

TEN 426 – AeroSpace Cornwall - Animation

Response to clarifications – 29th October 2018

Q1. When preparing a schedule of works, can you confirm what your team's availability is around Christmas and New Year? It's helpful to know when you are closed and away from the office so that we can schedule video review and feedback times accordingly.

A1. The office is closed between Christmas and New Year, so The AeroSpace Cornwall team will not be available during this period.

Q2. Is there anything specific that you would like to know about the individual members of the production team, other than qualifications and work history?

A2. Qualifications and work history are sufficient.

Q3. Can we work on the assumption that all scripts can be produced and signed off in bulk? This would enable us to record voice over for all videos in a single session resulting in economies of scale.

A3. Yes, if you are able to do all the scripts in bulk then that is acceptable.

Q4. The video references provided are quite diverse in terms of style. When we think about creative approach for this project, are there any brand guidelines/identity we should take into consideration outside of the website <https://aerospacecornwall.co.uk/>?

A4. The main thing to consider is the ERDF publicity guidelines, and use the AeroSpace Cornwall logo. If including any third party businesses, we will need to ask them for permission.

Q5. We see the stakeholders in the project as: CDC (Cornwall Council), Cornwall and Isles of Scilly Local Enterprise Partnership, West of England Aerospace Forum, European Regional Development Fund. Is this correct, is there anyone else we've missed?

A5. Those are the correct stakeholders. We are also working with Cornish businesses.

Q6. Have the stakeholders experience in commissioning animations for other projects?

A6. Cornwall Development Company (CDC) has commissioned animations before, namely those of the Spaceport Cornwall team. However, CDC has not commissioned eight animations at one time before.

Q7. Nick Pooley and yourself are named in the tender. Will either of you be the main contact for us on the actual project, or someone else? And, will that main contact have had previous experience of this type of animation project?

A7. The primary contact at CDC will be the AeroSpace Cornwall Marketing Assistant, who has worked in marketing roles for over ten years.

Q8. In 7.4 Delivery Plan it says that a maximum of 2 A4 pages may be submitted. We totally understand the need to keep the text down to two pages but this section seems like the most appropriate place to include any artwork examples or (non-text based) supporting material regarding delivery timescales etc. As long as we keep the text down to no more than two pages, would it be acceptable to include a few additional pages for this type of content? Alternatively, would it be acceptable to attach appendices to our submission so that these can be referenced if necessary?

A8. We have limited the Delivery Plan to two A4 pages to enable businesses to respond without having to create a large amount of work. Additional information can be submitted but we are only scoring on the two pages.

Q9. Do you need 2D motion graphics or 3D animation?

A9. The animation is a method to generate interest in Aerospace and Space sector. We do not have a preference as to 2D or 3D other than we want animation that draws attention and explains the opportunities available to businesses.

Q10. We notice in section 3.5 Inspiration, a significant amount of this is real-life footage. We also note someone has already done some animated promotion <https://vimeo.com/279563029/ac364df88f> Is it likely you could get a famous name on board to help promote Spaceport Cornwall? If so this will influence our decision making around the use of real footage and how we would allocate the budget.

A10. We are not fixed on having real life footage in the animations. This was just an example of space and aerospace animation that we feel seems to work well. We want an agency that has creative ideas to promote aerospace and space.

To be clear, AeroSpace Cornwall is promoting the entire aerospace and space sector in Cornwall, which includes Spaceport Cornwall and many other businesses. The Spaceport Cornwall and Virgin Orbit video was commissioned separately.

There is potential to have a famous name as part of the promotion.

Q11. Will any live action filming be required, for instance, for interviews?

A11. Live action film is not necessarily required to explain the opportunity. However, if this is recommended by the winning agency then we are happy to look at that.

