

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC DIGITAL MARKETING PACKAGES - SMM [Tiktok] + SMM [Instagram Reels](3months)
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 research, site audit, KPIs Setting, Target Audience & Budget, objectives and campaign plans, work process plans, Campaign concept brainstorming.		Per Set Up	1.00		
Digital Marketing Campaigns "Campaign 1: SMM [Tiktok] 3 months. Brainstorming for campaigns, deploy & support - 3 months Social Media marketing (Tiktok) - 1 x Account Manager - Set up and creation of Tiktok Account - Pre-production scripting and storyboarding - 5 x organic reels created/month - Scheduling and posting - Management of Ads Budget - 10% increase in organic reach and impressions "					
"Campaign 2: SMM [IG Reels] 3 months. Brainstorming for campaigns, deploy & support - 3 months Social Media marketing (IG Reels - Mirrored) - 1 x Account Manager - Set up and creation of Instagram Account - Pre-production scripting and storyboarding - 5 x organic reels created/month - Scheduling and posting - Management of Ads Budget - 10% increase in organic reach and impressions" KPI: Social media reach and impressions with expected Organic reach of between 1000 - 100,000 per month. Increase in leads 10 - 80.		Per Month	3.00		
Digital Assets Creation 12 hours of video production - 1 x Videographer - 1 x Assistant - Shot with Sony A7R3, GM lenses, Aputure lighting - Storyboarding - Reels Production - Post Production (2 x Revisions per video) - 15 x Video reels - Videos to be used across 3 months.		Per Set Up	1.00		

Review and recommendation Monthly performance report with observation & recommendation Final Report Development and integration of leads management processes with existing business processes		Per Month	3.00		
4) Training Training and Handover		Per Set Up	1.00		
5) Others Not Applicable					
Total				\$ 10,400.00	\$ 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