

Company	I Concept Innovation Pte Ltd
Digital Solution Name & Version Number¹	DM I Concept Innovation Digital Marketing Version 1.0 - Package 2 - SM + GDN (3 Months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	13 April 2024 to 12 April 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		unit	1.00		
2) Hardware Not Applicable					
3) Professional Services Professional Services Digital Marketing Needs Analysis A) Brand Analysis - Identifying Business Needs & USP - Company Analysis - Competitor Analysis - Keyword Analysis (where applicable)		report	1.00		
B) Digital Presence Analysis - Digital Touchpoints Analysis (social media etc.) - Website Analysis - Digital Assets Analysis Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed platforms and creative direction - Identifying Objectives - Identifying KPIs - Identifying Target Audience - Proposed Budget Allocation - Proposed Brand Angle/Positioning - Creation of Digital Assets - Client Engagement Framework (Project Timeline, Key Milestones, Service Level Agreement)		report	1.00		
Digital Marketing Campaigns A) Social Media Marketing Campaign for up to 2 platforms (FB & IG and/or LinkedIn) - Duration - 3 months - Research and Analysis - Strategy Proposal - Content Pillars - Topic Sustenance - Ad Campaign Setup - Ads Optimisation - Ads Management		months	3.00		
Performance objectives KPI/ROAS - Target Conversion Rate: - 30% to 80% Increase in Social Media Reach and ROAS: 120% to 180% (Client target ROAS to be calculated upon onboarding, as it varies between industries) - Campaign Analysis and feedback to align with marketing objectives					

<p>B) Google Display Network (GDN) Campaign - Keyword Research and Analysis - Ad Creatives Creation - Duration - 3 months</p>					
<p>1) Campaign Setup - Google GDN Ads setup 2) Campaign Optimization - Performance Review - Negative Keywords Review (Blacklist) - Quality Score Optimization - Ads Optimization - Ads Management</p>		months	3.00		
<p>3) Performance objectives KPI/ROAS - Target Conversion Rate: KPI: 0.5% - 2% CTR for Google GDN Ads and ROAS: 120% to 180% (Client target ROAS to be calculated upon onboarding, as it varies between industries) - Campaign Analysis and feedback to align with marketing objectives</p>					
<p>Digital Assets Creation Social Media - 8 x Static Images and Strategic Copywriting for FB & IG for total campaign of 3 months</p>		units	8.00		
<p>Google Display Network - 4 x GDN Banner size adaptations for total campaign of 3 months</p>		units	4.00		
<p>Review and recommendation A) Monthly Marketing Campaign Report for FB & IG - Data Analytics Report - Campaign Metrics Report - Observations and Recommendations B) Monthly Marketing Campaign Report for GDN - Data Analytics Report - Campaign Metrics Report - Observations and Recommendations</p>		units	2.00		
<p>Final Summary Report</p>		unit	1.00		
<p>4) Training Handover of digital creative assets, reports, ad accounts, logins, etc</p>		unit	1.00		
<p>5) Others Not Applicable</p>					
Total				\$ 10,000.00	\$ 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