



REQUEST FOR PROPOSAL APO 60th Anniversary Video (Congratulatory Messages)

The Asian Productivity Organization (APO) will produce a video commemorating its 60th anniversary. We are seeking proposals from qualified design/production agencies located within commuting distance from the Secretariat in Tokyo. Agencies interested in submitting proposals must be experienced in producing and editing video scripts and photos as well as original videography.

Send proposal submissions to: yfujimoto@apo-tokyo.org

Deadline: **26 August 2020 (16:00 JST)**

The APO will accept proposals for the services and final product described in detail below until the deadline. Late submissions will not be considered.

DETAILS OF SERVICES AND FINAL PRODUCT

Video production

Production of one approximately 10-minute video to be shown at commemorative events and posted on the Internet and APO SNS channels (YouTube, etc.). The final video will be a compilation of video messages collected from APO member countries. A short introduction should be created to appear before those messages.

Contents

- Language: English (original video messages from member countries may be in local languages with English subtitles).
- The contents will be approximately 20 video messages from APO countries/stakeholders.

Scope of Work

- Introductory/ending video montages, each 3 to 5 seconds in length with soundtracks from available stock, in the form of motion graphics using the APO logo and APO 60th anniversary logo.
- Package production including script for introduction, soundtrack, and any other activities required to develop the video.
- Structure and composition.
- Video editing of each message.
- Subtitles should be included in the proposal but will be subject to further discussion and confirmation.
- Narration may not be necessary.
- Delivery format: MP4 (bit rate 25 Mbps; full HD 1920–1080 resolution), working file (prproj, iff, etc. with transfer of copyright).

Target completion date: **Mid-December 2020**

Proposals

Please submit the following:

- Cost estimate for the above scope of work
- Samples of similar videos produced previously
- Suggestions for the video structure

Right to Accept or Reject Proposals

1. Issuance of this RFP in no way constitutes a commitment by the APO to award a contract.
2. The APO reserves the right to annul the RFP or the vendor selection process, or to accept or reject any or all proposals in whole or part at any time without assigning any reason and without incurring any liability to the affected agencies/companies/firms or any obligation to inform the affected agencies/companies/firms of the grounds for such action.
3. The APO reserves the right to change the scope of work if there is a need or depending upon changes in requirements before or during the implementation phase. However, if changes are made during the implementation phase, the APO will negotiate the costs for the additional work separately with the selected design agency/company/firm.
4. The APO reserves the right to enter into a contract without further discussion of the proposal submitted based on the initial offer received. The APO reserves the right to contract for all or a partial list of services offered in the proposal. The RFP and proposal of the selected design agency/company/firm will become part of any contract entered into by the APO.

For inquiries, please contact Yoko Fujimoto at: yfujimoto@apo-tookyo.org.
