VEIC Animation Video, Q&A

1. Did you envision “cartoon” animation? As in an animated character (let’s develop a VEIC mascot!) to act as a “spokesperson” or were you picturing an engaging motion graphic piece with moving text and illustrations that generically represent the ways human behavior can affect efficiency all tied together with a voice over?  
   Answer: We are looking to create an engaging motion graphics piece with animated illustrations and text. The visuals are a mix of environments (e.g. buildings) and visualizations of processes, benefits, and approaches (e.g. behavioral changes, staff involvements).

2. Is this a new or renewing contract?  
   Answer: The RFP was issued to establish a new contract.

3. If old, can you give us the previous vendor and the amount they won?  
   Answer: The RFP is for a new project and contract.

4. If this is a previous contract, can you tell us if you were satisfied with the outcomes?  
   Answer: N/A based on answer for Q3.

5. If this is a previous contract, were there any problems?  
   Answer: N/A based on answer for Q3.

6. Just for clarification. Page 1 under Summary: you just want one (1) animated video – no longer than two (2) minutes?  
   Answer: Correct. VEIC is seeking one (1) animated video and no longer than two (2) minutes. In addition to finalizing the base version, we seek to understand the cost to develop a version that would include a modified end frame containing a partner and client logo(s). The only frame that will change between the versions is the end frame containing the partner and client logo(s). We do not expect there to be any animation on this end frame that will differ between versions.

7. Under Summary, Page 1 - “includes one VEIC branded spot and a few additional versions with a partner / client logo on the end screen of the video”. Is this the same video as the VEIC with just an ending with VEIC partner/client logo? Is this a different pricing that you talked about or in the same pricing as the VEIC?  
   Answer: Yes, this is the same base video as the VEIC video. The only frame that will change between the versions is the end frame containing the partner and client logo(s). We do not expect there to be any animation on this end frame.
that will differ between versions. Regarding pricing, we seek the bidder to inform us of the price to create a different version(s) where the only difference is the modified end frame. We will have an additional budget to develop the additional versions.

8. Summary Page 1: Is the partner video having us work with a new entity? Separate pricing with them away from this RFP?
   Answer: No, for the videos containing the different end frames, VEIC will supply the logo(s) and the work will continue with the same VEIC Contract and Project Manager(s).

9. Development of style frames - In order to select the animation style we will be moving forward with, we would expect the selected partner to develop two – three style frames to align on the style upfront. Question: When we bid on this, you want us to give you 2-3 different types of animation in our proposal?
   Answer: Our request is for bidders to provide two examples or case studies of similar work provided to other clients. As a part of the scope of work and budget (as listed in the RFP), the selected service provider will be asked to develop two-to-three possible animation styles for VEIC to review and select from.

10. Page 3: Letter of Commitment - Confirming the vendor has resources to commit to the development of the video within the budget and timeline outlined above. Question: Is this something you want us to write up or our bank? What exactly are you looking for it to say? Will there be actual people to be included during the video?
   Answer: Submitted proposals should include a Letter of Commitment stating that the submitter has read the RFP and acknowledge that they have the skills and resources to successfully complete the project and according to the budget, scope of work and timeline as listed in the RFP.

11. Will there be actual people to be included during the video? If so, can this be done remotely?
   Answer: No, the intention is for the selected service provider to create an animated video, including music and voice-overs. We do not anticipate the need for recording b-roll footage.