

Company	STORY BOX COLLECTIVE PTE. LTD.
Digital Solution Name & Version Number¹	DM SBC DIGITAL MARKETING PACKAGES - SMM [Facebook] + SMM [Instagram] (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		Per Set Up	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Business Audit and Marketing Channels Analysis Keyword Analysis Report Competitor Analysis and Audience Segmentation Plans		Per Set up	1.00		
Digital Marketing Strategy Development Plan & Design (Digital Strategy Report) - Keywords research, site audit, KPIs Setting, Target Audience & Budget, objectives and campaign plans, work process plans.		per set up	1.00		
Digital Marketing Campaigns Campaign 1 : SMM [Facebook] Brainstorming for campaigns, deploy & support - 3 months Social Media marketing (Facebook & Instagram) - 8 x organic posts created/month (Mirrored) - 10% increase in organic reach and impressions					
Campaign 2 : SMM [Instagram] Brainstorming for campaigns, deploy & support - 3 months Social Media marketing (Facebook & Instagram) - 8 x organic posts created/month (Mirrored) - 10% increase in organic reach and impressions		Per Month	3.00		
1 to 10 x paid ads campaigns across 3 months, creation of campaign, ad set & ad copy - identifying SMM Campaign Objectives - Creation of Target Audience and Bidding Strategy - Draft of campaign captions and graphic artwork					
KPI: Social media reach and impressions with expected Organic reach of between 1000 - 100,000 per month. Increase in leads 10 - 80.					
Digital Assets Creation 8 Hours of Photography session, 200 Photos delivered. - 1 x Photographer - 1 x Assistant - Shot with Sony A7R3, GM lenses, Aputure lighting and Godox Strobes Lighting - Campaign ideation and planning - Photos assets will be used for campaigns across the 3 months		Per Set up	1.00		

Digital Assets Creation 8 Hours of Video Production - 1 x Videographer - 1 x Assistant - Shot with Sony A7R3, GM lenses, Aputure lighting and Godox Strobes Lighting - Storyboarding - Multiple content formats (Stories, clips, Carousels) - Post Production - 2 final Video outcome - Videos to be used as posts across the 3 months.	Per Set Up	1.00		
Review and recommendation Monthly performance report with observation & recommendation Final Report Development and integration of leads management processes with existing business processes	Per Month	3.00		
4) Training Training and Handover	Per Set Up	1.00		
5) Others Not Applicable				
Total			\$ 9,900.00	\$ 9,900.00

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