

Issued
January 2019

REQUEST FOR PROPOSALS

Creative services

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Canada's source for
HIV and hepatitis C
information

Important Notice

Please notify us as soon as possible of your intention to respond to this Request for Proposals (RFP), to ensure that you receive any relevant updates or modifications to the RFP.

E-mail: jobs@catie.ca

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Bid Summary Sheet

Consultancy _____

Contact name _____

E-mail _____

Telephone _____

Proposed costs

| Deliverable | Proposed cost |
|-----------------------------------|---------------|
| Filming and photography | \$ |
| Focus group consultations | \$ |
| Travel and accommodations | \$ |
| Video editing and finishing | \$ |
| Graphic design of print materials | \$ |
| Project management | \$ |
| Other activities | \$ |
| TOTAL: | |

Declaration

I have read and accepted the contents of the RFP. I understand that submission of a proposal does not constitute a formal agreement. I understand that neither party shall have the right to make claims against the other with respect to the RFP process, the selection of any vendor or the failure to be selected. I understand that CATIE may cancel the RFP process at any time, and may elect not to consider, or cancel a contract awarded to a respondent whose submission contains misrepresentations or any inaccurate, misleading or incomplete information.

Full name

Signature

Date

About CATIE

CATIE strengthens Canada's response to HIV and hepatitis C by bridging research and practice. We connect healthcare and community-based service providers with the latest science, and promote good practices for prevention and treatment programs.

As Canada's official knowledge broker for HIV and hepatitis C, you can count on us for up-to-date, accurate and unbiased information.

About the Consultancy

CATIE is developing a series of digital and print assets to assist Canadian organizations disseminating the message that people living with HIV “can't pass it on” if they are on effective treatment. Despite scientific evidence confirming this fact, surveys show that it remains unknown to many people living with HIV, their partners, and the communities affected by HIV in Canada.

The “Can't Pass It On” slogan, borrowed with permission from the Terrence Higgins Trust in the United Kingdom, will be the theme of these assets.

The primary asset will be two- to three-minute videos (one English and one French) based on the unscripted interview video style popularized by BuzzFeed. The interviews will feature up to 12 real-life couples from across Canada with one HIV-positive and one HIV-negative partner, each sharing stories about their relationships, experiences of stigma, and the scientific fact that effective treatment means they “can't pass it on”. The tone of this video will be positive, upbeat and sometimes humorous, to counter the fear and stigma surrounding HIV.

In addition to this primary asset, several video cutdowns will be produced, pulling out comments from each interview on a specific theme (e.g. stigma, transmission

risk, treatment effectiveness). Print materials (posters, postcards) will also be produced using photographs of the individuals and couples who appear in the videos.

CATIE will recruit participants and obtain informed consent for their appearance in the videos and print materials. CATIE will arrange space for video and photo shoots in Toronto, Montreal and Vancouver.

The creative services consultant will coordinate all aspects of creative production, including interviews with participants in English and French, set design and props, focus group consultations, editing and finishing, graphic design, and liaising with a preferred printer. All expenses to be incurred by the creative services consultant, including travel and accommodations, should be included as part of the submission.

Creative Services Consultancy

Objectives

1. To produce two- to three-minute videos (one in English, one in French) featuring Canadians living with HIV and their partners, employing the “Can’t Pass It On” theme and inspired by BuzzFeed unscripted interviews.
2. To produce English and French cutdown versions of the primary video asset that pull out specific themes or topics (e.g. stigma, transmission risk, treatment effectiveness).
3. To produce a series of print materials (posters and postcards) and digital assets (shareable images for Facebook and Instagram) with the same messaging, participants, and branding of the primary video asset. All of these assets will be created with one English and one French version.

Activities

1. Develop a question guide for video interviews in consultation with CATIE.
2. Arrange set design and props, and deliver one-day photo and video shoots in each of Toronto, Montreal and Vancouver.
3. Develop a rough cut of videos and conduct consultations through focus group(s) of the target audiences (with recruitment assisted by CATIE).
4. Edit and finish two- to three-minute videos (one English, one French) and several cutdown videos on specific themes.
5. Design print materials (posters, postcards) and still shareable images for social media, using photographs of video participants.
6. Liaise with preferred printer.
7. Other activities as proposed by the consultant.

Applicant Criteria

CATIE will contract a consultant with experience delivering similar projects, including video production and graphic design. We ask that you supply the following information within your proposal to verify this:

- A brief description of your consultancy, including the full range of your services. Please include examples of video production and graphic design services you have provided for other clients.
- Three references of clients that are similar to CATIE in size, mandate or requirements, indicating the nature and scope of the work you completed for them and the dates of the projects.
- Any relevant promotional materials for your consultancy.

Instructions

Please notify us at jobs@catie.ca as soon as possible of your intention to submit a proposal, to ensure that you receive any relevant updates or modifications to the RFP.

Proposals must be received at jobs@catie.ca by **4:00 p.m. Eastern Time on Friday, February 15, 2019**. Please use the subject line “RFP – Creative Services Consultancy”.

Proposals will only be considered if they are received in full by the application deadline, including the following elements:

- A completed Bid Summary Sheet (see Page 4) that includes a detailed breakdown of costs.
- Your proposed workplan and timeline to complete the activities identified on Page 7, and any additional proposed activities.
- Information about your consultancy as outlined on Page 8 to confirm that applicant criteria are fulfilled.
- Contact details of at least three current or former clients who can be approached for references.

Evaluation Process

After conducting an initial technical review to verify applicant eligibility and proposal completion, CATIE will conduct an evaluation of proposals against a set of predetermined criteria. The contract will be awarded to the bidder determined to offer the best value.

Timeline

February 15, 2019

Deadline to submit RFP

February 19, 2019

CATIE staff review all RFPs and may contact candidates with further questions

February 20-22, 2019

CATIE invites agencies for an interview (face-to-face or via online meeting)

February 25, 2019

CATIE notifies the successful candidate and a contract is signed

February 26, 2019

Work on the project commences

April 2019

Photo and video shoots

May 2019

Focus group review and consultations

June-July 2019

Design, editing and production

August 2019

Digital and print assets ready for dissemination