

No. of Suppliers participated: 2

Awarded	Supplier	Event - Lot Title	Bid Quantity	Price (SGD)	Total Bid (SGD)	Awarded Quantity (SGD)	Awarded Spend (SGD)
Yes	Tactic Public Relations	Digital Marketing Campaign including SEM and SEO	1	319,300.00	319300	1.00	319300
No	Ink On Paper Communications Pte Ltd	Media rebate	1	0.00	0	0.00	0
		NTU's option, to extend on a yearly basis for Three successive years	1	0.00	0	0.00	0
		Art Direction (cost per hour)	1	280.00	280	0.00	0
		Photography (including weekends) - Please refer *note below	1	2,500.00	2500	0.00	0
		Copywriting / Copy-editing	1	300.00	300	0.00	0
		Translation	1	300.00	300	0.00	0
		Concept fee for an adhoc Brochure/invitation card	1	1,800.00	1800	0.00	0
		Digital Marketing Campaign including SEM and SEO	1	232,920.00	232920	0.00	0
		Digital Imaging (Cost per hour)	1	180.00	180	0.00	0
		Colour separation	1	100.00	100	0.00	0
		Concept fee for an adhoc Print Advertisement	1	2,200.00	2200	0.00	0
		One-time fee for Creative Concept developed for the Undergraduate Admissions Campaign that also includes but not limited to the adaptations of concepts to:	1	68,880.00	68880	0.00	0
		Electronic transmission charges (optional)	1	1,250.00	1250	0.00	0
		Styling (clothes and shoes to be given to talents)	1	500.00	500	0.00	0
		Design and layout (Cost per hour)	1	180.00	180	0.00	0
		Hair and make-up (including weekends)	1	1,200.00	1200	0.00	0
	DSTNCT Pte Ltd	Media rebate	1	0.00	0	0.00	0
		NTU's option, to extend on a yearly basis for Three successive years	1	900,000.00	900000	0.00	0
		Art Direction (cost per hour)	1	500.00	500	0.00	0
		Photography (including weekends) - Please refer *note below	1	7,000.00	7000	0.00	0
		Copywriting / Copy-editing	1	400.00	400	0.00	0
		Translation	1	1,000.00	1000	0.00	0
		Concept fee for an adhoc Brochure/invitation card	1	500.00	500	0.00	0
		Digital Marketing Campaign including SEM and SEO	1	90,000.00	90000	0.00	0
		Digital Imaging (Cost per hour)	1	450.00	450	0.00	0
		Colour separation	1	300.00	300	0.00	0

	Concept fee for an adhoc Print Advertisement	1	5,500.00	5500	0.00	0
	One-time fee for Creative Concept developed for the Undergraduate Admissions Campaign that also includes but not limited to the adaptations of concepts to:	1	45,000.00	45000	0.00	0
	Electronic transmission charges (optional)	1	250.00	250	0.00	0
	Styling (clothes and shoes to be given to talents)	1	3,000.00	3000	0.00	0
	Design and layout (Cost per hour)	1	550.00	550	0.00	0
	Hair and make-up (including weekends)	1	5,000.00	5000	0.00	0
Tactic Public Relations						
	Media rebate	1	602,876.00	602876	0.00	0
	NTU's option, to extend on a yearly basis for Three successive years	1	691,790.00	691790	0.00	0
	Art Direction (cost per hour)	1	250.00	250	0.00	0
	Photography (including weekends) - Please refer *note below	1	34,000.00	34000	0.00	0
	Copywriting / Copy-editing	1	2,400.00	2400	0.00	0
	Translation	1	2,600.00	2600	0.00	0
	Concept fee for an adhoc Brochure/invitation card	1	3,200.00	3200	0.00	0
	Digital Imaging (Cost per hour)	1	200.00	200	0.00	0
	Colour separation	1	180.00	180	0.00	0
	Concept fee for an adhoc Print Advertisement	1	5,000.00	5000	0.00	0
	One-time fee for Creative Concept developed for the Undergraduate Admissions Campaign that also includes but not limited to the adaptations of concepts to:	1	190,000.00	190000	0.00	0
	Electronic transmission charges (optional)	1	2,800.00	2800	0.00	0
	Styling (clothes and shoes to be given to talents)	1	4,500.00	4500	0.00	0
	Design and layout (Cost per hour)	1	180.00	180	0.00	0
	Hair and make-up (including weekends)	1	2,600.00	2600	0.00	0
HAPPY MARKETER PTE LTD						
	NTU's option, to extend on a yearly basis for Three successive years	1	443,410.00	443410	0.00	0
	Copywriting / Copy-editing	1	450.00	450	0.00	0
	Digital Marketing Campaign including SEM and SEO	1	159,500.00	159500	0.00	0
LEWIS Public Relations Pte Ltd						
	Digital Marketing Campaign including SEM and SEO	1	859,415.00	859415	0.00	0