1. JUSTIFICATION/BACKGROUND
   a. Since 1954, UNICEF Malaysia Country Office (MCO) has worked with the Government and the people of Malaysia to transform the lives of children across the nation. UNICEF founded the Private Fundraising & Partnerships activities in 2008 (to fund our work in Malaysia, the ASEAN region and globally), and currently has over 123,000 individual donors making regular donations.

   b. The Private Fundraising & Partnerships (PFP) unit of Malaysia produces material such as mailing packs, electronic digital mail (EDM), accompanied by photos and videos for our donors - as a means to update them on the activities that UNICEF Malaysia does for children in Malaysia and around the world. This is in line with supporting fundraising, retention, and acquisition activities in Malaysia. In line with producing videos and photos for donor consumption, the PFP unit is looking to contract a minimum of two but not more than three production houses to produce videos and conduct photography for all of UNICEF Malaysia based on content provided by the PFP unit. This is a time-bound contract.

2. OBJECTIVE, PURPOSE AND EXPECTED RESULTS
   The production of these videos and photos is to primarily:
   a. thank Malaysian donors for their generous contributions
   b. showcase the work that is being done Malaysia, and
   c. appeal for further donations that will be channelled to helping children in need.
   d. Keeping in mind the audience, the videos and photos will highlight different sectors within UNICEF such as Education, Nutrition, Health, and Child Protection, amongst others. These videos and photos will need to show the work UNICEF has done in these fields and evoke emotion, as well as end with an appeal/ask for further contributions.

3. DESCRIPTION OF THE ASSIGNMENT
   a. The assignment will cover video filming, editing and post-production to create videos and photos showcasing UNICEF programmes on an as-is basis, and the work that UNICEF has done in.

   b. A specific creative brief will be prepared for each video and photo project undertaken during the contractual period and a quotation would be requested based on the creative brief.
VIDEOGRAPHY / PRODUCTION / FILMING

For Global UNICEF Guidelines on videography, including fonts and sizes, please refer to global guidelines below (utilise as applicable. If unable, please inform):

All videos produced by UNICEF must be of the highest quality to adequately represent the organization.

- Film in 4K or full HD 1080 24p 25p, 29.97p or 30p
- All video should be recorded in HD progressive mode.
- **Do not apply any in-camera filters or effects.** Any "look" or style that you want can be achieved in post-production.
- Film interviews strictly on tripod.
- Unless necessary **NO panning moves.** Unless necessary **NO zoom** in/out.
- Set your frame and let things happen inside the frame. Then re-frame.
- **Shoot with “handles”.** Handles are extra footage before the clip’s in-point and after the clip’s out-point.
- Keep every frame for minimum 10-20 seconds (think of it as a still image).
- **NO internal camera microphones.** Always use external microphones. Always use headphones to monitor sound.
- For interviews use lavallier microphones (wireless or wired).
- Try to hide microphone behind clothes (scarf, sweater, tie, shirt etc).
- Avoid recording sound separately from video.
- **Consult about the scope of the shooting** on each location and plan in advance on what needs to be captured.
- Make sure you **gather enough footage** to tell your story.
- Pay attention to how you frame shots and what angles you choose to describe a particular scene.
- Use a **variety of angles** and focal lengths to tell the story and capture details (close-ups) to make your sequence richer.
- **Shoot in Sequences.** A sequence is a series of shots that work together to show action unfolding. A story is made up of different sequences.

POST-PRODUCTION

Where appropriate, please include royalty-free music, sound effects, texts, and animated graphics. Please include subtitles for all videos (in English and/or Malay).

At UNICEF’s New York’s headquarters, videos are produced, color-graded and sound mixed using high-end editing software.

Adobe Premier and FCPX are two of our choices. Feel free to use any of them or any other software that suits your workflow.

Regardless what the editing tool please make sure you follow the below rules to meet UNICEF's DOC standards and brand style.

* For easier workflow and an ADOBE PREMIER template, please download our VIDEO TOOLKIT.
**SUBTITLES**

Subtitles should be in white with a slight black outline in **Roboto Medium at size 90** in Adobe Premiere. To increase legibility, apply a foreground to transparent linear black gradient behind the text.
END CARDS
All videos should end with the UNICEF animated video end tags appearing over a black or white screen.

The transition from the final shot of the video to UNICEF end tag is at the editor's discretion.

FORMATS
UNICEF's edited videos are primarily for social media, such as Facebook, Twitter, and Instagram as well as to be placed on the UNICEF Malaysia webpages.

Most of them cater their video viewing experience to the square 1:1 format. Videos should be edited in this format as well as 16:9 for YouTube.

