Video Production RFP | Q&A - RFP-NuMERAL-24-002

1. On average, a voiceover narration is 140-170 words per minute. By comparison, the Background description of the program in the first page of the RFP is over 400 words. A video presenting similar information about the project would need to be about 300 words to fit within a 2-min time frame. Is the project prepared to make one of the following decisions about the approach: (a) simply frame the storyboard around a more concise version of the key information as presented in the Background, (b) re-write this description to include less information in a bulletpointed presentation in order to tell more of a narrative, or (c) allow the video to be longer than 2-minutes in order to include more information?

Yes! Simplification is the name of the game here. We are currently working on a streamlined version of this information for several other deliverables. While we hope to get the information clear and succinct, if that is not possible in 2 minutes, we are a bit flexible in the actual video length.

2. If other information would be the basis of the script, are there presently any documents or existing language on the project's websites that can serve as inspiration or reference while considering the best approach for the video?

I can point you to the announcement on RTI's website and our one-pager. At the same time, we are currently going through a refresh of our materials to make sure they are clearer for a more general audience.

3. Is the vision for the video to be entirely animation or primarily pre-produced photos/video?

Likely, the video will be pre-produced photos with some engaging moving graphic elements rather than pure animation. Here is an example of a video produced for another RTI project where they added animated elements to existing still images to make it more engaging. We would theoretically be interested in video/b-roll. We do not have any at the moment and we cannot buy pre-existing b-roll for ethical reasons. If your team is capable/interested, please include b-roll production as an optional part of your proposal/budget. While we do have an interest in b-roll, we don't want to discourage firms who wouldn't be able to fulfill that need – specifically since we have not made a decision on our actual need for b-roll.

4. What number of pre-produced photo and video assets are immediately available and are they already publicly online in order to assess the overall quality? If they aren't, would they already be collected in a single location (cloud folder for example) by the time the vendor is selected?

We do not have photos from the NuMERAL project, but we do have access to photos in RTI's Flickr account and could use any of the photos from USAID's Flickr accounts (there are about 20 additional accounts). We would need to attribute the photos. And it also presents a slight challenge of making sure we aren't using photos that have been used millions of times by other projects. Generally speaking we will be looking to use photos focused on nutrition in clinic-like settings. NuMERAL would be able to create a collection of these photos for you to work with.

5. Are additional field production trips and/or interviews necessary; and if so, where/when?

No production trips or interviews are necessary. Although back to the b-roll conversation, if your team is able to ethically source b-roll for the video, that is something the team is potentially interested in.

6. Which of the ethical considerations directly pertain to this production and does the production team need to take any steps if all photo video content is provided by the project?

Ethical considerations only pertain to any b-roll captured by the video production company. The only ethical consideration for photos provided is proper attribution. In the case of b-roll, RTI has a consent form and best practices document that has gone through our legal department. These would be available to the video production team prior to capturing the b-roll.

7. Is it correct to assume the video will require a voiceover narration? If so, would a project staff person or a professional narrator be more appropriate?

Yes, it will require voice over narration. We would like to hire a professional narrator with a preference for the narrator to have a West/East African, Central/South American, or South Asian accent. Please include in your proposal if you would be able to help us source that talent and any associated costs.

8. Typically projects of this type require 2-3 rounds of review once the script and storyboard have been approved. In this case, the timeline only reasonably allows for 1 round, requiring a 48 hour turn around in comments from the project. Is this a hard deadline or is there flexibility in the storyboard development, production, and post-production/review schedule?

There is some flexibility, but not a lot. We know this is a quick turn around. The video will be included as part of an online learning course, which has a fairly inflexible timeline.

9. What is meant by distinguishing between subtitle options in English, French, Spanish, Portuguese, and then "with English, French Spanish, and Portuguese subtitles"? Is this repetition written in error and does the project simply need SRT files in each of the languages? Do the project need additional versions with the subtitles burned into the video? Is any voiceover narration needed in additional languages?

I am sorry, this was not clearly written in the SOW. The video will have English narration and subtitles in the four languages. A non-English speaker should be able to select which language of subtitles they need. We would look to you for guidance on if this makes more sense as SRT files or subtitles burned into the video.

10. Any translation or subtitling of the video would be unreasonable to include in the ambitious timeline presented by the project in the RFP. First, an English language version would need to be approved completely, then translation and subtitling could occur. If any data or other graphics that include text would also need to be translated, this would add to the overall timeline as well. Would factoring these into a revised timeline be acceptable to the project?

Likely the subtitling text would be provided to your firm from an outside translator after we finalize the story board. Please include if/how the timeline would need to be shifted to accomplish what the RFP requires. As mentioned, there is not a lot of flexibility, but understanding what is realistic would also be helpful.

11. What is the project's allocated budget for this project? Given that the proposed timeline is approximately 3 weeks, it would require doubling the labor to achieve the deadline, especially if

a mostly animated approach is preferred. If the allocated budget is presumed to be less than $10k, it would be preferable to (a) adopt a simple approach using pre-produced photo and video exclusively (little to no animated graphics), and/or (b) extend the timeline by a few weeks to reduce the number of staff required to work on the project.

RTI has decided not to disclose a maximum budget for this project. We believe that providing a budget cap might limit the creativity and competitiveness of the proposals. Instead, we encourage all vendors to provide a comprehensive pricing breakdown for their proposed solutions. We are looking for detailed proposals that include itemized cost breakdown, optional and recommended services, and cost variations for different scenarios.

12. Will local filming be required for this project? If so, could you please specify the location?

See response to question 5

13. Could you provide the budget allocated for this project?

See response to question 11

14. Is there a set look & feel that this video must adhere to or is there a desire to have this live outside the existing brand elements and feel more unique?

It will need to adhere to USAID branding guidelines. We would like the video to still feel unique. The general feelings the viewer should be left with are collaborative, innovative, effective, and credible. Beyond that, we are open to the design and feel.

15. Does the organization have existing b-roll video that could be re-used as supplementary within this video?

We do not. See question 3 for more information on production of b-roll

16. How important is it to have local & exclusive b-roll or photography for this video specifically?

It would be a plus to have b-roll, but it will not be counted negatively if the firm is unable to produce b-roll. See question 3 for more information about engaging and animated photos as a potential alternative.

17. Is there a strong narrative already in place for the video?

There is a general storyboard, but we hope that the firm selected will be able to help us strengthen the messaging and narrative and to make NuMERAL's work clearer to a general audience.

18. Is there flexibility with the deadline for final delivery?

19. Is there a known budget range for this project?