

## **Terms of Reference**

### **TOR for Consultancy: Design and Production of a Video Presentation for Invest Maldives**

#### **1. Background**

Invest Maldives, established under the Ministry of Economic Development, is the lead government agency responsible for investment promotion and facilitation. It offers a one-stop-shop service that takes investors through the complete cycle of investing in the Maldives.

A primary focus of Invest Maldives is to showcase Maldives as an attractive investment destination through up to date information on the doing business climate of the country and of economic opportunities available. Towards this end, Invest Maldives intends to capitalize on various international investment promotion forums, carry out a more active role in bi-lateral cooperation with major development partners, as well as engage in direct marketing of projects and opportunities with potential partners.

The current assignment involves design and production of a video presentation for Invest Maldives. The presentation shall highlight the economic development vision of the government, the overall economic landscape of the Maldives and the multiple avenues and opportunities for investment in the Maldives in key sectors in a convincing and creative format.

#### **2. Goal and Objective of the Consultancy**

The purpose of this project is to design and develop a video presentation for Invest Maldives for an investor audience base.

Competent firms are invited to submit applications for the video development. Invest Maldives will provide all the necessary information to carry out the scope of work and assist in any co-ordination with related stakeholders during the project.

The video should convey the narrative and message for investors in a convincing manner to inspire future discussion on partnerships and investments. It should be formatted for display online and offline, in a format readable by large screens, TV monitors, laptops and mobile devices.

### **3. Scope of Work**

The firm/team selected for this assignment will perform the following indicative tasks:

- Through own research and in consultation with Invest Maldives, prepare an outline for the video production that adequately covers the objectives of the video.
- Carry out copywriting for the video in line with the approved outline for the video.
- Carry out the design/direction and production of the video presentation. Sourcing of relevant video footage, photography, high quality video camera, editing software as well as other equipment and supplies, will be the responsibility of the firm.
- Apply videography, editing, audio balancing, sub-titling, format exporting and other professional video production skills in producing a professional product of broadcast quality video.
- Record and edit narration/voice over where needed under the guidance of Invest Maldives, edit the footage in keeping with the script and embed sub-titles in the video as necessary.
- Provide rough cut submissions for review and revision. Work/re-work on revisions are required.
- Seek Invest Maldives's feedback on the draft video and produce the final cut upon incorporation of the feedback.
- Audio balance the final product and convert it into formats for use on TV, web, and other media channels.
- Advise and recommend how best to utilize the video presentation.

### **4. Outputs**

At the end of the project, the following outputs shall be delivered to the satisfaction of Invest Maldives.

- Final cut of the video presentation, delivered to Invest Maldives in broadcast quality, DVD and web optimized versions. The copyright of all work carried out under the project will be proprietary of Invest Maldives, Ministry of Economic Development.
- Provide social media & YouTube optimized files of the said video. The firm will be responsible for certain level of editing or cutting might be required for social media optimization of videos.

## **5. Reporting Arrangements**

The project will be carried out under the guidance and direction of Invest Maldives. The successful firm/party must make time to meet with the designate official from Invest Maldives on a weekly basis to report progress.

## **6. Qualifications and Experience**

Proposals for the project will be considered from qualified firms/teams that fit the following criteria:

- Design agency/firm (with expertise in videography, marketing, copywriting)
- Demonstrate a sound record in providing consulting services for similar mass communication projects / video production
- Minimum 5 years of notable track record in video production projects proving computerized professional video editing applications and procedures, post-production procedures, techniques and standards in undertaking similar types of creative projects.
- Minimum of 5 completed video productions in similar areas (investment promotion, project profile, government profile videos)
- Proven multimedia design, production and motion graphics animation
- Ability to effectively manage time and schedules.

Proposals by proponents that do not meet the above criteria will be rejected.

## 7. Proposal Evaluation and Criteria

The applicants are required to submit two separate proposals, i.e. Technical Proposal and Financial Proposal in two separate sealed envelopes.

Evaluation of the proposal will also be carried in two stages.