It is important to note that all the above visual guidelines for video content production apply to the square format as well as the regular 16:9.
PHOTOGRAPHY

UNICEF Malaysia will provide detailed documentation on photography guidelines alongside each respective creative brief. In general:

Remember to:

- Respect the real situation
- Do not manipulate the content
- Protect children at risk
- Bear in mind that these photos are for UNICEF’s use only
- Always note the caption for the photos
- Always supply photo credits for the photos
- Safeguard the dignity and rights of children
- Successfully capture (emotionally express) the core elements of the topic
- Cover a representative range of related people, activities, locations (be it a country programme, emergency or other child rights issue, including related positive and negatives aspects of the daily life conditions of the people involved)
- Offer varied visual perspectives (close-up, medium range, long distance) in both horizontal and vertical formats
- Ensure photos are good technically (properly framed, exposed and processed)

DIGITAL FORMAT & TRANSMISSION TERMS

UNICEF PHOTOGRAPHY DIGITAL FORMAT & TRANSMISSION TERMS v. 2012

I: Original image file format:

1. Please shoot at the highest resolution possible. The MINIMUM accepted resolution is 2000 x 3000 pixels or 6 megapixels with zero compression; PREFERRED is 3000 x 4000 pixels or above.

2. Please shoot RAW or JPEG FINE formats. Largest, non-compressed original files must be submitted - on DVDs, sent by courier - on assignment completion.

3. DO NOT compress JPEGs for transmission unless source locations are excessively slow. Never compress more than 30 per cent [= 7 on a scale of 10 or 10 on a scale of 12].


5. Maintain images in the sequence in which they were shot, so the shoot logic can be easily traced.

6. Do not manipulate any original image files.

7. Always keep the ORIGINAL FILE image reference number if re-naming.
II: Caption requirements [images lacking captions cannot be edited or distributed]:

1. Captions must be provided by embedding them directly into each image (in the IPTC fields), together with credit, copyright and other relevant information. No exceptions.

2. All subjects should be identified by what they do, if not self-evident. Names for all people are NOT necessary. HOWEVER Please provide names (and, for children, ages) if an image or story is related to them.

3. Names of places are essential, including whether the location is a village, town, district or whatever: we often don’t know this unless you tell us!

In addition to individually powerful images, photographic series - essays - that tell stories are very useful. Stories of a 'day-in-the-life' of a subject, or sequences that follow an event or programme activity as it occurs (such as the delivery of vaccines from manufacturer to child recipient), can be more informative and more convincing, precisely because of the strengthened narrative that it offers.

Caption requirements

The five W's of journalism - who, what, where, when and why - apply to photojournalism. Photographers are expected to provide complete caption information with their images. This includes:

• the date on which the images were taken (if not self-evident);

• the specific location (name and designation: a town? district? etc.);

• descriptions of the subject(s) (mother? health worker? relative? teacher?), what they are doing and their relation to each other (not always self-evident);

• any UNICEF programme or other relation; and

• the names of the principal subjects (if names are key to the image's usefulness and as long as this does not unduly interfere with photographing the activity) and (if children) their ages.
4. **EXPECTED DELIVERABLES**
   The chosen agency is expected to deliver the requested videos and photos within the stated timeline and requirements as per stated in the respective creative briefs that will be provided for each video and photography project, in compliance with the format stated in this document. In addition, the chosen agency will also need to include:
   - One (or many, if deemed relevant) track music royalty
   - Editing, adjusting, subtitling (in English and Bahasa Malaysia), and other post-production work deemed necessary (16:9 format)
   - Videos produced must be able to fit video regulations for upload to Facebook, Instagram feed, Instagram stories, and website
   - B-roll footage must be prepared for each videography project.
   - Edited and colour-corrected photos
   - Raw and unedited images for UNICEF’s storage
   - Photos in UNICEF’s brand-compliant bluewash (as-and-when required)
   
   "A complete set of deliverables for videography and photography will be provided with each creative brief for each project"

5. **REPORTING REQUIREMENTS**
   The chosen agency must meet the UNICEF deadline that will be stated in the respective creative briefs including feedback and review of two rough cuts per video.

6. **LOCATION AND DURATION**
   Editing and post-production shall be done in the chosen agency’s office and will also include meetings (as and when required) in UNICEF Malaysia’s office in Kuala Lumpur.

7. **OFFICIAL TRAVEL INVOLVED**
   As and when required, there will be official travel for video shoots that will be conducted in Malaysia including Sabah and Sarawak. Travel costs will be pre-approved and reimbursed by UNICEF as per the UNICEF rules and regulations for travel for consultants/non-staff, including costs incurred by the carrier for travel with special equipment used in recording and photography.

8. **CONTRACT MANAGEMENT**
   This contract shall be managed by the Fundraising Office for Marketing Services of UNICEF Malaysia, with supervision by the Fundraising Marketing Specialist of UNICEF Malaysia.

