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| Company | Etereo Group Pte. Ltd. |
| Digital Solution Name & Version Number¹ | DM Etereo Digital Marketing Packages - Package 2 - SMA + SC (3 Months) |
| Appointment Period | 28 December 2023 to 27 December 2024 |
| Extended Appointment Period² | 28 December 2024 to 27 December 2025 |

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 | | NA | 0.00 | | |
| 2) Hardware Not Applicable to Digital Marketing Packages | | NA | 0.00 | | |
| 3) Professional Services | | | | | |
| a) Digital Marketing Needs Analysis - Audit Canvas with Client to understand the Brand - Brand awareness and acquisition canvas - Data analysis on trends and behaviours - Understand and customise target audiences - Social listening | | Per Report | 1.00 | | |
| b) Digital Marketing Strategy Development - Account set-up - Profile write-up - Content strategy and content pillars - Tone of voice | | Per Report | 1.00 | | |
| a) Social Media Advertising - 3 months - Ad camapigns on Facebook and Instagram accounts - 2 Ad campaigns per month - 4 static creatives and 4 ads copywriting per month - Campaign strategy based on insights gathered - Target audience demographics - Content testing, A/B split testing - Budget optimisation and recommendations - Set-up: Facebook page/Ads account/Meta pixel tracking/Leads gen forms - Excludes: photography, videography, illustrations - KPIs: ROAS 150% - 500% (Actual results may vary, depending on industry type, products & services offered) | | Per Campaign | 1.00 | | |
| b) Survey Campaign (SC) - 3 months - 1X survey campaign with 10 to 15 questions (MCQ) - Survey to be carried out on Meta platforms (FB/IG) - 01 creative and content curation for 1X survey campaign - Target audience demographics - Post campaign report on survey insights gathered - KPIs: Min 100 respondents with completed fields (Name & Email address). - Excludes incentive and media buy for outreach | | Per Campaign | 1.00 | | |
| Digital Assets Creation - 6 social media design templates - Total of 12 creatives for SMA campaign - Total of 01 creative for SC campaign | | Per Unit | 1.00 | | |
| Review and Recommendation - Monthly campaign report (SMA) - Post campaign report (SC) - Evaluation and recommendations | | Per Unit | 3.00 | | |
| 4) Training | | | | | |

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|---|--|----------|------|--------------------|--------------------|
| Handover Checklist | | Per Unit | 1.00 | | |
| 5) Others Not Applicable to Digital Marketing Packages | | NA | 0.00 | | |
| 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