



TERMS OF REFERENCE

Title: Consultancy Services for the Concept Development, Production/Post-production Services for the Corporate Audio-Video Presentation (AVP) of DA-BAFE

Implementing Unit : DA-BAFE

Location of Project : Quezon City

Approved Budget Contract (ABC): Php 500,000.00 (inclusive of taxes, all revision fees, and other pertinent fees relative to the scope of work and deliverables)

Rationale/Objective:

The Department of Agriculture - Bureau of Agricultural and Fisheries Engineering (DA-BAFE) shall acquire the services of a consulting firm which will carry out the concept development, production/post-production services for the corporate audio-video presentation (AVP) of DA-BAFE with shoots in various locations. The AVP aims to inform, educate, and communicate DA-BAFE's mandate, mission, vision, core values, quality policy, brief history, functions, and action plans.

Reporting Responsibilities

The DA-BAFE shall acquire the services of a firm that will carry out the conceptualization, production, post-production of a five (5) to seven (7) minute high quality corporate AVP.

Qualifications

The consulting firm must:

1. Have at least five (5) years of experience in AV production, motion graphics and animation, information design and other such related fields, as well as academic and other credentials related to the project;
2. Have previously worked on similar AV productions;
3. Have demonstrated proficiency in developing and executing creative concepts, narrative flow, treatment for video, and production design for video, as well as consistent ability to deliver technically outstanding audiovisual output; and
4. Have substantial capability in producing, managing, and directing AVPs.

Expertise	Minimum Qualifications
Director (1)	With at least 5 years of experience in directing corporate AVPs
Production Manager (1)	With at least 5 years of experience in handling and overseeing AVP
Producer (1)	With at least 5 years of experience in handling AVP conceptualization and execution
Script Writer (1)	With at least 5 years of experience in writing AVP script
Videographers (2)	With at least 3 years of experience in videography
Animators (2)	With at least 3 years of experience in video animation
Colorists (2)	With at least 3 years of experience in color grading
Video Editors (3)	With at least 5 years of experience in video editing
Production Assistants (3)	With at least 2 years of experience in working under a production company

Scope of work

A. Content and Format

1. The corporate AVP shall cover DA-BAFE's mandate, mission, vision, core values, quality policy, brief history, logo, functions, and action plans.
2. The AVP shall be shown and used as information material for the general public and DA-BAFE's stakeholders during meetings, conferences, trainings, workshops, and other corporate events.
3. There shall be at least ten (10) segments in the corporate AVP which includes but not limited to the following:
 - a. Mandate
 - b. Mission
 - c. Vision
 - d. Core Values
 - e. Quality Policy
 - f. Brief History
 - g. Logo
 - h. Functions
 - i. Action Plans
 - j. Closing

B. Creative Treatment and Production

1. Pre-production

All concepts, outputs and other deliverables identified shall be presented to (for comments and suggestion) and approved by BAFE-MANCOM.

The consulting firm shall:

- a. attend periodic meetings.

- b. present the concept note and draft script for editing, comments, and suggestions.
- c. prepare the revised concepts and script of the AVP incorporating inputs
- d. provide a final script for the AVP which shall be subject to the approval
- e. Conceptualization of the story and overall thematic flow, design look of the AVP based on the approved script and theme.

2. Production

All concepts, draft outputs, production material outputs and deliverables shall be presented to and approved by BAFE-MANCOM. The consulting firm shall:

- a. prepare a production activity schedule of the AVP;
- b. provide broadcast system standard video production equipment for shooting and editing.
- c. Production team shall be accompanied by the DA-BAFE Information Officer and/or other concerned BAFE staff during the location shoots.
- d. Conduct location photo and video shoots/interview and other production activities as determined.
- e. Cover all production crew-related expenses, including travel, transport, insurance, food, and materials.

3. Post-production

The consultancy firm shall be able to provide:

- a. Non-linear editing: flash/motion/ information graphics, 3D/2D animation, digital effects, color grading, and English subtitling.
- b. AV dubbing and musical scoring that is licensed for website and social media use.

C. Equipment, production staff, talent and other service requirements

1. Equipment - High definition digital video cameras [minimum of two (2) camera set-up per shoot], tripods, professional lighting system, green screen facilities (rental of studio), microphone/lapel, audio recording system for voice-over dubbings and interviews, tripod or gimbal stabilizer, drone (for aerial shots), digital video editing system (motion graphics, 3D animation, digital effects), non-linear editing system and other equipment as may be necessary.
2. Production Staff and Editors - The consulting firm shall provide all production staff who shall complete all phases of the pre-production, production, and post-production of the corporate AVP.
3. Talent - The consulting firm shall suggest talents for approval of the DA-BAFE Information Officer. DA-BAFE talents may be tapped and arranged by the consulting firm through the DA-BAFE Information Officer.
4. Provide licensed musical score for website, social media, and public screening.
5. All visual support required for the AVP must be provided by the consulting firm.

6. All production expenses shall be shouldered by the consulting firm including expenses incurred for food, transportation, and other logistics.
7. The consulting firm shall be responsible in securing necessary permits/reservations if video and photo shoot is required outside DA-BAFE's office.
8. Location shoot shall be identified by the consulting firm either in the DA-BAFE's office in Quezon City or outside Metro Manila depending on the AVP requirement.
9. Video is subject to one (1) re-shoot and several re-editing until final approval.
10. The consulting firm shall closely coordinate with DA-BAFE Information Officer for DA-BAFE sourced materials.