9. **FREQUENCY OF PERFORMANCE REVIEWS AND PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS**
   The chosen agency will (at a minimum) need to meet with the Contract Management Officer(s) as follows:
   - At the start of the project to finalise the assignment details. This may consist of 2-3 meetings for the discussion of the assignment details and possible revisions of the story board before finalisation.
   - At the end of the contract to deliver the product.
   - Frequency of performance reviews: Quarterly
   - Final evaluation: Annually
   (these will be based on the quality of the videos and photos that were produced)
   - In the case of under-delivery, an assessment and evaluation will be conducted and discussed during the quarterly performance review. Based on the evaluation and severity of the under-delivery, UNICEF and agency to come up with agreed action plans to course correct. If there is a consistent under-delivery, there is an option to terminate contract. The termination clause
as stipulated in the General Terms and Conditions of Contract will require One (1) month of termination notice from either party.

10. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE
The selected agency is to have:
- A proven track record of at least four (4) years in professional video production and photography using techniques that focus on charities/NGOs
- Experience in working with non-profit organizations is preferable
- Ability to work within the given budget per assignment and demonstrate cost-effectiveness
- Able and willing to provide support during off-hour emergencies
- Proven experience of being able to produce content suitable for multimedia dissemination
- Ability to provide two examples of previous video documentary projects that cover similar deliverables that focuses on charities/NGOs

12. PROPOSED PAYMENT SCHEDULE
Lump sum upon completion: UNICEF will only make payment in full upon successful completion of the contract. Payment terms will be 30 days upon complete delivery of products subject to quality and will be made via online bank transfer.

13. STRUCTURE AND EVALUATION PROCESS OF THE PROPOSAL
i) Structure
   a) UNICEF will choose a minimum of two (2) and/or not more than three (3) successful companies out of those in participating in the bidding. The successful companies will all sign an LTA agreement as a requirement.
   b) The cost per year will cover all companies which have been successfully contracted and separate LTAs will be signed between these companies and UNICEF.
   c) When PFP has a requirement for a video production and/or a photoshoot, UNICEF will open a request for quotation to only the approved LTA companies.
   d) The quotations submitted will be assessed and approved by the Procurement Unit of UNICEF Malaysia.

There will be a pre-bid meeting for MCO PFP to give an overview of the proposal, the full briefing of the procurement process, what needs to be submitted and what the technical scope of the work is before agencies submit their proposal.

Each proposal will be assessed first on its technical merits (including by reference to legal requirements) and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects. The Evaluation Team first reviews the technical aspect of the offer followed by the review of the financial offer of the technically compliant agencies.

You will be called in for a technical interview and presentation of your proposal. The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

ii) Financial Proposal
Bidders are expected to submit a financial proposal to complete the entire assignment based on a set terms of scenarios. Please refer to the appendix for the scenarios.
14. **UNICEF RECURSE IN CASE OF UNSATISFACTORY PERFORMANCE**

In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted. If the firm/individual is unable to complete the assignment, the contract will be terminated by notification letter sent 30 days prior to the termination date. In the meantime, UNICEF will initiate another selection process in order to identify appropriate candidate.

15. **REQUEST FOR PROPOSAL EVALUATION WEIGHTING CRITERIA**

- **70% technical**
- **30% financial**
- **100% total**

A) **Technical Evaluation:**

The technical proposal has a total weighting of 70%. Bidders must score a minimum of 49 points to be considered technically compliant and for the financial proposals to be opened.

**Technical proposal includes:**

1. **Company overview:**
   - Company background
   - Company credentials
   - Client list

2. **Expertise of Company detailing general and specific experience with similar assignments in the past five years. Bidders are requested to back up their submissions by providing:**
   - Evidence in the form of job completion certificate, contracts and/or references.
   - Case studies (minimum 2, maximum 5) containing the following information:
     - Name of Client
     - Title of the Project
     - Year and duration of the project
     - Scope of the Projects/Requirements
     - Proposed Solutions and Outcome
     - Team members on each of the project and their specific roles
     - Project timelines (start and end date year, and any other information necessary)
     - Reference /Contact person details

3. **Proposed team and organizational capacity:**
   - Team leader with at least three (3) years of experience
   - Team members
   - Organisation of the team and roles & responsibilities

CVs of proposed team members should be included. Details of the proposed team should include the following information: title/designation, educational qualifications, professional experiences and past experiences in working on similar project and assignment (list all similar projects they worked on and their roles on their project).

