

Company	Bluehive Consulting Asia Pte Ltd
Digital Solution Name & Version Number¹	DM Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 5 - SMA + Creative Video on Youtube / Tiktok (3 Months Packag
Appointment Period	15 June 2023 to 14 June 2024
Extended Appointment Period²	15 June 2024 to 14 June 2025

wef. 07 September 2023

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable for Digital Marketing Packages		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis a) Client Discovery, Objectives & Current State Analysis b) Digital Marketing Needs Analysis incl Current Social Media (FB / IG) Presence & Competitors Analysis, SWOT		per report	1.00		
Digital Marketing Strategy Development a) Social Media Management (FB/IG/Youtube) Strategy Report: i) Digital Marketing Objectives ii) Target Audience and Personas iii) Brand Positioning & Creative Inspirations iv) Tone of Voice v) Define objectives and Content Strategy for Video Marketing		per report	1.00		
Digital Marketing Campaigns (FB / IG) a) Setup of Facebook Business Page b) Setup of Instagram Business Page c) Setup of Youtube Channel / Tiktok (if necessary)					
Digital Marketing Campaigns 1: i) 2 Brand Awareness Ad Campaigns on Facebook or IG Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)		per unit	2.00		
Digital Assets Creation 3 to 9 Facebook / IG Posts (artwork design + caption)					
Digital Marketing Campaigns 2: ii) 1 Creative Video Marketing Campaign: Video Ideation, Production, Storyboarding and scripting on Youtube or Tiktok Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)		per unit	1.00		
Digital Assets Creation 1 minute video with music & subtitles (voiceover or talents not inclusive) OR 30 to 50 High Resolution Photos (1920 x1080 px) Photography at client's location or photoshoot studio					
Dedicated Account Manager Support (Whatsapp, Email & Dedicated Phone Number)		per setup	1.00		

Review and recommendation					
Monthly Review & Reporting: Post Campaign Report with Recommendations		per unit	2.00		
End of Project Review and Recommendation: Final Project Report		per report	1.00		
Development and integration of leads management processes with existing business processes		per setup	1.00		
4) Training Training Use of Canva to create digital assets / Mailchimp, etc Handover		per setup	1.00		
5) Others Not Applicable					
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