

# **REQUEST FOR QUOTATION (RFQ)**

## **For: Production of Bangladesh Investment Branding Video Series Transformative Economic Policy Programme (TEPP)**

### **Project Information**

#### **A. Project Title:**

Transformative Economic Policy Programme (TEPP)

#### **B. Project Description:**

Bangladesh has achieved remarkable progress over the past decade, transitioning from a Least Developed Country (LDC) toward a resilient and future-ready economy. Sustained economic growth, rapid infrastructure development, and a young, dynamic population are positioning the country as an increasingly attractive destination for global investment.

The Transformative Economic Policy Programme (TEPP), implemented by UNDP Bangladesh with support from the Foreign, Commonwealth and Development Office (FCDO), works closely with the Ministry of Commerce (MoC) and the Bangladesh Investment Development Authority (BIDA) to strengthen trade and investment policy, promote reforms, and support sustainable economic growth.

Enhancing Bangladesh's investment climate and strengthening its global image is a key TEPP priority. To advance this objective, TEPP will produce a high-quality investment branding video series capturing the country's economic dynamism, resilience, and diverse opportunities for international investors.

#### **C. Objective of the Assignment**

As Bangladesh approaches graduation from Least Developed Country (LDC) status, it is moving toward a more competitive, investment-ready economy. To support this transition, the Transformative Economic Policy Programme (TEPP), funded by the UK Government (FCDO) and implemented by BIDA and the Ministry of Commerce with UNDP support, works to strengthen investment-climate reforms and enhance Bangladesh's global economic image.

To reinforce the country's investment narrative, TEPP will produce a **high-quality Investment Branding Video Series** that highlights Bangladesh's investment opportunities, policy reforms, and private-sector potential for both domestic and international audiences.

The assignment involves the development of a **three-part video series**, including:

1. **Main Video (4–5 minutes):** Comprehensive narrative capturing investment potential, reform progress, and success stories.
2. **Short Version (2 minutes 30 seconds):** Condensed version emphasizing key highlights for digital and event use.

3. **Teaser (30 seconds):** Engaging promotional clip designed to generate anticipation and drive audience engagement.

All videos must include:

- **Professional cinematography**
- **Drone footage**
- **Illustrations**
- **Motion Graphics**
- **Infographics**
- **Sound Design**
- **Subtitles in Bangla and English**
- **Interview (if needed)**

#### **D. Scope of Work / Key Tasks**

The selected agency will:

- Conduct inception meeting with TEPP/UNDP communications team.
- Develop creative concept note, storyboards, and scripts for approval.
- Identify shooting locations, select talent/interviewees, and coordinate production.
- Execute **end-to-end production**, including filming, drone footage, post-production, graphics, animation, sound design, and subtitles in Bangla and English.
- Liaise with TEPP/UNDP/BIDA for feedback, approvals, and quality control.
- Deliver all final versions in required formats (4K & HD, YouTube-friendly).

#### **The agency shall handle:**

- Creative concept development and scriptwriting.
- Storyboarding and pre-production planning.
- Filming and post-production, including editing, animation, graphics, sound design, and subtitles.
- Liaison with TEPP/UNDP/BIDA for approvals and inputs.
- Delivery of all final versions in the required formats.

#### **Methodology**

- Conduct an inception meeting with the UNDP/TEPP communications team.
- Develop a creative concept note and script for approval.
- Identify shooting locations and select talent/interviewees in consultation with TEPP.
- Produce high-quality visuals using professional-grade equipment.
- Submit the first cut for review and incorporate feedback before finalization.

#### **E. Institutional Arrangement**

The **Communications Analyst** will oversee and guide the media process, ensuring that all activities align with UNDP communication standards and TEPP-II objectives. All materials, activities, and outputs will require approval from the Project Manager and UNDP senior management.

## The agency is expected to:

- Collaborate closely with the TEPP-II project team and relevant UNDP units.
- Participate in review meetings to provide progress updates and receive feedback.
- Maintain timely communication for approvals, coordination, and reporting.
- Ensure all deliverables comply with UNDP branding and communication guidelines.

## F. Minimum Eligibility Criteria of the Consultancy Firm

### 1. Company Profile & Legal Documents

- Registered entity with a valid trade license and Tax Identification Number (TIN).

### 2. Financial Statements

- Last two years audited financial statements (2022–2023 and 2023–2024), including income statements and balance sheets, demonstrating financial stability, liquidity, credit standing, and market reputation.

### 3. Relevant Experience

- Minimum ten (10) years of proven experience in producing high-quality branding, documentary, or development communication videos.
- Prior work with UN agencies, government institutions, or international organizations is required (submit at least five copies of Contracts/POs as proof).
- At least three demonstrated projects in video production, branding campaigns, or development storytelling, preferably focusing on investment, trade, economic policy, or governance themes.
- The firm must demonstrate the ability to conceptualize, script, and deliver impactful multimedia content for diverse audiences.

### 4. Dedicated Production Team and Equipment

- The firm/agency shall have a dedicated production team with proven expertise in concept development, cinematography, video editing, motion graphics, and sound design.
- Access to professional-grade filming and post-production equipment is required, including:

**Cinematography:** Sony PXW-FX9 XDCAM 6K Full-Frame camera (or equivalent) with Cooke Optics lenses (or equivalent high-end cinema lens package).

