

Company	Wolfgang Creatives Pte. Ltd.
Digital Solution Name & Version Number¹	DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 3 - (Creative Video and Lead Gen) 3 Months
Appointment Period	03 November 2022 to 02 November 2023
Extended Appointment Period²	03 November 2023 to 02 November 2024

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable	\$ 0.00	NA	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
• 3C Analysis (Customers, Competitors, Company)					
• SWOT Analysis (Strength, Weakness, Opportunity, and Threat)	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
• Current Market Positioning and Value Proposition					
• Current State Analysis of Client's Digital Marketing Presence and Assets					
Digital Marketing Strategy Development					
• Objectives (SMART Goals)					
• Target Audience					
• Obstacles					
• Strategies for Creative Concept and Offer Development	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
• Timeline					
• Key Performance Indicators					
• Digital Asset Creation					
• Proposed Budget					
Digital Marketing Campaigns					
2 Campaigns					
• Choice of 2 channels (choose from among WhatsApp, Facebook, Instagram, Shopee, Lazada, Qoo10, Grab, FoodPanda, Zippy, or other channels selected by SME.)					
• Strategy planning with SME for up to 2 attractive offers to engage consumers					
• Campaigns will feature the same video produced, with variants of ad copy					
• Copywriting (up to 500 words per offer)	\$ 3,300.00	Per Month	3.00	\$ 9,900.00	\$ 9,900.00
• Creative design of ad					
• Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters.					
• Data-driven campaign optimisation					
• A/B testing of video ad copy, hero images, and audience targeting to maximize conversions.					
• Bi-weekly optimisation of campaign as necessary					
• Management and optimisation of unlimited ad spend budget					
Digital Assets Creation for 2 Campaigns					
Creation of 3 images and 3 ad copies to be used for ad campaigns.	\$ 0.00	Per Unit	1.00	\$ 0.00	\$ 0.00
• use of stock images with editing (no photography services)					

Digital Assets Creation for 2 Campaigns Creation of a up to 1.5 min video main video. Inclusive of video-editing and post-production. • Inclusive of edited 30 second version (used for ads) • Photos may be taken to be used for video-editing and these photos may be provided to clients at vendor's discretion.	\$	0.00	Per Unit	1.00	\$	0.00	\$	0.00
Review and recommendation Monthly Performance Report with observations and recommendations. Implementation of recommendations selected by SME. Weekly monitoring of changes with rollback and tweaks as necessary. Whatsapp chat support group	\$	0.00	Per Report	2.00	\$	0.00	\$	0.00
Post Campaign Meeting Final Report including SME Handover Notes for SME's team and Recommendations Target Return On Ad Spend (ROAS): 150% to 300% (Depends on industry, to be discussed with client with Digital Marketing Strategy Development)	\$	0.00	Per Report	1.00	\$	0.00	\$	0.00
4) Training								
Training Session for Client (Up to 2 hours) • Handover of all campaign material, including raw files • Ad management maintenance training • Social media Management maintenance training	\$	100.00	Per Session	1.00	\$	100.00	\$	100.00
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