



Request for Proposal: Video infographic animation and production

The following document contains the section of DAI's RFP that describes the program and outlines what will be expected from bidders. Once finalized, this document will be inserted into DAI's larger RFP template to complete the competitive solicitation.

A. Introduction

USAID through Africa Lead—the Feed the Future: Building Capacity for African Agricultural Transformation Program—supports the advancement of agricultural transformation in Africa as proposed by the African Union Comprehensive Africa Agriculture Development Program (CAADP). Simultaneously, Africa Lead II contributes to the Feed the Future (FTF) goals of reduced hunger and poverty by building the capacity of champions—defined as men and women leaders in agriculture who can lead and manage the transformation process.

The scope of Africa Lead II is divided into three components, as follows:

- Component One: Improving Institutional Capacity to Manage Agricultural Development
- Component Two: Strengthen Capacity to Manage and Implement the Policy Change and Alignment Process
- Component Three: Promote the Effective, Inclusive Participation of Non-State Actors (NSAs) in the Policy Process.

B. Project

Africa Lead supports communication functions for USAID East Africa's (EA) office of Regional Economic Integration (REI) including the development of an array of communications products for use by REI. Among these products is a video highlighting REI's work and investments in trade, agriculture and food security, as well as resilience in the region.

Africa Lead seeks a video animation service provider to produce a short 3-4-minute animated video showing how USAID's approach to regional economic integration helps trade, economic development, and food security within the East Africa region. The goal of the video is to introduce and educate viewers on the concept of regional economic integration and to showcase the partnership between USAID and regional governments and the public and private sectors. Specifically, the video will include data and information about the U.S. private sector's role in growing opportunities in the East Africa through regional trade and policy engagement.

While the video animation illustrations will be created by the animation team, Africa Lead will provide the script and story guideline working with the animator(s) to ensure clear and concise messaging and appropriate art work and animation to communicate concepts, data, and

narrative. Africa Lead will work with the animation provider to identify the most effective animation and creative direction to achieve the video's objectives.

C. Important Proposal Components

The following areas will be considered when reviewing proposals:

1. Technical Capability

The vendor should demonstrate a technical capability to produce a final video product incorporating the following areas that the offeror would provide:

- Animated illustrations of urban and rural landscapes, systems of trade and economic growth, people and communities, and other elements.
- Ability to record, produce, and edit as part of the video character or narrator voice(s)
- Illustrations that are representative of the region's people, culture, demographics, geography, and landscape. Therefore the offeror should have past experience or demonstrate the ability to accurately and appropriately represent East Africa's economic and cultural diversity.
- Experience or ability to effectively incorporate USAID branding into creative products

2. Production Schedule:

Offeror should provide Africa Lead with a comprehensive production schedule. Africa Lead anticipates awarding a winning contract in December 2017. Offerors should showcase the anticipated time towards completion of every step. This schedule should include information on how the offeror approaches

3. Past Performance:

Offerors must provide Africa Lead with three examples of past video animation productions they have directly designed and implemented. Examples must demonstrate specific competency with developing and producing video animations and infographics, or competency in the proposed methodology, for video infomercials. The information for each past performance example should include:

- Activity Title
- Description of methodology approach used
- Location
- Client's Name
- Names and Contacts of Client's personnel for reference check
- Total Cost
- Starting and Ending Date
- Agreement Vehicle (purchase order, grant, contract)

4. Letter(s) of Commitment

Offerors must provide signed letters of commitment for any partners named in the technical proposal.

D. Reporting Requirements and Deliverables

The Offeror will be responsible for the following presentations and reporting deliverables. The timeline for satisfying deliverables must be represented in the production schedule referenced in section C.2 above

- Presentation of proposed production schedule to Africa Lead
- Presentation of story board concept(s) to USAID and Africa Lead
- Delivery of 1st draft of animated and narrated video for review by USAID and Africa Lead
- Delivery of 2nd draft of animated and narrated video for review by USAID and Africa Lead
- Presentation of final video animation to USAID and Africa Lead
- Weekly reports documenting the progress made from beginning of production schedule
- Final original artwork and video files delivered to Africa Lead

Details for Submitting Proposal

Note: The proposal should provide the following information:

- Technical proposal: Outline and methodology for undertaking the video animation, as well as, the detailed work plan showing the assignment's important activities and milestones.
- Financial proposal: Including a detailed quotation for the production of the video animation showing all necessary costs.
- Contact details of three past performance references.
- Updated creative portfolio including relevant creative development work and qualifications.

Kindly submit application as indicated above to africaleadiieaprocurementinbox@dai.com by November 30, 2017

Only shortlisted candidates will be contacted.