

Company	Wolfgang Creatives Pte. Ltd.
Digital Solution Name & Version Number¹	DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 4 - (Inbound and SMM) 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) • Current Market Positioning and Value Proposition • Current State Analysis of Client's Digital Marketing Presence and Assets	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Digital Marketing Strategy Development • Objectives (SMART Goals) • Target Audience • Obstacles • Strategies for Creative Concept and Offer Development • Timeline • Key Performance Indicators • Digital Asset Creation • Proposed Budget	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Digital Marketing Campaigns Campaign 1: Inbound Marketing • Choice of 1 existing Digital assets owned by client (e.g. Newsletter / mailing list / collected customers' emails / own website home page promo). • Strategy planning with SME for 1 attractive offer to engage consumers • Copywriting (up to 500 words per offer) • 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 ad copy, hero images, and audience targeting to maximize conversions.	\$ 1,650.00	Per Month	3.00	\$ 4,950.00	\$ 4,950.00

Digital Marketing Campaigns Campaign 2: SMM • Choice of 1 channel (choose from among WhatsApp, Facebook, Instagram, Shopee, Lazada, Qoo10, Grab, FoodPanda, Zippy, or other channels selected by SME.) • Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interests/Behaviours Targeting Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing / Remarketing • Strategy planning with SME for up to 1 attractive offers to engage consumers • Copywriting (up to 500 words per offer) • 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 ad copy, hero images, and audience targeting to maximize conversions.	\$	1,650.00	Per Month	3.00	\$	4,950.00	\$	4,950.00
	\$	0.00	Per Unit	1.00	\$	0.00	\$	0.00
	\$	0.00	Per Report	2.00	\$	0.00	\$	0.00
	\$	0.00	Per Report	1.00	\$	0.00	\$	0.00
	\$	100.00	Per Session	1.00	\$	100.00	\$	100.00
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								
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