4. **Proposed methodology to include:**
   - Detailed understanding of UNICEF requirements
   - Detailed methodology/approach to project demonstrating how you meet or exceed UNICEF requirements for this assignment
   - Project dependencies and assumptions
   - Evidence in the form of job completion certificate, contracts and/or references
   - Include case studies (as mentioned in point 2)
   - Project implementation and work plan showing the detailed sequence and timeline for each activity and man days of the of each proposed team as necessary
   - Quality assurance mechanism and risk mitigation measures put in place
5. Presentation of company credentials:
   Detailed presentation of your company, your team who will be assigned to service UNICEF, past projects, and awards won. There will also be a question & answer session after the presentation.

B) Financial Evaluation:

The financial proposal has a total weighting of 30%. Bidders are expected to submit financial proposal with the itemised breakdown of deliverables based on expected deliverables listed in the scenarios, including commission. Please refer to the appendix for the scenarios.

16. CONDITIONS AND ADMINISTRATIVE ISSUES

- The contractor will work on its own computer(s) and use its/his/her own office resources and materials in the execution of this assignment. **The contractor's fee shall therefore be inclusive of all office administrative costs**
- Granting access to UNICEF ICT resources for consultants/non-staff is considered as 'exception,' and therefore shall only be granted upon authorization by the head of the office on justification/need basis. This includes creation of a UNICEF email address, as well as access to ICT equipment such as laptops and mobile devices.
- All persons engaged under a UNICEF service contract, either directly through an individual contract, or indirectly through an institutional contract, shall be subject to the UN Supplier Code of Conduct: [https://www.ungm.org/Public/CodeOfConduct](https://www.ungm.org/Public/CodeOfConduct)
- Please also see UNICEF's Standard Terms and Conditions attached.
APPENDIX 1

PLEASE FILL IN THE COSTS (IN RINGGIT MALAYSIA) FOR THE CATEGORIES BELOW

SAMPLE VIDEO PRODUCTIONS FOR UNICEF MALAYSIA

<table>
<thead>
<tr>
<th>SCENARIO</th>
<th>DIRECTOR'S FEE</th>
<th>PRODUCTION FEE</th>
<th>POST-PRODUCTION FEE</th>
<th>TRANSLATION</th>
<th>SUBTITLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video production featuring UNICEF Malaysia National Ambassador Lisa Surhini speaking on her experiences being an ambassador for UNICEF Malaysia. Video to include snippets of Lisa's field work with UNICEF Malaysia. (Duration: One minute) Video will be featured on all social media networks and must fit size requirements.</td>
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<tr>
<td>Video production featuring UNICEF's field work with its partners, focusing on a parenting workshop in KL. Video must include short interviews with attendees and with the organizer as well as snippets from the workshop. (Duration: 45 seconds) Video will be featured on all social media networks and must fit size requirements.</td>
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<tr>
<td>Video production featuring UNICEF employees in various settings and locations in KL, focusing on their inspiration behind working for UNICEF and children. Video must include interviews with employees in their homes/offices, with snippets of them in their field work. (Duration: 45 seconds) Video will be featured on all social media networks and must fit size requirements.</td>
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</tbody>
</table>
| Video production for digital acquisition highlighting UNICEF’s need for sustained donations. Video must be able to evoke emotion from audience and compel them to act.
(Duration: 10 seconds)  
Video will be featured on all social media networks and must fit size requirements. |
|---|
| Recruitment video for UNICEF Malaysia’s fundraising team featuring interviews with the fundraising team and snippets of them in their day-to-day jobs. Video must be catchy and inspiring.
(Duration: 45 seconds – One minute)  
Video will be featured on all social media networks and must fit size requirements.  
Please include breakdown storyboarding/talent hair and make-up/voiceover in the cost. |
APPENDIX 2

PLEASE FILL IN THE COSTS (IN RINGGIT MALAYSIA) FOR THE CATEGORIES BELOW

SAMPLE PHOTOGRAPHY PROJECTS FOR UNICEF MALAYSIA

<table>
<thead>
<tr>
<th>SCENARIO</th>
<th>PHOTOGRAPHER'S FEE</th>
<th>EDITING FEE</th>
<th>CAPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography featuring UNICEF Malaysia National Ambassador Lisa Surihani field work with UNICEF Malaysia. Photos will be featured on all social media networks.</td>
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<tr>
<td>Photography featuring UNICEF's field work with its partners, focusing on a parenting workshop in KL. Photography must include close-up of attendees. Photos will be featured on all social media networks.</td>
<td></td>
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<tr>
<td>Photography featuring UNICEF employees in various settings and locations in KL, focusing on their inspiration behind working for UNICEF and children. Photography must include close-up of employees in their homes/offices, with snippets of them in their field work. Photos will be featured on all social media networks.</td>
<td></td>
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</tr>
<tr>
<td>Photography featuring children, highlighting UNICEF's need for sustained donations. Photos must be able to evoke emotion from audience and compel them to act. Photos will be featured on all social media networks.</td>
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</tbody>
</table>