



OMAN GLOBAL LOGISTICS GROUP

Tender No. C-017-17

**Tender Name: DEVELOP ASYAD CORPORATE & PROMOTIONAL
VIDEOS**

2. Scope of Work

2.1 Purpose and Requirements

The main purpose of the scope is to produce the following videos:

- a. **(3 - 5 minutes)** corporate video that embodies ASYAD's vision and mission. The video shall capture the aim that ASYAD intends to achieve in the during the present as well as the future. The Main (Full Video Scope and Concept) should be proposed in a detailed visual and written presentation provided from the qualified vendors.
- b. **(30 Seconds)** promotional video, aims to attract the investors, therefore it highlights the investing opportunities and all the facilities provided by ASYAD and subsidiaries.

2.2 Main Scope Messages

The Videos – according to their purposes and identified timing- shall clearly communicate the following messages to the recipients:

- ASYAD vision, mission and values
- Oman as the gateway to the region
- Integrated logistics industry in highlighting ASYAD's subsidiaries (Ports, logistics areas, free zones, etc.)
- Connecting Centers of Commerce and industry
- Commercial Opportunities
- Optimizing Oman's beautiful and idealistic geographic location, landscape and scenery
- Human Capital and professional development
- Any other concepts raised by the vendor relevant to the ASYAD overall vision.

2.3 The Video Tone

The Video shall be Informative, persuasive and shall possess high energy characteristic.

2.4 Video Hosting

The Video shall be presented and hosted through following communication mediums:

- Local and International TV channels
- Social networking sites (YouTube, Facebook, Instagram, Twitter LinkedIn)
- PR events such as tradeshows, exhibitions and conferences
- PowerPoint Presentations
- Email link
- Other suitable channels

2.5 Audience

- Community (Public)
- Local and International Business Owners
- Local and International Investors and Customers

2.6 Technical Requirements:

The Vendor should consider - but not be limited to the following technical aspects:

- Developing a creative storyboard, script and special music soundtrack if necessary. Shall be Branded with ASYAD thematic concepts that will include, colors, logos, etc.
- The video shoot, voice-over shall be narrated by professionals that specialize in: music, graphics, diagrams, bullet-points and 3D or 4D models.
- The voice-over model must be a native English-speaking person with a clear, concise, and demanding voice.
- The video must be premium grade A broadcast-quality despite reducing making a secondary shorter version.
- The Vendor is responsible for obtaining written approvals required to for shooting purposes.
- The final version will be provided in digital Full HD Format (1920x1080 Pixel), MP4 and Web-compatible formats.
- The final videos production should be no more than the identified length.

2.7 Copyrights

ASYAD shall retain all copyrights of the all footage along with unused, raw materials and it shall not be shared nor used without ASYAD authorization.

2.8 Vendors Background

Vendors should provide brief description of the firm's experience in developing sound corporate and promotional videos. The description of the firm's experiences should include projects undertaken in the past four (4) years in conjunction with providing verifiable complete film projects as samples.

2.9 Mandatory Requirements

2.9.a In compliance with:

- Scope of Work, proposed vision of the video, creative concept, storyboard options and scenarios.
- Technical specification as mentioned in item 2.6
- Implementation timeline
- Any additional ideas, feedback, observations that shall enhance the services requested.

2.9.b Timing

Item Description	Timing from Purchase Order date
Submission of Detailed Methodology plan	Within 1 week
Submission of draft story board and messages	Within 2 weeks
Submission of Final story board and messages	Within 4 weeks
Submission of draft videos for review	Within 8 weeks
Submission of Final Videos	Within 12 weeks

*time period is cumulative

3. Evaluation Criteria

No.	DESCRIPTION OF CRITERIA	Percentage	
1	Experience:		
	Provide verification of past videos materials 100% produced by the vendor for similar projects that exemplify the creativity aspects of production (3% per creative video up to a maximum of 15%)	15%	
2	Project Key Staff: The proposed resources should include the project key staff (with CVs) in the following positions: Project lead, Production design lead, Creativity lead, Photography lead and Editing lead. (4% for each CV)		
	• +5 years of professional experience in the proposed discipline.	2%	
	• Executing a similar position for at least 3 local or international projects (Attach evidence)	1.5%	
	• Personal achievements and recognitions.	0.5%	
	Subtotal for 5 CV	20%	
3	Method Statement:		
	a. Understanding of the requirements; clear statement, purpose, audience and innovative approach of the theme, tone and message.	10%	
	b. Structure of work flow (Project Implementation plan)	8%	
	c. Detailed Methodology that clearly explains the following:		
	• Technical specification	3%	
	• The approach to video recording	2%	
	• Editing and packaging	2%	
	Subtotal	25%	
	Technical Evaluation Grand Total (Minimum Threshold 42%)	60%	
	Commercial Evaluation	40%	

4. General Conditions:

- All information in this tender is classified as confidential and should not be disclosed without permission of ASYAD.
- ASYAD's reserved the right to ask the bidders individually for clarification of their bids, including the breakdown of unit rates. This request for clarification and all responses shall be in writing, but no change in the price or substance of the proposal shall be sought, offered, or permitted, except in instances where arithmetical errors are discovered during the process.