

Company	QIANYI TRADING PTE. LTD.
Digital Solution Name & Version Number¹	DM QIANYI TRADING TIKTOK DIGITAL MARKETING SOLUTION - Package 2 - TikTok Creative Livestreaming Packages SMM + SMA (3 MONTH))
Appointment Period	17 August 2023 to 16 August 2024
Extended Appointment Period²	17 August 2024 to 16 August 2025

wef. 08 February 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		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services TikTok Marketing Needs Analysis Assessment of Business Needs - Identification and Analyzation of Marketing Gap - Audit and Assessment of Digital Presence such as Facebook, Instagram, and TikTok - Assessment of Current Digital Assets (if have) - Identification and Analysis Competitors Presence in TikTok - Trending Marketing content - Best practices for structuring the organic video content - Leverage soundtrack features in TikTok - Leverage on hashtag strategy TikTok Digital Marketing Strategy Development TikTok Brand/Product Objectives - TikTok Brand/Product Targeted Audiences - TikTok Brand/Product Positioning - TikTok strategy on Selling Products/Services - TikTok Influencer Data Analysis for Selection of Influencer TikTok Creative Live-streaming Digital Marketing Campaigns (SMM) - Livestreaming Strategy Session (Product, Offer, Hook) - Selection and Engagement of Hosts - Livestreaming Conceptualization - Program Flow Preparation and Revision - Pre-Livestream Rehearsal with Hosts - Pre-Livestream Art Direction - Pre-Livestream Equipment and Stream Set Up - Post-Livestream Sales report TikTok Creative Live-streaming Digital Marketing Campaigns (SMA) - Management of TikTok Ads account - Setup Ads campaign objective, demographics according to targeted viewers persona for the 3 TikTok Live-streaming campaign - Budget allocation and time slot setup - Tracking the performance of Ads spend and provide report according to client requirements					
		per Report	1.00		
		per Campaign	3.00		
		per Campaign	3.00		

Review and recommendation Review and recommendation: Post Campaign Meeting Post Campaign Report with Recommendations					
Final Report (SMM) Target Return CTR5%-10% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)	per Report	1.00			
Final Report (SMA) Target Return On Ad Spend (ROAS): 150%-200% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer)					
Digital Assets Creation 3 digital recording of TikTok Live-streaming -Copyright to use 3 months	per Video	3.00			
4) Training TRAINING AND HANDOVER	per User	1.00			
5) Others Not Applicable					
Total			\$	11,500.00	\$ 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