

Terms of Reference

Development of 30 Second Bhutan Video



Tourism Council of Bhutan

08/04/2020

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1. Overview and background

Tourism in Bhutan has grown over the years to become one of the major economic sectors in the country. The industry has contributed immensely to overall socio-economic development through generation of much needed hard currency for the royal exchequer, creating employment across various sectors, forging backward linkages for rural communities to earn additional income and boosting the general business environment. Tourism has also proven vital in promoting and preserving our unique culture and traditions, and in some cases, reviving age-old customs. The sector has elevated people to people contact and as a result, increased recognition of Bhutan as an independent, high-end and exclusive tourism destination in the world. To further promote Bhutan as a tourism destination to the world the Tourism Council of Bhutan (TCB) is constantly adopting various online communication channels such as websites and social media, including Youtube and Vimeo.

With increasing popularity of video contents over text-based, it is believed that the online consumers are more likely to be interested in watching videos about a product or a destination rather than reading through text-based contents. In this regard, the TCB is planning to produce a '30 Seconds Bhutan Video' which can be used to promote Bhutan as part of the COVID-19 recovery plan. *The video must be creative and highlight the interesting facts of Bhutan, especially to generate interest to visit Bhutan after the coronavirus is fully contained. For example, the video must provide a glimpse of the status of Bhutan as safe, interesting and beautiful place to visit.*

2. Purpose of this document

The purpose of this document is to specify the approach that TCB will use to select the agency to develop the '30 Seconds Bhutan video'. This document also describes the requirements that an agency has to fulfil in order to be eligible for selection.

3. Scope of work

The scope of the work for the selected agency in developing the video will include, but is not limited to, the following activities:

- Develop and get approval from TCB for the 30 Seconds Bhutan Video overall script and storyboard;
- Present a draft video on a regular basis to TCB for comments;
- Compose appropriate soundtrack for the video and get it approved from TCB;
- Edit and produce the final video as per the terms and conditions.

4. Deliverables

The following deliverables need to be delivered on time and as per the TCB's requirements:

- Storyboard and script
- Final video
- Final soundtrack
- Final video of high quality in terms of story, music, resolution, colour corrections, sound, creative shots, editing, etc.
- All raw unedited materials as well as all the production related files of the final video.

5. Selection criteria

Sl. No	Criteria	Marks
1	Agency Profile	10
1.1	Valid Company Trade License	
1.2	Valid Tax Clearance Certificate issued by RRCCO	
1.3	Write up about the agency	
2	Technical Functionality	20
2.1	Experience and expertise in similar field	
2.2	List of past/present clientele with names & date of business engagement and contact details	
2.3	List of appropriate equipment to carry out the project	
3	Personnel	20
3.1	CV of the team	
3.2	Qualification of the team in charge of the project	
4	Methodology	20
4.1	Top ideas to promote Bhutan, especially during COVID-19	
4.2	Clear and interesting storyboard and script	
4.3	Creative samples and presentations	
4.4	Clear workplan	
5	Financials	30
5.1	Produce a sealed financial bid	
	TOTAL	100

Note: Agencies failing to submit a valid Trade license and a valid Tax Clearance certificate with the tender documents will be rejected. The Agency Profile, Technical Functionality, Personnel and Methodology together carry 70% weightage and the Financials carry 30% weightage.

6. Terms and conditions

- The tender committee reserves the right to reject one or all bids. The decision of the tender committee shall be final and binding.

- The financial bid shall stand valid for 30 days from the date of opening the tender. The financial bid shall be inclusive of taxes and duties.
- The selected agency must deliver the fully developed video within 1 month from the date of award of the work. In the event of failing to deliver on time, the bid shall be cancelled and the remaining payment shall be forfeited.
- The video must be of high resolution of at least 1080p with high definition sound quality.
- The video must be playable and be able to upload on video sites such as YouTube and Vimeo.
- The agency selected must submit a script and storyboard for the video to the TCB describing a clear flow of the video, and most importantly, have clear idea of the goal of this project. And the script and storyboard must be approved by TCB before continuing to the actual filming stage.
- The agency selected must ensure to show the work in progress to the TCB and incorporate any changes as requested by TCB.
- The agency selected must incorporate all the changes required by TCB within the contract period and cost. Any additional cost will not be borne by TCB after the contract is signed.
- The full payment shall only be made to the agency only upon full delivery of the final video.
- The final video, sound track, and other deliverables shall be the property of TCB and TCB reserves full copyright on the final video.
- In addition, as the work is being commissioned by TCB all raw footage shot during the contract period shall be owned by TCB and the agency will not sell or share such.
- The proposal should be submitted to the Administration Officer, Tourism Council of Bhutan, Thimphu.

7. Proposal

The proposal should clearly detail all the required information against the selection criteria mentioned above.

The sealed proposals should, in an envelope marked “Proposal for Development of 30 Seconds Bhutan Video” and complete in all respects, reach latest by 12noon on 23rd April 2020 to:

**The Administrative Officer
Tourism Council of Bhutan
Thimphu**