



## QUESTIONS & ANSWERS FOR RFP VIDEO ANIMATION JAN 24, 2023

**Please be advised all questions are keyed as submitted:**

**Question:** Do you have a script prepared or is that something the vendor will have to put together alone or with the Early Learning?

**Answer:** There is currently no script, it and a storyboard would need to occur in collaboration between vendor and ELCHC

**Question:** I didn't see any proposed start or end dates. Is that something to be determined after award?

**Answer:** The dates listed in RFP (pg 3 #8) are Feb 23, 2023 to June 30, 2023

**Question:** From my understanding, you want full rights over any characters developed, so no stock characters are allowed, correct?

**Answer:** That is correct, we are seeking unique and wholly owned characters.

**Question:** Is there a budget for this animation project?

**Answer:** Yes, no more than \$65,000 USD

**Question:** Does the team have experience hiring an animator for a project like this?

**Answer:** No



**Question:** Does the team have any examples of how they want the project to look or the direction?

**Answer:** Yes, we are looking for characters that represent young children (often more difficult to hire for traditional video) and represent a diverse audience. At this time, we believe we want more of a 3D animated character.

**Question:** Will the budget need to include the Vendor hiring voice talent? So will there only be narration or will the kid characters in the animation need voice over?

**Answer:** Yes, the budget will need to include anything the vendor will need to outsource

**Question:** Is there any anticipation of how many characters will need to be created?

**Answer:** At least two

**Question:** Do the characters need to be human characters or imaginary characters?

**Answer:** They should resemble humans more, however we are open to discussion about how to tell our story with imaginary characters.

**Question:** Page 7 #2b of the RFP indicates providing a brief resume, including years employed by the executive search firm, is this necessary to submit proposal

**Answer:** Please excuse 2b altogether. This section is what inadvertently left in from a previous RFP.



**Question:** Who is the audience for the video?

**Answer:** The first video with these characters should be for a general audience that supports why early learning is important

**Question:** What action would you like the viewer to do after watching the video?

**Answer:** We would like to consider two different CTA endings. One is to visit [elchc.org](http://elchc.org) and the other is to donate

**Question:** How will the video be shown? Social media? As part of training?

**Answer:** We anticipate the first showing will be to a large audience of business leaders. From there it will be used in our communication channels, including social media and possibly in outreach as well (for example digital)

**Question:** Is there a budget you all have in mind for the production?

**Answer:** See page 1, Question 4

**Question:** Can you provide a general budget range? Numerous variable determine cost in animation, such as : design style, number of characters, exact length, amount/type of action, etc. A budget range can help us propose the best fit.

**Answer:** See page 1, Question 4

**Question:** Is the insurance language cut and paste, or can it be flexible? Unlike film production, digital animation is a desk job, conducted in a remote setting. This requirement adds unnecessary cost.

**Answer:** We believe this question is about the insurance requirements listed in our contract. If so, this is a state required contract that contains some non-negotiable



insurance types. However, if the body of work suggests other insurance types might not apply, a proposal of reduction of coverage limits or waiver may be considered.

**Question:** It appears that 70% of the proposal score will be based on previous relevant work. Will you also be looking at other elements such as: story concepts, recommendations, design work et?

**Answer:** Yes, we believe those elements will also be apparent in previous work.

**Question:** Will any in-person meetings be required?

**Answer:** No, all meetings can be virtual and should be held during the hours of 9- 4 EST.

**Question:** What is the timeline for completion of this video? From contract award to completion, how much time do we have?

**Answer:** See page 1, Question 2

**Question:** How many revision sessions do you require before final submission?

**Answer:** If this refers to the final video, we expect that from concept to storyboard to approval of characters, backgrounds and music we will have a strong idea of the what the final video will look and sound like. However, we would want at least 2 revisions before a completed project is submitted.

**Question:** We are well aware that the challenge for ELC's is quite often shedding the "classroom" image and promoting learning through play in marketing messaging. You reference this in your scope of work. Aside from play, are there any other elements of the ELC experience you'd like to be focused on? Any you'd like to be less focused on?



**Answer:** At this time we believe our focus will be on the importance of brain development by age five and the role adults play in brain architecture.

**Question:** You're targeting parents with this messaging, are you looking for assistance in placing this video on Broadcast, Cable or Streaming? What do you envision as the "final use" of the video(s)?

**Answer:** At this time, we are aiming for a more general awareness message therefore not only parents. We do not need assistance placing the video. We have strong digital campaign placement.

**Question:** You mention "...at least one 30-1:45 second video. Is it ok to propose more than one? We're thinking there are three concepts here:

- a.) Parents (educate with facts)
- b.) Parents (engage emotions)
- c.) potential providers. (Promote benefits and resources)

**Answer:** Yes, you can propose more than one. Please see page 1, question #4

**Question:** Do you have any interest in a message that targets and recruits potential employees/educators or is it just parents?

**Answer:** Not at this time

**Question:** I saw your post about bidding but not sure how to do so. Do I need to send you a proposal? (video work)

**Answer:** Yes, per the Request for Proposal posted on Jan 23, proposals must be submitted by 2 PM on February 6<sup>th</sup> via email to [afraga@elchc.org](mailto:afraga@elchc.org)



**Question:** What is the reasoning for the preference of no words/voiceover?

**Answer:** We are looking to draw emotion and understanding without the use of gender specific voices, words and language.

**Question:** Will a script be provided or is that a deliverable you are expecting?

**Answer:** Currently no script. We anticipate collaborating on a script

**Question:** Can you elaborate on the target audience?

**Answer:** See page 3, Question 1

**Question:** What file formats will the animation be needed for/where will it appear?

**Answer:** A movie file such as mp4 that will allow us to use it in a commercial on network television, to a movie theater, to adding to social media channels including YouTube.

**Question:** Are you expecting the animation to be accessible? If so, which guidelines should it comply with(i.e. Section 508, ADA, or WCAG 2.1 Level AA)?

**Answer:** We need to further explore this answer to this and will post accordingly.

**Question:** Can minority certification be from another state?

**Answer:** Yes



**Question:** What is your budget? Under \$10,000/\$15,000/\$20,000/\$25,000 or more?

**Answer:** See page 1, Question 4

**Question:** What is the timeline?

**Answer:** We expect to score proposals by Feb 10<sup>th</sup> and take the winning proposal to the board of directors meeting on Feb 20<sup>th</sup> for approval.

**Question:** How long do you expect the approval process to take?

**Answer:** We believe this is similar to the question above.

**Question:** Do you have examples of a style that you like?

**Answer:** Yes

**\*Question:** Are there previous projects that this should match or follow?

**Answer:** No

This is the last submitted question by midnight EST Jan 30, 2023