

<b>Company</b>	Brew Interactive Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM LiteBrew Digital Marketing Package - Package 4 - [SEM + SEO + Content Creation] 4 months
<b>Appointment Period</b>	17 November 2022 to 16 November 2023
<b>Extended Appointment Period<sup>2</sup></b>	17 November 2023 to 16 November 2024

**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 Needs Analysis Kickoff Call, Business Needs Analysis/Survey, Competitor Analysis, Current and Projected Digital Asset Analysis AND  Strategy Development Solution Proposal, Strategic Positioning and KPI Alignment, Keyword and Target Audience Research & Analysis  Campaign 1: Search Engine Marketing (SEM) - 3 months Technical Setup and Configuration • (SEM) Setup and link accounts for conversions tracking: Google Data Studio, Google Analytics, Google Tag Manager AND  Search Engine Marketing (SEM) • Running search 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. AND KPI/ROAS • Target CTR: 1.75% • Target Conversion Rate: 2% • Target ROAS: 1.5x AND  Campaign Management • Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number) AND  Review and recommendation • Monthly Performance Report with observation & recommendation • Comprehensive Campaign Review (upon completion)	Per Report	1.00			
		Per Report	1.00		
		Per Setup	1.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Month	3.00		

<p>Campaign 2: Basic SEO (4mo)  Link Building for SEO</p> <ul style="list-style-type: none"> <li>• Keyword and backlink analysis</li> <li>• 18 to 30 links per month</li> </ul> <p>Search Engine</p> <ul style="list-style-type: none"> <li>- Google Singapore</li> <li>- Google Singapore (Mobile)</li> <li>- Yahoo Singapore</li> <li>- Bing Singapore</li> </ul> <p>AND</p> <p>SEO KPIs (to be achieved by the end of the package period)</p> <ul style="list-style-type: none"> <li>• Core Vtals: Reduce load time and bounce rate</li> <li>• Impressions: +5%</li> <li>• Total Clicks: +10%</li> <li>• Organic Traffic: +5%</li> </ul> <p>Review and recommendation</p> <ul style="list-style-type: none"> <li>• Monthly Search Ranking Report</li> <li>• Monthly Performance Report with observation &amp; recommendation</li> <li>• Final Project Report</li> </ul> <p>Digital Asset Creation</p> <p>Ad Creatives</p> <ul style="list-style-type: none"> <li>• 3x imaged based artwork design or ad copy customized for the intended platform</li> <li>• Up to 2 rounds of revisions before final approval</li> </ul> <p>Content Creation - 4 months</p> <ul style="list-style-type: none"> <li>• Up to 1 article per month</li> <li>• Up to 1000 words per article</li> <li>• Up to 1 stock image</li> <li>• Design and layout of content</li> <li>• 2 rounds of revisions and final approval</li> <li>• Option to post directly to client CMS</li> </ul> <p>4) Training</p> <p>Handover checklist document</p> <p>5) Others</p> <p>Not Applicable</p>						
		Per Month	4.00			
		Per Month	4.00			
		Per Creative	3.00			
		Per Month	4.00			
		Per Report	1.00			
		<b>Total</b>			\$ 10,650.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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