Clarifications - TEN524 Video Production Services for Cornwall Trade and Investment.

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| Number | Question | Answer |
| 1 | Are you able to give an idea of the volume you expect to get for the £12k budget allocated? | The deliverables will be discussed with the successful bidder. The tender specification requests hourly rates (refer to section 6.5) – value for money relating to deliverables will be scored against these criteria as per section 8.  |
| 2 | How many videos would you like the chosen film production company to produce? | See answer to question 1 |
| 3 | I wanted to ask if you were open to animated videos being part of the invitation?  | Animated video content is not a requirement of this tender opportunity.  |
| 4 | Are you able to clarify how many videos of each of the following categories you require and if there is any other content you envisage being produced?• Develop ‘Brand Ambassador’ video content featuring CTI’s clients (both existing and new businesses to Cornwall). This will be in the form of a number of 30 second – 1 minute 30 seconds duration videos • Develop and produce short videos that encapsulate Cornwall as a dynamic and thriving business location | See answer to question 1 |
| 5 | Do you have a list of businesses available that you would like featured in this new suite of videos? I have read through your website and see that your company has produced some case studies on 37 different companies based in Cornwall here - https://www.cornwallti.com/case-studies/, however it would be good to know if you and your team already have in mind the key companies you would like us to focus on for the purpose of this tender.  | No |
| 6 | As well as this (see 5), if you have a list of some of the new businesses in Cornwall you would like featured in the series this would also be incredibly helpful in terms of planning. | No |
| 7 | Do you have a number in mind of how many videos you would like produced?  | See answer to question 1  |
| 8 | What length would you like these videos to be? | See answer to question 1 |
| 9 | Are these videos for your website as well as socials i.e Facebook. Instagram, LinkedIn? | All video content will be hosted on Cornwall Trade and Investment’s YouTube channel, and will be shared across the Cornwall Trade and Investment website and social media channels.  |
| 10 | For the Brand Ambassador videos, do you have specific clients in mind or is this open? Are you looking for one client per video? | No. the content will be determined in accordance with the answer to question 1  |
| 11 | Are these in English? Do you require subs for all videos? | All video content will be in English, subtitles are required for all videos. |
| 12 | Do you have a style guide/specific branding which would inform the overall look of these videos? | Yes. Cornwall Trade and Investment’s brand guidelines will be shared and discussed with the successful bidder.  |
| 13 | For the short videos which showcase Cornwall as a business location, what is the anticipated length of these? Would you like these to be scripted? Would you write the copy or would you like us to, with input from you? | The duration of the video content will be determined once the successful bidder has been appointed. Script writing is not part of this tender opportunity. See also answer to question 1 |
| 14 | How to you envisage filming - remotely, or on location? | All filming will take place in Cornwall and across multiple dates/locations.  |
| 15 | What platform will these be shared on? | All video content will be hosted on Cornwall Trade and Investment’s YouTube channel, and will be shared across the Cornwall Trade and Investment website and social media channels. |
| 16 | What is the key message you want to get across in the films? | Refer to Section 2 of the tender specification ‘Tender Objectives’  |
| 17 | Do you have any assets we could use as content? | The successful bidder will be expected to film and edit all material required as part of this tender. Cornwall Trade and Investment have an existing video and image library however we do not anticipate these assets being used as part of this tender opportunity.  |