

|   |   |
|---|---|
| <b>Company</b>  | STORY BOX COLLECTIVE PTE. LTD.  |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM SBC Digital Marketing Packages - Package 2 - SMM Facebook & SMM Instagram (3 Months) |
| <b>Appointment Period</b>                                     | 17 November 2022 to 16 November 2023  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 17 November 2023 to 16 November 2024  |

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

| Cost Item   | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|---|----------------|------------|----------|---------------|-----------------------|
| 1) Software<br>Not applicable to Digital Marketing Package  |                | Per Set Up | 1.00     |               |                       |
| 2) Hardware<br>Not applicable to Digital Marketing Package  |                | Per Set Up | 1.00     |               |                       |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>1. Business Audit and Marketing Channels Analysis<br>2. Keyword Analysis Report<br>3. Competitor Analysis and Audience Segmentation Plans   |                | Per Set Up | 1.00     |               |                       |
| Digital Marketing Strategy Development<br>Plan & Design (Digital Strategy Report) -<br>1. Keywords & Trends research<br>2. KPIs Setting<br>3. Target Audience & Budget<br>4. Objectives and campaign plans<br>5. Work process plans<br>6. Campaign concept brainstorming  |                | Per Set Up | 1.00     |               |                       |
| Digital Marketing Campaigns<br>3 months Social Media marketing (Facebook)<br>Campaign<br>Scope of Work<br>- Provide 1 x Creative Account manager<br>- 8 x organic posts created/month with graphics and captions provided<br>- Brainstorming for campaigns<br>- Produce Graphics and Video Posts and schedule onto Facebook Calendar<br>- Posting and managing of Facebook page<br>- Management of Facebook Ads Campaigns and Budget<br>KPI: Estimate target 10 leads per month |                | Per Month  | 3.00     |               |                       |
| 3 months Social Media marketing (Instagram)<br>Campaign<br>Scope of Work<br>- Provide 1 x Creative Account manager<br>- 8 x organic posts created/month with graphics and captions provided<br>- Brainstorming for campaigns<br>- Produce Graphics and Reels and schedule onto Instagram Calendar<br>- Posting and managing of Instagram page<br>- Management of Instagram Ads Campaigns and Budget<br>KPI: Estimate target 10 leads per month                                  |                |            |          |               |                       |

|  |  |  |   |                          |                    |
|--|--|--|---|--------------------------|--------------------|
| <p>Digital Assets Creation</p> <p>Provide 1 x Full day Concept Brand Photography session, 200 photos minimally</p> <p>Scope of Work</p> <p>Phase 1: Pre-production</p> <ul style="list-style-type: none"> <li>- Discussion and finalization of Shoot Concept</li> <li>- Planning of Shoot execution, moodboards</li> </ul> <p>Phase 2 : Production</p> <p>Provide Crews and Team for Execution</p> <ul style="list-style-type: none"> <li>- 1 x Photographer (\$1200)</li> <li>- 1 x Assistant (\$300)</li> <li>- Shot with Sony A7R3, GM lenses, Aputure lighting and Godox Strobes Lighting (\$200)</li> <li>- Campaign ideation and planning (\$300)</li> <li>- Photos assets will be used for campaigns across the 3 months</li> </ul> <p>Phase 3 : Post Production</p> <ul style="list-style-type: none"> <li>- Selection and Editing of Images (Minimum 200 Photos)</li> </ul> <p>Provide 1 x Brand Video Production (1 full day video production)</p> <p>Scope of Work</p> <p>Phase 1: Pre-production (\$200)</p> <ul style="list-style-type: none"> <li>- Storyboarding</li> <li>- Planning and confirmation of model, locations (Models and locations fees are not inclusive in this quote)</li> </ul> <p>Phase 2 : Production</p> <ul style="list-style-type: none"> <li>- 1 x Videographer (\$1200)</li> <li>- 1 x Assistant (\$300)</li> <li>- Shot with Sony A7R3, GM lenses, Aputure lighting (\$300)</li> </ul> <p>Phase 3 : Post Production</p> <ul style="list-style-type: none"> <li>- Multiple content formats (Stories, clips, Carousels)</li> <li>- Post Production (\$500)</li> <li>- 2 x final video outcome.</li> </ul> <p>- Videos to be used as posts across the 3 months.</p> <p>Review and Recommendation</p> <p>Monthly performance report with observation &amp; recommendation\</p> <p>Final Report</p> <p>Development and integration of leads management processes with existing business processes</p> <p>4) Training Handover</p> <p>5) Others Not Applicable</p> |  | <p>Per Set Up</p> <p>Per Set Up</p> <p>Per Month</p> <p>Per Set Up</p> | <p>1.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> | <p>Total \$ 9,900.00</p> | <p>\$ 9,900.00</p> |
|--|--|--|---|--------------------------|--------------------|

<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