**Drone:** FPV freestyle drone model and DJI Mavic 4 Pro (or equivalent).

**Lighting & Support Gear:** Advanced studio and on-location lighting setups, tripods, gimbals, and camera support equipment.

**Post-Production:** Video editing and color grading using DaVinci Resolve 20 Studio; motion graphics using Adobe After Effects; 3D/animation content using Blender.

**Sound Design:** Professional audio recording and editing equipment.

The team and equipment must ensure high-quality production outputs aligned with project objectives, industry standards, and TEPP/UNDP branding and quality requirements.

## **G. Minimum Eligibility Criteria of Key Personnel (CVs required, max 3 pages)**

### **Creative and Production Team**

#### **1. Director / Creative Lead**

- Bachelor's degree or equivalent in Film, Media, Communication, or a related field.
- Minimum 10 years of proven experience in creative direction and video production for institutional or development-focused campaigns.
- Provides overall creative direction, ensures alignment with project objectives, and supervises the visual and narrative style of all video outputs.

#### **2. Scriptwriter / Concept Developer**

- Bachelor's degree in Journalism, Media Studies, Communication, or a related discipline.
- At least five years of proven experience in developing engaging scripts and narratives for multimedia projects, including leading concept development, messaging, and scriptwriting for diverse audiences.

#### **3. Director of Photography (DOP)**

- Degree or diploma in Cinematography, Film Production, or a related field.
- Minimum 5 years of professional cinematography, including high-resolution cameras, lighting, and framing.
- Responsible for overseeing cinematography, lighting, and maintaining the visual tone across all video outputs.

### **Technical and Post-Production Team**

#### **1. Video Editor / Post-Production Specialist**

- Degree or diploma in Film Editing, Media Production, or a related field.
- 2 years of professional experience in video editing for promotional and documentary content.
- Responsible for editing footage, assembling storylines, and finalizing all deliverables, including main videos, short films, and teasers.

#### **2. Motion Graphics and Infographics Designer**

- Degree in Graphic Design, Animation, Multimedia, or a related field.
- 2 years of experience in motion graphics, infographics, and creating visually engaging content.
- Responsible for producing dynamic on-screen visuals and data-driven infographics aligned with project branding.

### **Management and Coordination Team**

#### **Project Manager /Coordinator**

- Bachelor's degree in Project Management, Business Administration, Social Science, Media Production, or a related discipline.
- Minimum five years of demonstrated experience in successfully managing multidisciplinary teams and ensuring the timely delivery of projects.

Responsible for planning, coordination, and delivery of outputs across production phases; serves as the main liaison with UNDP, BIDA, and the TEPP Project Team.

**Notes:**

- CVs must clearly highlight education, work experience, achievements, and relevance to the proposed assignment.
- UNDP reserves the right to verify credentials and request supporting documentation as needed.
- All positions are expected to actively contribute to the successful implementation of the TEPP-II media capacity-building initiative.

**H. Deliverables**

Deliverable	Description	Format
<b>Main Video (4–5 mins)</b>	Comprehensive narrative with cinematography, drone footage, graphics, illustrations, motion graphics, and sound design. Subtitles in Bangla & English.	4K & HD, YouTube-friendly
<b>Short Version (2 mins 30 sec)</b>	Condensed version highlighting key messages for digital and event use. Includes graphics, infographics, and motion design. Subtitles in Bangla & English.	4K & HD, YouTube-friendly
<b>Teaser (30 sec)</b>	Fast-paced promotional clip. Includes motion graphics, sound design, and dynamic visuals. Subtitles in Bangla & English.	4K & HD, YouTube-friendly
<b>Additional Deliverables</b>	Master copies in 4K & HD, all raw footage, project files, storyboards, illustrations, motion graphics files, and any multimedia assets produced.	Digital files

**Duration of Work and Duty Station**

- **Delivery Timeline:** January 2025 – April 2026
- **Duty Station:** Dhaka, Bangladesh (off-site production + on-site meetings as needed)
- **Payment Terms:** Full payment **upon completion and approval** of all deliverables by UNDP/TEPP.

**I. Outputs and Payment**

Deliverable	Payment (%)
Final Delivery of All Videos	100%

*\*Payment upon approval by UNDP.*

## F. General Conditions

- All productions must comply with **UNDP's technical, quality and branding standards**.
- The firm cannot publish content without UNDP's written approval.
- UNDP holds all copyright and usage rights.
- Confidentiality must be strictly maintained.

## G. Financial Proposal

The financial proposal should be submitted as an all-inclusive lump sum covering all costs associated with the assignment, including but not limited to:

- Professional fees
- Human resources costs
- Filming and production
- Drone usage
- Travel and logistics
- Voiceover
- Editing and post-production
- Any other required expenses
- Payment is output-based, linked to delivery of specified services.

## H. Compliance

Requirement	Yes	No	Counter Proposal
Delivery Terms: DAP (TEPP, 6 <sup>th</sup> Floor of IDB Bhaban)			
Validity of Quotation: 90 days			
Trade License submitted			
TIN submitted			
VAT/BIN submitted			
Minimum 10 years' experience submitted			
Minimum 5 UN/INGO/GoB experience POs submitted			
Team organogram with CVs submitted			
Ability to deliver by April 20, 2026			