

Questions and Answers for

Video Production Services

Job# 40-19-CMO

The following is the questions and provided answers by the deadline for the identified project.

- 1) Are actors required/anticipated for the production, or will we be able to film KPD officers?

We plan on using KPD officers for this production in order to make sure our film is authentic.

- 2) Have you produced any videos of this nature before? If so, can you provide a link to the sample video?

The videos that were produced in the past can be found on the City website:
<https://www.kirklandwa.gov/depart/PD/Join/recruitment.htm>.

- 3) The RFP states a preference for local companies due to budget constraints -- can you supply any budgetary information/range anticipated for the project?

We will not be providing additional budgetary information for this project. We are looking for a budget that will produce quality videos, with the understanding that we're a government agency that is committed to being a responsible steward of public resources.

- 4) We would just like to confirm that the date for the completion of the project is December 31, 2019 as stated on page 4 of the RFP. On page 3 it says by "the end of September."

The entire project needs to be completed by the end of 2019.

- 5) For the purposes of bidding on the potential third film do you want that total included in Attachment A or only a bid that represents the cost for the two recruitment films as described?

Please feel free to provide bids for all three videos. Our preference would be that the bid for the third video be separate from the first two videos.

- 6) We are located in Canada, but as we work with crews across North America and Europe, we're planning to propose our Seattle-based crew to shoot all the live-action material, and then our in-house graphic and editing teams would finalize from our office. Is that acceptable?

We would consider your proposal based on the information you've provided above.

- 7) Would you be open to fully animated videos, using realistic illustrations or a photo-collage approach, considering this would cut costs?

We would consider an animated video for one film.

- 8) Is it acceptable to submit multiple approaches and associated budgets?

Yes, this is acceptable.

- 9) Will you be releasing all the videos in some sort of campaign, or is that something the vendor should consider?

We will be using the videos to target potential officers in different geographic regions.

- 10) Does it make sense to average the length of each video to 3min for budgeting purposes? Or should we propose the length we think is best-suited to the content/objectives? 1-5 min is quite a wide range.

Though this is a detail that we'd hope to work out with vendor, given that we've found shorter videos perform better on social media platforms, it is safe to assume under 3 minutes for each video.

- 11) Can you detail how many locations or what the locations will be?

We would need to shoot at 3-5 locations for 2 films. We will also provide relevant b-roll.

- 12) Will there be interviews involved, and if so, how many?

Our concept for the initial film includes multiple "interviews" but with each interview only having the officer say 1-2 lines. The other concept is not as defined.

- 13) How much additional consideration will you give to firms that are located in the Greater Seattle region? Which points category does that criterion fall into?

The underlying consideration is budget and the ability to produce impactful recruitment films.

- 14) To confirm, we don't have to submit Attachment A with our proposal?

That is correct.

- 15) Is there any format you would like the budget to be in?

We are not requesting any specific format.

