: 2% * Target ROAS: 1.5x		Per Month	6.00		
Campaign Management - Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)		per Month	6.00		
Review and recommendation * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion)		per Month	6.00		

<p>Campaign 2: Social Media Advertising (SMA) - 6 months Technical Setup and Configuration on Up to 1 platforms * Setup and link accounts for conversions tracking (based on platform of choice): Facebook Ads, LinkedIn Ads, TikTok, Instagram, others may include setting up Facebook Business Manager, Instagram Business Page</p>	per Setup	1.00		
<p>Social Media Advertising on Up to 1 platform * Targeting research * Campaign optimization * Setting up of Retargeting audiences * Budget management * Monitoring and optimization of advertisements * Building of real-time dashboard hosted on a URL * Constant optimization and improvements on high \$ ROI target groups AND KPI/ROAS * Target CTR: 1.75% * Target Conversion Rate: 2% * Target ROAS: 1.5x</p>	per Month	6.00		
<p>Campaign Management * Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)</p>	per Month	6.00		
<p>Review and recommendation * Monthly Performance Report with observation and recommendation * Comprehensive Campaign Review (upon completion)</p>	per Month	6.00		
<p>Digital Asset Creation Ad Creatives * 6x imaged based artwork design * Up to 2 rounds of revisions before final approval</p>	per Creative	6.00		
4) Training Handover checklist document	per Report	1.00		
5) Others Not Applicable				
Total			\$ 8,750.00	\$ 8,750.00

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