### *Stage 1: Technical Proposal Evaluation*

Applicants need to achieve minimum 70 out of 100 in order to pass the Technical Evaluation. Proposals achieving a mark below this threshold will immediately be rejected and Stage 2 of the evaluation will not be undertaken for such proposals.

Criteria	Mark Allocation
<p><b>a) Strength of the team as demonstrated in the documents submitted with the proposal</b></p> <ul style="list-style-type: none"> <li>Team consists of members in all key creative areas required (video production, editing, animation, copywriting)</li> <li>Creativity of the team members as judged from the CVs submitted</li> </ul>	<p><b>30</b></p> <p>15</p> <p>15</p>
<p><b>b) Previous completed/ published videos developed and/or animation of team members:</b></p> <ul style="list-style-type: none"> <li>Quality and creativity of the videos presented/submitted (judged based on level of editing, animation used, music, overall creativity)</li> </ul>	<p><b>50</b></p>
<p><b>c) Video outline</b> for the specific task submitted with the proposal (judged on relevance, approach, coverage of objectives as noted in TOR)</p>	<p><b>20</b></p>
Total	100

Total marks received for technical evaluation will be given a weightage of 70%

*Stage 2: Financial Proposal Evaluation (30 marks)*

Evaluation of the Financial Proposal will be based on the proposed fee (in MVR, inclusive of GST).

The lowest proposed fee will achieve the highest score. Other scores will be prorated accordingly.

*Final Score*

Final score of applicants will be allocated as follows:

<b>Evaluation</b>	<b>Marks Allocation</b>
Technical Evaluation	70%
Financial Evaluation	30%

**8. Documents to be submitted**

Interested applicants are required to submit the following documents:

- a) Name of the applicant and profile.
- b) CV of all team members who will be involved in the project – the team should consist of members in all key areas.
- c) A portfolio of previous similar work undertaken including a minimum of 5 completed video productions in similar areas, ideally with letters from clients of successful completion/delivery of such projects. For copywriting work, please provide samples of previous copywriting, script development works undertaken.
- d) A high-level sample outline for the video, highlighting applicant’s suggestions on key components to be included and addressed in the video, taking into consideration the requirements for the video as outlined in Section 1 and the overall objective of the video.
- e) A work plan identifying the timeline and specific tasks that need to be attended/completed. The work plan of the successful party will be negotiated based on the submitted work plan.

- f) A financial proposal to address the work – the proposed fee should indicate the breakdown of all costs, inclusive of ALL considerations. The cost of travel to proposed locations for shooting will be borne by the Ministry and shall be pre-agreed with the firm.

## **9. Duration of services and terms of payment**

The Consultant shall commence the work as soon as possible, immediately upon signing contract.

Payments will be made following the agreed progressive output milestones:

1<sup>st</sup> payment – 20 % upon submission and approval of the video outline and storyboard for the video

2<sup>nd</sup> payment – 70% upon complete turn-over of all final outputs and master/original files

*Kindly note that given Government Financial Regulations, Invest Maldives or the Ministry is unable to pay an advanced payment prior to work commencement.*

## **10. Intellectual Property**

The Consultant must agree explicitly that all components of the works submitted are indeed original creations of the developer. Any intellectual property infringement, misuse or plagiarism of another's work in any form or state will result in immediate termination of the contract. Invest Maldives and the Ministry of Economic Development will not bear any responsibility for the Consultant's illegal or inappropriate use of copyrighted material and the Consultant agrees to bear full responsibility for any consequences of such actions.

All information and production of the video pertaining to this assignment as well as outputs produced under this contract shall remain the sole property of Invest Maldives under the Ministry of Economic Development.

## **11. Application deadline and submission details**

It is the responsibility of the firm to ensure that all documents that will be needed for the evaluation are submitted.

The Ministry will retain the discretion to inquire and obtain information from previous clients of the firm to obtain information related to previous projects undertaken.

All inquiries relating to the TOR shall be communicated in written form to the email address above.