



## **SVCE Video Animation Services Questions and Answers**

### **Budget**

**Q:** How would SVCE like to see the proposed budget: would they like a proposed estimate for each task in the High-Level Scope of work, a breakdown for each video, or what a general budget for a single animation could be?

**A:** We are looking for 1) a sample budget to show the breakdown for a single animation and 2) an overall budget estimate for the specific needs outlined in the scope of work. Scope includes 15 videos, with varying length (1-5 minutes), and language needs (4 primary languages) that will be determined in the contract and project planning process. During the contracting process, SVCE may also choose to add in contingency budget for videos not currently included in the scope. Please include details on what is covered in the estimated budget regarding video length, style, script writing, etc.

**Q:** How specific would you like the budget in our proposal to be? Should we provide a budget based on the entire high scope of work, and make assumptions based on length of video, style, etc. Or would you prefer us to provide our general video pricing ranges (based on length of video, style, etc.)?

**A:** We are looking for 1) a sample budget to show the breakdown for a single animation and 2) an overall budget estimate for the specific needs outlined in the scope of work. Scope includes 15 videos, with varying length (1-5 minutes), and language needs (4 primary languages) that will be determined in the contract and project planning process. We understand that these specifics may alter the price so estimates can be rough. Please include details on what is covered in the estimated budget regarding video length, style, script writing, etc.

**Q:** Is there a budget range per video or batch of videos you can share?

**A:** SVCE has budget allocated for program marketing and communications, specifics vary based on project.

**Q:** May vendors provide a range of pricing for video production? Otherwise, can the agency specify the approximate duration of videos in each category? For example, 30-60 minute video duration, 1-2 minute duration, 3-5 duration.

**A:** The scope covers fifteen videos: five on bills and rates, five on clean power and five more on programs (approx.). Length of videos will vary from 1-5 minutes, bidders are encouraged to state assumptions made for budgeting purposes.

**Q:** Does the agency have a defined budget in mind?

**A:** SVCE has budget allocated for program marketing and communications, specifics vary based on project.



## **Scope**

**Q:** What is the expected video duration for each of the videos or group of videos requested?

**A:** This will vary depending on the project, anywhere from 1-5 minutes on average. We are open to industry expertise to guide decision-making on video length.

**Q :**Can you identify the total number of videos required? This is our current understanding of the brief:

- Bills and Rate Educational Videos: 5 videos
- Clean Power Video Series: 4-6 videos
- Program Promotion: It is unclear how many videos are required in this section as there seems to be a mention of several videos in various parts of this section.

**A:** The scope covers fifteen videos: five on bills and rates, five on clean power and five more on programs (approx.). We are looking for 1) a sample budget to show the breakdown for a single animation and 2) an overall budget estimate for the specific needs outlined in the scope of work.

**Q:** Is there a reference for the video and animation style for these videos, or any past animated videos produced that you can share?

**A:** This is the agency's first-time utilizing animation services; we are open to all styles. If your agency offers multiple styles, we recommend including samples of each in your proposal.

**Q:** Are there any existing video assets, visual styles, or templates the animations should match or that will be provided?

**A:** Currently, SVCE has no existing animation practices or style. General brand look and feel can be seen in our YouTube [video library](#). Our comprehensive brand guidelines will be shared with the selected vendor during the on-boarding process.

**Q:** If there are no existing video assets, is there a branding guideline that we will be provided that we can follow which includes colors, fonts, graphics etc?

**A:** Yes, our brand guidelines will be distributed during the on-boarding process.

**Q:** Will SVCE provide scripts for all videos or is scriptwriting to be included from the vendor?

**A:** We are looking for this vendor to provide scriptwriting services, though SVCE will always plan to review as the subject matter experts.

**Q:** Will script translation services be provided by SVCE or handled by the vendor?

**A:** This can go either way. Our preference is for them to be handled by the vendor through a reliable and qualified translator.

**Q:** Will any of the videos that are not in English require English subtitles to go alongside the videos?

**A:** Some videos may require subtitles; though it is unlikely that we will have a need for English subtitles on a translated video.



**Q:** Should we consider any character animation, or is the style more infographic/explainer video style with motion graphic based?

**A:** Yes, we are looking for character animation in addition to infographic and text.

**Q:** Are alternative formats needed (e.g., vertical for social, still frames, thumbnails)?

**A:** Yes, all mentioned will be needed. Every type may not be needed for every single video, it will be determined on a project basis.

**Q:** What is the intended usage for the videos (online, social media, broadcast etc.) and will there be paid ad-usage for these videos? This is in order to account for voice over usage fees accordingly - please provide details such as campaign duration, territory or region etc.

**A:** Primary use will be online (uploaded to our YouTube channel and website), with a secondary use of social media and ad needs for specific projects which is still to be determined. For proposals, bidders can exclude costs incurred from ad use, but are encouraged to include information about how these additional costs/at what rate they can incur.

**Q:** What does your review and feedback process typically look like (rounds of revision, stakeholders involved)?

**A:** This is the first time the agency will be working with an animation firm, so process may change over time. For other creative assets we meet on the goal and vision and then have anywhere from 2-4 rounds of review.

**Q:** Are there expected deadlines or timeframes for each video and would batch delivery across videos be acceptable?

**A:** Deadlines will vary depending on the project, we are open to identifying timelines during the contracting process. Batch delivery will be acceptable especially for the multi-video projects.

**Q:** There a defined number of videos the agency is looking for in total?

**A:** The scope covers fifteen videos: five on bills and rates, five on clean power and five more on programs (approx.). During the contracting process, SVCE may also choose to add in contingency budget for videos not currently included in the scope.

**Q:** Can the agency provide a link to the "Basic Flyers" referenced in Column 3, under "Program Promotion"?

**A:** Yes, find The Basics fliers under select appliances on eHub, [Benefits of Electric Appliances](#).

**Q:** Is there an incumbent for any or all of the services listed in the RFP?

**A:** No.