

Company	Craft Creative Pte. Ltd.
Digital Solution Name & Version Number¹	DM Craft Creative Digital Marketing Packages - Package 4 (SMM + SMA [TikTok] Package) [3 months]
Appointment Period	19 December 2024 to 18 December 2025
Extended Appointment Period²	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	1.00		
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 Content Management (SMM) - TikTok Content - Set up of TikTok for Business - Setup of TikTok Profile - 3 - 12 TikTok Short video posts across 3 months - Conceptualise video idea to creating content that stands out - Content Calendar Creation - Creating and distributing content - Monitor digital trend and page community		Per month	3.00		
KPI and ROAS: Engagement Video Views, or Followers increase 1x -1.5x (Estimation KPI calculation to be provided during strategy session with clients as it may varies depending on products/services, offering or website experience)					
Social Media Advertising (SMA) - TikTok Advertising Select any 1 campaign objectives - Brand Awareness/ Engagement / Video Views / Lead Generation / Conversions / App Installs - 3 campaigns across 3 months - 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		Per month	3.00		
KPI and ROAS: Followers: 1x - 1.5x increase (based on \$0.50 - \$5 per followers) ROAS: 100% - 300% (Estimated KPI calculation to be provided during strategy session with clients as it may varies depending on media buy and products/services.)					

Digital Assets Creation - 3 - 12 Short videos (up to 40 seconds) for SMM and SMA (Inclusive of scripting, filming, and editing. Up to 2 changes upon first draft) - 3 - 12 captions copywriting		Per setup	1.00		
Review and recommendation - Weekly/monthly report - Weekly/ monthly campaign updates - Post campaign meeting - Post KPI campaign report with recommendations		Per report	3.00		
4) Training Handover Checklist documentation		Per setup	1.00		
5) Others Not applicable to Digital Marketing Packages		N.A	0.00		
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