

## **Terms of Reference for Concept Development and Production of Two Video Advertisements.**

Reference Number: (IUL)220-AS/1/2022/18

Date: 02 March 2022

### **1. INTRODUCTION**

MIRA is inviting proposals from qualified persons, with experience in video advertisement production, to produce an advertisement in order to create awareness regarding MIRA's services.

### **2. DELIVERABLES**

- Two video advertisement that helps create awareness about MIRA's online services.
- The advertisements should be 30 seconds and 1 minute in duration.
- The advertisement should be a live action video.

### **3. WORK SETTING**

The work setting for the assignment will include the following aspects

#### 3.1 Timing and duration of the assignment

- i. The duration of the project will be One month from date of contract.

#### 3.2 Briefing/debriefing arrangements

- i. Initial meetings will be arranged to discuss and finalize the requirements.
- ii. Update meetings should be held once every week in the duration of the contract to provide progress on the developments.
- iii. Additional meetings can be arranged for clarifications at the request of either party.

#### 3.3 Support Provided

- i. The MIRA will provide any information required regarding MIRA's services and official artwork used to promote these services such as logos.

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Ameenee Magu, Malé 20379, Maldives  
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#### 4. WORK PLAN

- 4.1 The contractor will participate in debriefing sessions with MIRA to understand the requirements and expectations and to finalize the video advertisement.
- 4.2 Develop a project plan within a detailed timeline.
- 4.3 Present at least 2 concepts per advertisement, from which the final concept will be selected.
- 4.4 Develop a storyboard based on the final concepts.
- 4.5 Develop scripts based on the final concepts.
- 4.6 Select location(s) and assign cast for the advertisements.
- 4.7 Conduct shooting of the advertisements.
- 4.8 Conduct post-production of the advertisement including editing, color grading sound engineering and overlays.
- 4.9 The contractor will adjust concept, storyboard, script, cast, location(s) and the video based on feedback and comments from MIRA team.

#### 5. INTELLECTUAL PROPERTY

- 5.1 The contracting party must agree explicitly that all components of the works submitted are indeed original creations of that party.
- 5.2 Any intellectual property infringement, misuse, or plagiarism of another's work in any form or state will result in immediate termination of the contract.
- 5.3 MIRA will not bear responsibility for the contractor's illegal or inappropriate use of copyrighted material and the contractor agrees to bear full responsibility for any consequences for such actions.
- 5.4 The final advertisements, including all drafts, retakes and material generated from this project shall remain the sole property of MIRA.

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## 6. REQUIRED SKILLS AND EXPERIENCE

Contracting party should demonstrate and provide proof of previous experience in the performance of similar services as follows:

- 6.1 Be a reputable party with prior experience in video advertisement production.
- 6.2 Should have relevant experience in developing concepts and video production.
- 6.3 Should provide a detailed timeline of the workplan.

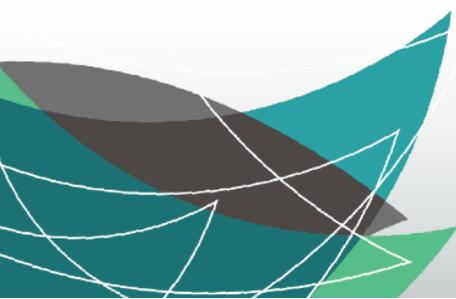
## 7. AMENDMENTS

If at any time prior to award, MIRA determines a need for a significant modification of the provisions of the TOR, MIRA will issue a written amendment to all potential suppliers. No oral statement of any person shall, in any manner, be deemed to alter or otherwise affect any term or condition of this solicitation, and no supplier shall rely on any such statement.

## 8. EVALUATION AND BASIS FOR AWARD

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a supplier.

Evaluation Criteria	Percentage Allotted
a) The work presented in the portfolio will be evaluated to assess the quality of the contractor's work	40%
b) Timeline to deliver the objectives of the assignment	10%
c) Financial proposal (Lowest tender gets highest score (100% of price score), others scored in relation to lowest tender (e.g. double the price gets 50% of price score))	50%



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## 9. PAYMENT

9.1 Payment will be made in full after the advertisements are delivered, any necessary changes made and final advertisement is accepted by the MIRA.

