

Addendum I
RFP-DOE-2022-002

Campaign/Video Production Services Questionnaire

Company/Client/Organization: **Virgin Islands Department of Education**

Contact Person: _____

Contact Number: _____

Contact Email: _____

Mailing Address: _____

Date: _____

Completing this questionnaire will help us to understand your video needs and expectations, as well as create a more accurate quote and end product for you. Not all of the questions may apply to your situation, but please give us as much information as you can.

1. What is the purpose of the Campaign?

To communicate (inform) the entire VI Community of the initiatives of the VIDE. To gather data from VI Community through data gathering/feedback surveys.

2. What do you want this campaign to achieve?

- Inform the Public**
- Train / Educate Staff or Volunteers
- Increase Brand Awareness**
- Launch a New Product or Service**
- Lead-Generation / Attract New Customers**

3. Describe your target audience demographics

- Age Range All ages. Cross generational School Children and Adults**
- Gender(s) _____
- Income Range _____
- Marital Status _____
- Education Level(s) _____
- Location _____
- Interests _____
- Other _____

4. What do you want/expect the audience to do after experiencing this campaign? (Call-to-action)

- Fill out a form**
- Pick up the phone to call**
- Go to a landing (web) page**
- Add video to social networking sites**
- Purchase a product (click-to-buy button)
- Perform a task (i.e.: donate, attend or participate, visit your business, take a position, etc.)

5. Where will the campaign(s) be seen or hosted?

- Website
- Social Networking sites (YouTube, Vimeo, Facebook, etc.)
- PowerPoint presentations / ONLINE PLATFORMS such as ZOOM
- Tradeshows /IN-PERSON PUBLIC EVENTS
- Email link

6. Will the campaign content be?

- Part of a larger presentation
- Stand alone
- Part of a video series

7. Will there be any accompanying literature, video, or brochures, involved in this campaign?

- Yes
- No

8. Campaign Content:

Provide a description of content and any key messages which you want the to get across:
If no words were used, what 10 images would describe your campaign's story?

Activities, events, forums, brochures, emails, commercials, public meetings (townhalls), etc. that informs the public on the department initiatives/projects.

9. What is the target campaign video length?

- 30 seconds (commercial)
- 60 seconds (commercial)
- 2 - 6 minutes
- 7 - 15 minutes
- 16 - 24 minutes
- 25 - 45 minutes
- If more than 45 minutes please specify _____

10. What style and format do you want the video to have?

- Documentary - Informative program with a voice-over narration accompanying the visuals
- Lecture -Visuals, usually with narration or presenter
- TV Magazine -Presenter provides information in different sections, in a lively and informal style
- News -Presenter provides information on different topics, in a formal style
- Drama or Role-Play Reconstruction -a story (fact or fiction) produced using actors to play the characters. A reconstruction may also have a supporting narration.
- Product trailer/elevator pitch -Short 1-2 minute video
- Motion Graphics -Narration voiceover with animations, images, and text
- Animation/Cartoon
- Customer Testimonial
- Corporate Officer / Executive presentation
- Virtual Tour
- Live Streaming – Event, Conference or Large Gathering event being showed live.

11. Describe the overall “tone” of the video:

- High energy
- Medium energy
- Low energy
- Persuasive
- Informative

12. What emotion are you trying to evoke?

- Awe
- Laughter
- Amusement
- Joy
- Anger
- Empathy
- Surprise
- Sadness
- Other (Please Specify) **HOPE, TRUST**

13. What production elements are required?

- On-screen presenter
- Voiceover narration
- Corporate officer (CEO, VP, Director)
- Talent (for role plays, reconstructions, professional presenters, etc.)
- Customers for testimonials
- Graphics (charts, diagrams, bullet-points, etc.)
- Video footage
- Music
- Key photos / 2D and 3D images
- Animation

14. How many different locations will this campaign be in and what do we need to cover in shooting footage and/or photos? _____

List / Explain:

Various settings...this will be decided after discussing with vendor.

15. If your campaign requires aerial footage, check all that apply:

- Stationary point (from tower, lift, or other stationary point) Number of points: ____
- Drone (moderate elevation) footage Number of different areas to be filmed in this manner: ____
- Aircraft (plane or helicopter footage of large areas from higher elevation)

16. Is there a sample previous campaign that is similar to what you want to create?

17. Is your video part of a strategy or campaign only?

- Yes
- No

18. How will you measure results and ROI?

(Identifying how you will measure the effectiveness of your video can help better shape the vision of the campaign to match your goals).

Increased in attendance from public participation and increase in positive responses from participant surveys.

19. What specific visuals should be captured?

To be determined after discussion with Vendor.

20. Who will speak on behalf of the organization/who will we cast?

The Commissioner

21. What questions should we ask the interview subjects for the testimonials / who will create the script?

To be determined after discussion with Vendor. Vendor will create the script.

22. Who needs to approve the final products and media for this campaign?

The Commissioner

23. Video Development

- What is the development timeline? From February 28th to March 15, 2022.
- When can the planning and scripting process start? Immediately upon the completion of the contract.
- What is the deadline date for the finished product(s)? Product releases on or before March 15, 2022.

24. What is your budget range?

N/A

25. Any additional comments?
