

<b>Company</b>	Wolfgang Creatives Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 1 - (Accelerated Lead Gen) 3 Months
<b>Appointment Period</b>	03 November 2022 to 02 November 2023
<b>Extended Appointment Period<sup>2</sup></b>	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 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 • 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. • Bi-weekly optimisation of campaign as necessary • Management and optimisation of unlimited ad spend budget	\$ 3,300.00	Per Month	3.00	\$ 9,900.00	\$ 9,900.00
Digital Assets Creation for 2 Campaigns Creation of 6 images and 6 ad copies to be used for ad campaigns. • use of stock images with editing (no photography services)	\$ 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					
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<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