

VIDEO PRODUCTION SERVICES RFP QUESTIONS

We saw online that you also posted for an ad agency partner for your Awareness Marketing Campaign. Is this at all related to your Video Production Needs and will this partner help define the creative for this production?

As noted in deliverables there are two OTT and four social video assets to be produced in support of the Awareness Marketing Campaign.

... If so, when do you anticipate having finalized creative? We anticipate draft creative via Awareness Marketing Campaign May 1, final creative assets May 22.

...If not, are you looking to us to help flesh out your creative approach, concept, and scripts? No, this will be a function of the Awareness Marketing Campaign.

Could you please clarify on the quantity of deliverables? We tally (10) 30's and (9) 15-30 social cuts (based off the images attached) but fewer are listed in your deliverables list. Is there perhaps some overlap that we are missing?

The written description of video needs has an error – please refer to the excel table list in Deliverables: Six (6) 30s videos for OTT and twelve (12) 15-30s videos for social media.

Where will this content be distributed? Is it purely and online/social delivery or will there also be a broadcast component?

The 30s OTT videos will be distributed via streaming television services and possibly cable television, and likely leveraged via social and misc. online opportunities. The 15-30s shorts will be distributed via social and misc. online opportunities.

For online distribution what is your planned ad spend or are you just going for organic distribution on your social channels?

Each video topic has its own advertising budget. These numbers can be discussed in more detail during interviews with finalists. All this will help determine licensing fees for music and talent fees.

Related to the above, what is your intended usage duration? Do you need rights to the music and talent in perpetuity or would a 2-year, 3-year, or 5-year run suffice?

As a public agency that provides electricity service, this organization will be around for a long time. Five years or more is the most likely scenario.

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Your release calendar generally looks good. However, if we need to flesh out creative for this campaign, the release of your first two 15sec spots in late March could be tight. Is there any flexibility on those dates?

We recognize the first turnaround is tight but 3CE and our vendors are accustomed to working within tight timelines.

Do you have a budget allocated to this or a target range you are trying to hit? Putting together a deck, directors treatment, and (if needed) creative for something like this can be quite involved and time-consuming. To respect everyone's time we like to make sure we are at least somewhat aligned on budget expectations before pouring in too much of our team's time and resources. Your project is a bit more involved with (potentially) more talent and more deliverables. Therefore I would imagine a budget for something like this landing in the \$250-\$400K range (depending on what the creative calls for). Does that sound like an attainable range where we should consider furthering the conversation?

3CE is a not-for-profit public agency, \$250-\$400k is not anywhere near an attainable range.

What are the expected outcomes for the video campaign, both in terms of public awareness and program participation? In other words, how will the success be measured?

While the video assets themselves will play a significant role in the success of this campaign, we recognize that the advertising campaign (spending, channels, duration, etc) will also influence the success of this campaign. Success will be defined first by the quality of video creative assets and also over time based on social media, website, and advertising analytics as well as annual customer surveys.

Can you provide more information on the library of still photos and video b-roll that will be available for use in these videos?

Not at this time.

What is the maximum budget for this video production project?

We have not established a "Not to Exceed" amount for this project. However, contracts over \$100,000 require 3CE board approval. We will not be seeking board approval for this contract.

Is filming location specific? Do we need to film in strictly Santa Barbara or Monterey, or could we film at both.

3CE serves communities in five Central Coast communities from Santa Cruz to Santa Barbara. We strive to equally represent all communities in our marketing and communications efforts.

According to the deliverables listed out on pages 2-3 of the RFP, breakdown of videos

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would be as follows:

Topic	EYR	EYH	Ag Elec	Awareness	TBD social ads	TOTAL
OTT	3	2	0	2	0	7
Social	2	3	3	4	4	16

Pg 4 of RFP lists total of 6 OTT and 12 social; which is correct? Or are the 4 TBD social ads included in the deliverables listed on pages 2-3?

Page 4 of RFP is correct.

Are social videos same as OTT videos, just reformatted for the correct aspect ratio, or are they potentially completely different scripts/graphics/footage?

Social videos are expected to be entirely different productions than the OTT assets.

Will CCCE:

...Provide script and/or script direction and key messages

Staff will collaborate with vendor around general direction and key messaging in all videos but script writing will be the responsibility of vendor.

...Work collaboratively with contractor to do so

Yes, per above.

...Or is contractor to be responsible for all scripting/storyboarding

Though high-level collaboration is expected, ultimately scriptwriting is the responsibility of vendor.

For all SM videos, is the format horizontal or vertical or both? Are standard aspect ratios of 9:16 and 16:9 acceptable?

Vertical format and aspect ratios of 9:16 to best accommodate mobile devices is the likely candidate but we expect to have a conversation with vendor about which formatting best suits the specific video during pre-production.

Will TBD social ads be any different from the other social videos listed in deliverables?

Depending on changing priorities and needs of the agency, subject matter of deliverables could be subject to change.

Are all social videos to be distributed via ads or organic posts or both?

All of the above.

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CCCE's website shows FB, IG, Twitter and YouTube accounts; will videos be distributed via all of these channels?

This is yet to be determined.

Will this scope of work include running the social ads (i.e. strategy for placement/budget, management of ad buy, etc.) or just creating the videos?

This scope will include only the creation of videos.

Will you need closed captions? (English and Spanish?)

Yes for accommodation of ADA but to clarify, we are expecting each deliverable to render two separate productions, one in English and one in Spanish.

Has CCCE ever run social ads before? If so, what was your campaign objective?

Yes. We run social ads for all our Energy Programs. The objective for these campaigns is to drive traffic to website so visitors learn more about and ultimately apply for Energy Programs. The secondary objectives are to increase engagement and continue growing our social network, and to educate customers and communities about CCCE service and benefits. With the advent of our Awareness Marketing Campaign slated for June – September and potentially beyond (See Awareness Marketing Campaign RFP), we anticipate the primary and secondary objectives flip-flopping.

Will videos be posted on IG/FB stories? If so, how are you determining whether you post/lead with English vs Spanish, etc.

Videos will most likely be posted on IG/FB stories. In the case of FB, we have a separate, Spanish-based account.

Do you have updated Brand Guidelines that include tone, voice, messaging, etc? Have there been any updates to brand guidelines since 2020?

Currently, we do not have any updated Brand Guideline docs but we expect some changes to these guiding documents through the Awareness Marketing Campaign project.

Re: providing unedited raw footage, do they have cloud storage or will we have to provide a drive? It can be TBs of filming?

During time of file transfer, CCCE will make cloud storage available as needed.

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Should talent scouting and costs should be included? If using real customers and businesses, will CCEE coordinate this and get the necessary releases, etc. or will contractor be responsible for this?

All costs should be included, including estimates if anticipated. If using real customers CCCE will assist with coordination, but releases and final scheduling will be the responsibility of contractor/vendor.