

Company	GSK Group Pte Ltd
Digital Solution Name & Version Number¹	DM GSK Group Digital Marketing Packages - DM GSK Digital Marketing Package 1 - SEM-Search + SEM-Display - (3 months)
Appointment Period	22 December 2022 to 21 December 2023
Extended Appointment Period²	22 December 2023 to 21 December 2024

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 Setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Digital Asset Analysis - Keyword Research & Analysis - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report including • Marketing Objective • Target Audience • Proposed Marketing Platform & KPIs • Keywords Bidding Strategy • Budget Proposal • Digital Assets Creation and Campaign Schedule		Per Report	1.00		
Digital Marketing Campaigns Search Engine Marketing (SEM) Campaign - Search Campaign - Google Ads account setup - Google Analytics Integration - Setup of Goals/Conversion and event tracking - Campaign setup (Search Campaign) - Creation of campaign, adgroups and ad copies (No limit) - Keyword research, analysis and curate final list and match type for campaign - Campaign monitoring and optimization over the campaign period, including : - Ads copy optimization - Keyword Bid and bidding strategy optimization - Demographics targeting - Creation of negative keyword list - A/B Ads Testing - Creation of Ads extensions		Per Month	3.00		
KPI/ROAS* SEM - 2-5% CTR for Search Ads & 0.5%-3% CTR for Display Ads. Minimum target ROAS: 200% (Search/Display) (Actual ROAS estimation will be provided during project commencement based on product, pricing and call-to-action)					

Digital Marketing Campaigns					
Search Engine Marketing (SEM) Campaign - Display/Remarketing Campaign					
- Google Ads account setup - Google Analytics Integration - Setup of Goals/Conversion and event tracking - Campaign setup (Display/Remarketing Campaign) - Creation of campaign, adgroups and ad copies (No limit) - Keyword research, analysis and curate final list and match type for campaign - Campaign monitoring and optimization over the campaign period, including :	Per Month	3.00			
- Ads copy optimization - Keyword Bid and bidding strategy optimization - Demographics targeting - Creation of negative keyword list - A/B Ads Testing - Creation of Ads extensions					
KPI/ROAS* SEM - 2-5% CTR for Search Ads & 0.5%-3% CTR for Display Ads. Minimum target ROAS: 200% (SEM/Display) (Actual ROAS estimation will be provided during project commencement based on product, pricing and call-to-action)					
Digital Assets Creation					
- Search Campaign- SEM Ad Copywriting (includes generation of responsive ad headlines & Description & GDN Image Ad creatives (If applicable) - Up to 1 set of minimum 3 recommended sizes per quarter	Per Quarter	1.00			
Digital Assets Creation					
- Display Campaign - SEM Ad Copywriting (includes generation of responsive ad headlines & Description & GDN Image Ad creatives (If applicable) - Up to 1 set of minimum 3 recommended sizes per quarter	Per Quarter	1.00			
Review and recommendation - Monthly Performance Report and Review	Per Report	3.00			
Review and recommendation - Final Report	Per Report	1.00			
4) Training - Handover Checklist Documentation	Per Report	1.00			
5) Others Not Applicable					
	Total		\$ 4,380.00	\$ 4,380.00	

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