

**FIJIAN ELECTIONS OFFICE**  
*My Election, My Fiji*

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**EXPRESSION OF INTEREST:**  
[EOI 02/2017]

**REQUEST FOR PROPOSAL TITLE:**  
Media Production Services

**ISSUE DATE:**  
29 April, 2017

**SUBMISSION DUE DATE:**  
12 May, 2017  
By 4pm, FJT

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### **Sections**

**1 Administrative Overview**

Provides general information on the Fijian Elections Office (FEO) and the objectives of this Request for Proposal (RFP).

**2 Scope of Work and Services**

Provides a description of the project and list of services requested that, while not comprehensive or complete in nature, will provide the Fijian Elections Office with proposals that can be easily compared.

**3 Proposal Content and Format**

Describes what the required content and format is for the submission.

**4 Selection Process**

Describes how the selection process shall be carried out.

**5 Proposal Instructions**

Describes the submittal instructions and communications channels for queries.

## **Section 1**

### **Administrative Overview**

#### **1.1 INTRODUCTION**

The Fijian Elections Office [FEO] is the electoral management body responsible for the administration and operations of elections in Fiji.

This is a Request for Proposals (RFP) issued by the FEO seeking proposals from experienced and qualified Media Production Contractors to provide Video and Audio Production Services for the communications campaigns that the FEO will implement from 2017 to 2018.

#### **1.2 AUTHORITY**

RFPs must be submitted by persons authorized to commit the responding Media Production Contractor to a procurement contract or agreement.

#### **1.3 COSTS FOR PROPOSAL PREPARATION**

Any costs incurred in preparing or submitting a proposal shall be the Media Production Contractor's sole responsibility.

#### **1.4 DISQUALIFICATION OF PROPOSALS**

The FEO reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the scope of the work.

A Media Production Contractor shall be disqualified and the proposal automatically rejected for any one of the following reasons:

1. The proposal shows any noncompliance with applicable law.
2. The proposal is conditional, incomplete, or irregular in such a way as to make the proposal indefinite or ambiguous.
3. The proposal has any provision reserving the right to accept or reject award, reserving the right to enter into a contract pursuant to an award, or contrary to

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those required in the solicitation.

4. The Media Production Contractor has criminal convictions.

### **1.5 RIGHT TO WITHHOLD AWARDING OF CONTRACT**

The FEO reserves the right not to make award of this contract.

## Section 2

### Scope of Work and Services

#### 2.1 BACKGROUND

In keeping with the FEO Strategic Plan objectives, the overall communications objective is to:  
Goal 9: A well-informed community capable of actively participating in electoral processes.

In doing so, the Strategic Development and Communications Directorate will implement mass communications campaigns, targeted at both voters and non-voters to increase the general awareness on key principles of elections.

The FEO will employ a range of key messages at various points during the implementation of projects during the Electoral Cycle.

The Communications considerations for the FEO includes one message with many calls to action.

During non-election mode, the messaging will be around:

1. Register to vote
2. How to register
3. Are You Eligible to Vote?
4. All Fijians Should Vote
5. Confirm Deceased Voters
6. Why Vote?
7. Work for us
8. Call for Expression of Interests [EOIs]
9. Call for tenders
10. How to amend Voter Registration details
11. Use the 545 Platform
12. Check the National Register of Voters [NRV]
13. Know your polling station
14. Use our Polling Venue Locator [PVL]

Whereas for during Election Mode, the messaging will be focussed on:

1. Know your polling station
2. Use our Polling Venue Locator [PVL]
3. Where to vote
4. How to vote

These messages will be developed into various communications materials, such as television commercials, short videos and radio advertisements.

## **2.2 OBJECTIVES**

The FEO is seeking a qualified Media Production Contractor to script, source talents, shoot and produce video and audio content for use across the various channels that FEO owns (such as the FEO website and social media platforms) and also commercial channels (such as free-to-air radio and television stations in Fiji).

## **2.3 REQUIREMENTS**

The FEO is interested in establishing a contract with a Media Production Contractor who will meet, at a minimum, the following requirements:

1. The development and production of a series of 3-minute instructional videos for training purposes, including scripting, assisting with finding a location for shooting, music selection, video production, editing, post production and final mix.
2. The development and production of a series of 30 second television spots, including scripting, assisting with finding a location for shooting, music selection, video production, editing, post production and final mix.
3. Creating hard copy or digital media as needed for distribution to TV, radio and other outlets.
4. Converting spot creative into web ready format and providing a DVD and digital copies of creative to the FEO as and when required.
5. Providing recommendations for measuring and analyzing the effectiveness of the television spot in the Fijian market.

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## **Section 3**

### **Proposal Content and Format**

#### **3.1 BID EVALUATION CRITERIA**

The evaluation shall be based on the numerical rating set forth below. Factors not specified in the Request for Proposal shall not be considered.