## 10. INSTRUCTIONS TO BIDDING PARTIES

- 10.1 All bids will be opened on the date and time specified in clause 14
- 10.2 The price quoted must be in Maldivian Rufiyaa inclusive of all taxes and charges.
- 10.3 All bids must be submitted to the designated address, in sealed envelopes, with the details of the bidding party, announcement number and project name, on the bid opening date and time.
- 10.4 All bidders will be allowed to submit a maximum of one bid, but bidding parties are allowed to offer more than one option.
- 10.5 The bid should include all documents, stated in the terms of reference. Bids with missing, inaccurate or false documents will not be accepted.
- 10.6 The MIRA retains the right to cancel the bids at any stage of evaluation if it is found that the documents submitted fall short of requirements.

## 11. BID SECURITY

- 11.1 If the price quoted by a bidding party exceeds MVR 500,000 in value, the bidding party will be required to submit a bid security of MVR 25,000, issued by a bank or financial institution registered in the Maldives, with validity of no less than 60 days, as per the template in Annex-1.

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11.2 Bid Security must be (a) an original bank guarantee letter issued by a bank registered with the Maldives Monetary Authority or (b) an insurance policy issued by an insurance company registered with the Maldives Monetary Authority. Bank Cheques, and Cash will not be accepted as bid security.

## **12. BID AWARDING**

- 12.1 Bidder will be informed of the decision to award a bid via an official intent to award the bid.
- 12.2 If the value of the bid exceeds MVR 500,000 the bidder will be required to submit a performance guaranty of 5% of the total contract value prior to signing the contract. The performance guaranty must be issued by a bank or financial institution registered in the Maldives and must have a validity of 45 days, not including the quoted delivery period.
- 12.3 Failure of the successful bidding party to submit the aforementioned performance guarantee, or sign the Contract, shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security. In that event the MIRA may award the contract to the next lowest evaluated bidder, provided the bidder is capable of performing the contract satisfactorily.

## **13. DOCUMENTS TO BE SUBMITTED WITH THE PROPOSAL**

Below documents shall be submitted along with the proposal:

- 13.1 Financial proposal and costing which includes breakdowns for the lump-sum amounts. The fee should be inclusive of all considerations
- 13.2 A document of incorporation, or registration issued by the relevant governing body of the country of origin.
- 13.3 A portfolio of previous works of video advertisements or similar content
- 13.4 Details of references for work included in the portfolio

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- 13.5 CV's of the team who will be working on this project including relevant documents to show they possess the pre-requisite skills and experience required for the project.
- 13.6 Timeline to deliver the tasks based on the deadlines mentioned in the TOR
- 13.7 SME Registration Certificate (Copy)
- 13.8 A Tax Clearance Report (Issued within a maximum of three months prior to the date of Submission)
- 13.9 Bid Security document, where necessary.

#### **14. BID OPENING DATE AND VENUE**

The bids will be opened on Sunday, 13 March 2022, at 1500. Hrs. (Local time) at the below address.

2<sup>nd</sup> Floor, Maldives Inland Revenue Authority,  
Ameenee Magu,  
Male' 20379,  
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For further details or queries, regarding the Video Advertisement and requirements of the same, please contact Ms. Khadheeja Nashaya Naeem at (+960) 3019-601 from Sunday to Thursday between 08:30 and 15:00 hrs or email to [nashaya.n@mira.gov.mv](mailto:nashaya.n@mira.gov.mv)

For further details or queries, regarding the bidding process, bid submission and other requirements please contact Mr. Ismail Rasheed Mohamed at (+960) 3020-478 from Sunday to Thursday between 08:30 and 15:00 hrs or email to [procurement@mira.gov.mv](mailto:procurement@mira.gov.mv)

All interested parties should submit the proposals before the bid opening date, to the aforementioned address, in sealed envelopes, marked "Proposal for Concept Development and Production of Two Video Advertisements"

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