

TERMS OF REFERENCE (TOR)

IPPFAR END OF YEAR 2022 VIDEO PRODUCTION

1. Context and justification

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health (SRH) service delivery organization in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its Member Associations (MAs) in 40 countries. More succinct information on IPPFAR's work is available here: <https://africa.ippf.org/resource/ippf-aro-factsheet-2021>

As part of its communication strategy to amplify the organization's visibility, IPPFAR intends to produce an original and 'out of the box creative' end of year video animation to highlight the office biggest achievements of the year 2022 and thank all donors and partners for placing their trust in IPPF Africa Region.

To accomplish this, IPPFAR seeks to obtain the services of a competent video production consultant or firm that will produce the video in close collaboration with IPPFAR staff.

2. Call for consultancy services

IPPFAR invites competent firms or individual consultants to submit their Expression of Interest for consultancy services to undertake production of a short video. One version of the video will be in English language, and the second version will be in English language with French subtitles.

3. Scope and focus of assignment

The present consultancy is related to a short animation video of 2 minutes long maximum as follows in 2 versions: English and French subtitled. The idea would be to make a very fun to watch, engaging, dynamic and original animated video to highlight the office biggest achievements of the year 2022. The video will incorporate **infographics, animated characters, photo collage and stop motion and any other type of treatments**. The final product should be visually appealing to youth and very different from ordinary corporate videos. The visual style should look modern, bold and extremely creative.

Here are a few references that could help guide and illustrate our vision and ideas for the IPPFAR video:

Option 1: [Kraak & Smaak - Dynamite \(feat. Sebastian\)](#) – this video combines stop motion and animation with illustrative visuals.

Option 2: [Arctic Monkeys - Do I Wanna Know?](#) – this video treatment is interesting because it's quite simple (2 colours only) and uses a single white line that later turns into animation folding and unfolding into itself – it can become quite hypnotic to watch if done properly.

Option 3: [DEADLINE post-it stop motion](#) – this video is interesting because of the hypnotic factor, but also because it takes a lot of time and dedication to pull it off perfectly – something that audiences will realise by themselves.

Option 4: [Broad City title sequence](#) (start watching at minute 1) – The the pop, 'liquidy' and morphing effects are interesting and retains the audience's attention.

The overall energy and vibe of the IPPFAR End of Year video can be felt through this song by Canadian band Arcade Fire: [Arcade Fire – Neighborhood #1 \(Tunnels\) | Reading Festival 2007](#).

The song possesses a powerful feeling of hope – this feeling grows in a crescendo manner through a dreamy six-note melody that migrates from piano to guitar to voice at various points. Furthermore, the way the percussion builds (and speeds up just slightly) gives it an urgent sense of purpose.

The scope of work for the selected agency in producing the video includes the following activities;

- To prepare the script, mood board and story board for the video,
- To develop the graphics and animations for the video,
- To prepare draft video and submit it to IPPFAR for comments and possible revisions,
- To find (and purchase if necessary) the music track most appropriate for the video.
- Preferably, the video will have no narration.
- Finalize the video according to the feedbacks provided by IPPFAR team,
- To share the final videos and some still shots for social media advertising with the IPPFAR team by latest 1st December 2022.

The animator/firm should have modern production equipment and qualified creative personnel capable of designing creative concepts with guidance from our internal communications team.

4. Deliverables

- The final master video of 2 minutes in HD with English subtitles
- A French subtitled version of the final master video
- Some still shots to use for social media advertising

5. Timeframe

The final video should be submitted to IPPFAR by **01st December 2022** at the latest.

6. Working arrangement

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the videos and stills for advertisement. card.

7. Copyrights

All materials arising out of the consultancy shall remain the property of IPPFAR.

8. Required Qualifications and Experience of the Consultancy firm/individual

- Must have more than 5 years proven experience with developing and producing video animations and infographics,
- Extensive experience in producing original videos for organizations/companies, the entertainment industry or advertising and marketing industry.
- Excellent technical capacities (Full High-Definition video) to ensure high quality production.

9. Application procedure

Applicants are required to submit the following:

- a. A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment
- b. Samples of at least three similar previous productions undertaken by the firm that showcase its capacity to produce the kind of work IPPFAR is interested in
- c. Firm/company profile on handling related assignment
- d. (c) Personal CVs for individual consultant highlighting qualifications and experience
- e. Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment
- f. A technical and financial proposal shall not exceed five pages

NB: IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

The documents must reach IPPF Africa Regional Office through email address ippfarbids@ippf.org latest by **5 October 2022** with subject "**IPPFAR End of Year video consultancy**"