The evaluation committee may select a Media Production Contractor from these submissions, or conduct a second tier in-person interview with selected Media Production Contractors from the initial offerings. In the event of a second stage, the selection committee will notify the selected Media Production Contractor of interview dates and times. This notification shall include the interview evaluation criteria.

#### **3.2 PROPOSAL CONTENT ORGANIZATION**

Respondents shall organize their submissions in such a way as to follow the general evaluation criteria listed below.

##### **A. Cover Letter (10 points)**

Include company's name, contact information and a brief introduction to your company as it relates to the requested services. Please include a brief history of the organization/individual and the number of years in operation.

##### **B. Proposal**

###### **1. Staff (10 points)**

- a. Briefly describe the names and positions of the staff who will be directly involved with the production of communications materials for the FEO's projects.

###### **2. Experience (20 points)**

- a. Provide a description of the firm's experience developing video & radio advertisements, particularly for public or non-profit entities. Experience producing creative materials in testimonial format is a plus.
- b. Please enclose a disc or provide URL where three samples of work can be viewed/listened to.



**3. Equipment (10 points)**

- a. Please indicate the type(s) of cameras, editing and other equipment and software that will be used for the proposed services.

**4. Timeline (20 points)**

- a. Include a timeline which will be applicable for the production of FEO's communications materials.

**5. References (10 points)**

- a. Three reference that can attest to your ability to effectively produce television and radio content on time and within budget.

**6. Cost (20 points)**

- a. Proposed project costs, including scripting, production, sourcing talents, graphics, translation fees, using stock footage and/or music, location fees, converting content to web-ready format, final and any other costs that may be related to the production of materials for the FEO.

**7. Ethics (10 points)**

- a. The FEO is committed to ensuring the highest standards of transparency and integrity are upheld in the awarding of contracts. The FEO requires each proposer to sign a Statutory Declaration stating the following:  
"Neither the Proposer nor any other officer, employee, agent, representative or affiliate of the Proposer shall give or offer to any employee, or representative of the Fijian Elections Office or to any family member of the foregoing, or to any business by which any of the foregoing persons are employed, any gift, loan, political contribution, reward, or promise of future employment based on any understanding or expectation that the vote, official action, or judgment of the person would be influenced thereby, and, that no officer, employee, agent, representative, or affiliate of the Proposer shall have any direct or indirect non-incident contact with any other member of the FEO, other than the Manager Procurement and Asset Management, during any period of time prior to the award of the Contract, except at a public meeting."

**8. Period of Validity (0 Points)**

- a. Each proposal must include a statement as to the period during which the proposal will remain valid.

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- b.** A minimum of 90 days from the Closing Date for Receipt of Proposals is required.

## **Section 4.0**

### **Selection Process**

#### **4.1 SELECTION PROCESS**

The FEO reserves the right to cancel this request for proposals, to reject any and all proposals submitted, to request any additional clarifying information from any proposers, and to negotiate separately with any and all proposers to process.

Issuance of this RFP does not commit FEO to pay costs incurred in the preparation of proposals and reserves the right to accept or reject any and/or all proposals, in part or in their entirety.

Review of the proposals will be undertaken by a committee comprised of FEO staff. This committee will review all proposals and recommend an organization/individual to provide video & audio production services for the FEO.

Selection will be made based on the lowest qualified bid price, experience and expertise in the field of video and audio production, and a demonstrated ability to provide results within the shortest time-frame practicable.

## **Section 5.0**

### **Proposal Instruction**

#### **5.1 DEADLINE FOR WRITTEN QUESTIONS RELATING TO THE RFP**

The deadline for written questions is [0:00 PM, TIME ZONE] on [DAY, DATE]. Send questions to [NAME, TITLE] by email at [EMAIL]. [NAME] is the only person authorized to provide a formal response to any questions. No other [ENTITY] employee is authorized to make any statement that would bind the [ENTITY] with regard to this RFP.

#### **5.2 SUBMITTAL INSTRUCTIONS**

This RFP may not exceed 25 single-sided pages (maximum 8½" x 11") with a minimum of 12 pt. type. Submissions exceeding the page limit will be considered non-responsive and will be returned to the applicant without further evaluation. The following information is not included in the page limit:

- Cover letter on Signage Company letterhead, maximum of 1 page
- Résumés for each key team member, maximum of 2 pages each
- Proposal

Media Production Contractors shall submit a clearly marked original plus three (3) copies of the proposal. Proposals shall be received by the FEO no later than 4.00pm, FJT, on 12 May, 2017. The proposals shall be mailed and will be date stamped upon receipt by the FEO.

Any proposal received after this date and time shall be rejected. A Media Production Contractor may withdraw its proposals at any time prior to the time and date set for opening.

#### **Proposals should be in a sealed envelope and shall be mailed or delivered to:**

The Fijian Elections Office

ATTN: Mr Riaz Hanif, Manager Procurement and Asset Management,

59 – 63 High Street,

Suva, Fiji.

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