

Company	Brew Interactive Pte. Ltd.
Digital Solution Name & Version Number¹	DM LiteBrew Digital Marketing Package - Package 2 [SMA and SEM + Landing Page] 5 months
Appointment Period	09 January 2025 to 08 January 2026
Extended Appointment Period²	09 January 2026 to 08 January 2027

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 Digital Marketing Needs Analysis * Kick-off Call, Business Needs Analysis/Survey, Competitor Analysis, Current and Projected Digital Asset Analysis AND		per Report	1.00		
Digital Marketing Strategy Development * Solution Proposal, Campaign Positioning and KPI Alignment, Keyword and Target Audience Research & Analysis		per Report	1.00		
Campaign 1: Search Engine Marketing (SEM) OR Social Media Marketing (SMM) - 5 months Technical Setup and Configuration * (SEM) Setup and link accounts for conversion tracking: Google Data Studio, Google Analytics, Google Tag Manager		per Setup	1.00		
Search Engine Marketing * 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		per Month	5.00		
KPI/ROAS * Target CTR: 1.75% * Target Conversion Rate: 2% * Target ROAS: 1.5x					
Campaign Management * Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)		per Month	5.00		
Review and recommendation * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion)		per Month	5.00		
Campaign 2: Social Media Advertising (SMA) - 5 months Technical Setup and Configuration * (SEM) Setup and link accounts for conversions tracking: Google Data Studio, Google Analytics, Google Tag Manager		per Setup	1.00		

<ul style="list-style-type: none"> . Social Media Advertising * Running social ads * 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 	per Month	5.00		
<ul style="list-style-type: none"> KPI/ROAS * Target CTR: 1.75% * Target Conversion Rate: 2% * Target ROAS: 1.5x 				
<ul style="list-style-type: none"> Campaign Management * Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number) 	per Month	5.00		
<ul style="list-style-type: none"> Review and recommendation * Monthly Performance Report with observation & recommendation 	per Month	5.00		
<ul style="list-style-type: none"> * Comprehensive Campaign Review (upon completion) 				
<ul style="list-style-type: none"> Digital Asset Creation Ad Creatives * 6x imaged based artwork design per campaign customized for up to 3 platforms * Up to 2 rounds of revisions before final approval 	per Creative	6.00		
<ul style="list-style-type: none"> . Landing Page * 1 Landing page creation including both design and copywriting * Each landing page will include a lead capture form * Each page may contain up to 1 piece of gated content (i.e.: whitepaper or other resource) * Up to 2 rounds of revisions on landing page design and copy * Client may use a sub-domain URL to host the landing page 	per Page	1.00		
<ul style="list-style-type: none"> . . 				
<ul style="list-style-type: none"> 4) Training Handover checklist document 	per Report	1.00		
<ul style="list-style-type: none"> 5) Others Not Applicable 				
Total			\$ 9,000.00	\$ 9,000.00

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