

<b>Company</b>	Craft Creative Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Craft Creative Digital Marketing Packages - Package 3 (SMA + YouTube Advertising) [2 months]
<b>Appointment Period</b>	19 December 2024 to 18 December 2025
<b>Extended Appointment Period<sup>2</sup></b>	19 December 2025 to 18 December 2026

**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		N.A	0.00		
2) Hardware Not applicable to Digital Marketing Packages		N.A	0.00		
3) Professional Services Digital Marketing Needs Analysis - Industry analysis - Competitor analysis - Current online presence evaluation - Business differentiation analysis		Per setup	1.00		
Digital Marketing Strategy Development - Digital branding and marketing consultancy - Story conceptualization on digital marketing direction - Identifying target audiences - Strategic positioning and KPI development		Per setup	1.00		
Digital Marketing Campaigns Social Media Advertising (SMA) - 1 x Video campaign across 2 months (Video Views) - 1 - 2 x Image ads across 2 months (Remarketing) - Creative inspirations - Ad Account Creation - New Ad Sets / Ad Group Setup - Ad Campaigns set up inclusive of audience targeting, objective setting, bidding adjustment and placement enhancement. - Media buy management - Campaign optimization with funnel strategies inclusive of A/B Testing. - Facebook Pixel setup - UTM Parameters setup Social Media Campaign Management: - Campaign analysis - Campaign optimisation - Budget optimisation - Recommend and restructure campaign		Per month	2.00		
KPI and ROAS: - Estimated 500 to 1,000 landing page view (based on \$1,000 media buy) - Target video views 30% - 40% increase in social media - Target ROAS: 100% - 300% (Actual estimation to be discussed and agreed during strategy session with clients as it may varies depending on products/ services, campaign objectives, offering and website experience.)		N.A	0.00		

<p>YouTube Marketing</p> <ul style="list-style-type: none"> <li>- 1 x YouTube Campaign across 2 months</li> <li>- Ad Account Creation</li> <li>- Ad campaign set up including keyword optimization, target audience fine-tuning, caption copywriting, ad group set up and bidding set up.</li> <li>- Media buy management</li> <li>- Branding funnel optimisation</li> <li>- Campaign budget allocation management</li> </ul> <p>YouTube Campaign Management</p> <ul style="list-style-type: none"> <li>- Campaign optimisation</li> <li>- Budget optimisation</li> <li>- Recommend and restructure campaign</li> </ul> <p>KPI and ROAS:</p> <ul style="list-style-type: none"> <li>- Estimated 10,000 - 20,000 views completed (based on \$1,000 media buy)</li> <li>- Average of Cost-per-view (CPV): \$0.02 - \$0.05</li> <li>- Average view rate - 15% to 25%</li> <li>- Target ROAS: 100% - 300% (Actual estimation to be discussed and agreed during strategy session with clients as it may varies depending on products/ services, campaign objectives, offering and website experience.)</li> </ul> <p>Digital Assets Creation for social media</p> <ul style="list-style-type: none"> <li>- 1 - 2 x ad copies</li> <li>- 2 - 5 Stock photos (if required)</li> </ul> <p>*All image ads and ad copies with up to 3 changes upon first draft</p> <p>1 x Video Production (Content cater for YouTube and Social Media Marketing) Duration: 30 - 40 seconds Inclusive:</p> <ul style="list-style-type: none"> <li>- Scripting</li> <li>- Filming</li> <li>- Editing (up to 2 changes upon first draft)</li> </ul> <p>Analytics and tracking code setup</p> <ul style="list-style-type: none"> <li>- Google Analytics setup</li> <li>- Google Tag Manager integration</li> <li>- Tracking code setup for Google and Social Media</li> </ul> <p>Review and recommendation</p> <ul style="list-style-type: none"> <li>- Weekly/monthly report</li> <li>- Weekly/ monthly campaign updates</li> <li>- Post campaign meeting</li> <li>- Post KPI campaign report with recommendations</li> </ul> <p>4) Training Handover Checklist documentation</p> <p>5) Others Not applicable to Digital Marketing Packages</p>						
		Per month	2.00			
		Per setup	2.00			
		Per setup	1.00			
		Per setup	1.00			
		Per report	2.00			
		Per setup	1.00			
		N.A	0.00			
<b>Total</b>				<b>\$</b>	<b>10,000.00</b>	<b>\$ 10,000.00</b>

<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