

## **Media and Entertainment Skills Council**

### **Request for Proposal (RFP) *Creative Services***

#### **To Whom It May Concern:**

#### **I. Introduction:**

Media and Entertainment Skills Council, hereinafter referred to as "MESC," invites qualified creative service providers to submit proposals for a range of creative services.

#### **II. Scope of Work:**

The selected creative service provider will be responsible for the following scope of work:

##### **1. Short Films and Videos:**

- Conceptualize, script, shoot, and edit short films and videos that align with MESC's objectives and messaging.
- Produce engaging and impactful content that can be used for training, promotions, and awareness campaigns.

##### **2. Social Media Videos:**

- Create visually appealing and shareable videos for MESC's social media channels.
- Develop content that resonates with our target audience and promotes our initiatives effectively.

##### **3. Corporate Films:**

- Produce corporate films that showcase MESC's mission, achievements, and impact.
- Highlight the organization's values and contributions to the media and entertainment industry.

##### **4. Animation and Graphics:**

- Develop animated videos and graphics for various purposes, including educational content and promotional materials.



- Ensure high-quality visuals that enhance the viewer's experience.

**5. Scriptwriting and Storyboarding:**

- Provide scriptwriting and storyboarding services for video and film projects.
- Collaborate with MESC's team to create compelling narratives and visual concepts.

**III. Proposal Submission:**

Interested creative service providers are requested to submit their proposals electronically [info@mescindia.org](mailto:info@mescindia.org) no later than 25-April-2024. Proposals should include the following:

1. A cover letter expressing your company's interest in this engagement.
2. A detailed overview of your company, including its history, areas of creative expertise, and relevant experience in producing short films, social media videos, corporate films, animation, and graphics.
3. Examples of previous work, including links to videos, films, and animations.
4. A description of your creative approach, including your process for scriptwriting and storyboarding.
5. A proposed fee structure, including project-based costs, hourly rates, and any additional charges.

**IV. Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- Qualifications and experience of the creative service provider.
- Demonstrated understanding of MESC's creative requirements and messaging objectives.
- Creativity and quality of past work samples.
- Proposed creative approach and responsiveness.
- Fee structure and overall cost-effectiveness.

**V. Confidentiality:**

All information provided in response to this RFP shall be treated as confidential and used solely for the purpose of evaluating proposals.

MESC appreciates your interest in collaborating with us and looks forward to receiving your proposal. If you have any questions or require clarification regarding this RFP, please do not hesitate to contact [info@mescindia.org](mailto:info@mescindia.org)

Sincerely,

Media and Entertainment Skills Council