AVP Format Output and Deliverables

Final Master Format

1. External hard drive for AVPs, high resolution AVI files, raw project files and materials.
2. MP4 for video file, at least full HD 1080p resolution
 - 10 USB MP4 Format
 - 100 reproduced DVD copies in MP4 format (with approved cover/label design)

Timeline and Delivery

The final output must be delivered by the consulting firm within 60 calendar days from the issuance of Work Order issued by DA-BAFE.

Ownership

The final AVP shall be owned by DA-BAFE, with appropriate credits to the creator/consulting firm. Reproduction, splicing or use of the AVP or any portion thereof in any other production shall pertain exclusively to DA-BAFE. The consulting firm cannot use the AVP, including shots taken within the DA-BAFE office premises and identified locations or with DA-BAFE personnel talents for any other purpose, without the express written consent of DA-BAFE.

Payment

A one-time payment shall be made upon the issuance of Certificate of Completion and Acceptance by DA-BAFE and upon submission of all required documents, as indicated in the Scope of Works/Terms of Reference and other bidding documents subject to accounting and auditing rules and regulations.

Anti-COVID-19 measures

The consulting firm shall:

1. not deploy personnel who exhibit symptoms associated with COVID-19, or those who have history of relevant travel or exposure to persons with confirmed or probable case, whether symptomatic or asymptomatic.

2. ensure that all personnel to be deployed shall strictly observe precautionary measures implemented by DA-BAFE to keep the workplace free, and to prevent the transmission of COVID-19, e.g. physical distancing, frequent handwashing, wearing of face mask and other measures that may be issued by DA-BAFE.
3. supply the necessary personal protective equipment (PPE) and related supplies for all its personnel, such as face masks and face shields, in connection with the prevention of infection in the performance of their duties, the cost of which shall be borne by the consulting firm.

Mode of Procurement and Criteria for Shortlisting

1. The mode of procurement shall be through "Negotiated-Small Value Procurement under Consultancy Service"
 - a. Prospective Consulting Firms will be evaluated based on their previous contracts/engagements related to this TOR and will be rated based on the criteria shown in ANNEX B ("Criteria for Shortlisting"). Prospective bidders are required to submit the following:
 - 2.1 Applicable Experience of the Firm (within the last 5 years);
 - 2.2 Qualification of Officials, Key Organic Personnel who may be assigned to the field work; and
 - 2.3 Current workload relative to capacity

Note:
Related experience includes previous contracts/services similar and relevant to this TOR. The key experts are requested to indicate: (1) their role in a specific project; (2) the exact duration that they have worked on the project as well as on their individual tasks (in months and years); and (3) a brief description of the tasks that they carried out.
 - 2.4 The Consulting Firm shall be selected using the Quality-Cost Based Selection/Evaluation (QCBS/QCBE) procedure under RA 9184, or the Government Procurement Reform Act (GPRA), and its Revised Implementing Rules and Regulations (IRR) and shall be based on the following criteria: Eighty (80) percent Technical and Twenty (20) percent Financial.

NO.	RATING FACTOR	POINTS/WEIGHT
1	Applicable experience of the Consultant	50
2	Qualification of Personnel	30
3	Current workload relative to capacity	20
	TOTAL	100

ANNEX A

PROJECT DURATION

1	Story Treatment and Peg for the AVP	Within two (2) weeks from receipt of Notice to Proceed from DA-BAFE. DA-BAFE will forward background materials to the consulting firm.
2	Storyboard for the AVP and TVC	Within three (3) days after DA-BAFE's approval of story treatment/peg.
3	Submission of proposed background music and VO	Within two (2) days after approval of
4	Video shoot and interviews	2 weeks allotted for video shoot/interviews. Transcription should be submitted to DA-BAFE the day after the interview.
5	Final Approved Script for the AVPs incorporating sound bites from the interviews	Two (2) days after consulting firm submits all transcription of interviews
6	1 st rough edit of the AVPs	Within two (2) days after DA-BAFE's approval of the final approved script.
7	2 nd rough edit of the AVPs	Within two (2) days after DA-BAFE's approval of 1 st rough edit.
8	Online edit of the AVPs (including color grading)	Within two (2) days after DA-BAFE's approval of 2 nd rough edit
9	Final approved AVPs	Within two (2) days after online edit
10	Submission of AVPs and raw materials in one (1) unit of one (1) terabyte portable external hard drive	One (1) day after completion and delivery of final approved AVP to DA-BAFE

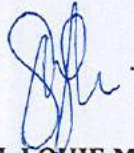
ANNEX B

CRITERIA FOR SHORT LISTING OF INTERESTED CONSULTING FIRM

	RATING FACTOR	POINTS
I	Experienced and Capability of Firm	50 points
	▪ Years of Operations	5 points
	▪ Related Experiences/Previous Engagements	45 points
	-Similar Projects	Max 45 points
	-Relevant Projects	Max 22 points
II	Qualification of Personnel	30 points
	▪ Educational Attainment	6 points
	▪ Project Experience	15 points
	▪ Professional Experience	9 points
III	Job Capacity	20 points
	TOTAL	100 points

Note: The Consultancy Firm should get a total of **at least 70 points** from the above-mentioned criteria to be shortlisted.

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