



<p>TikTok Creative Video Digital Marketing Campaigns (SMA)  Total 1 Campaigns with TikTok Creative Videos  - Content Formats (TikTok Video Clips)  - Copywriting (limited to 400 words)  - Proposed #tag  - Proposed music  - Trending topic research  - Designing video images coverage and TikTok post</p> <p>- Video ideation, storyboarding and post production  - Video to SKU link for direct purchase (if the SKU is available)</p> <p>- Management of TikTok Ads account (3months)  - Setup Ads campaign objective, demographics according to targeted viewers persona  - Tracking the performance of Ads spend and provide report according to client requirements</p> <p>Review and recommendation  Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations</p>	<p>PER CAMPAIGN</p>	<p>1.00</p>		
<p>Final Report (SMM)  Target Return CTR1%-1.5% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)  Final Report (SMA)  Target Return On Ad Spend (ROAS): 150%-200% and CTR1%-1.5% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)</p>	<p>PER REPORT</p>	<p>0.00</p>		
<p>Digital Assets Creation (SMM)  Two TikTok Videos up to 1 min for social media usage (All videos will engage Influencers and cross posting on influencer TikTok Account for more impression. All the cost are included in the campaign, the cost is the same for all influencers)  -Copyright to use 3 months</p>	<p>per Video</p>	<p>2.00</p>		
<p>Digital Assets Creation (SMA)  One TikTok Video up to 1 min for social media usage  -Copyright to use 3 months</p>	<p>per Video</p>	<p>1.00</p>		
<p>4) Training  TRAINING AND HANDOVER</p>	<p>PER REPORT</p>	<p>0.00</p>		
<p>5) Others  Not Applicable</p>				
<b>Total</b>			<p>\$ 11,500.00</p>	<p>\$ 10,000.00</p>

<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