

**Organization :** Albanian Association of Banks (AAB)

**Type of call :** Open competition

**Subject :** Terms of Reference for Informative Videos Design and Development

## **I. Background & Context**

AAB is increasingly committed with a financial education agenda in order to ensure that Albanian banks' customers, existing and potential, get a better understanding of financial products, to wisely manage their finances and their savings, make good investment decisions, manage their debt and understand how to behave with their spending.

Two years ago, AAB has launched the informative video series entitled "My Bank", which comprises of informative videos on specific topics regarding the banking activity. This series aims to inform in an interactive manner the banking client and not only regarding banking products and services and especially on how market indicators are build and translated into figures.

## **2. Purpose**

The purpose of this competition is to engage a production firm /organization that is capable of delivering consistent, high quality videos to this end. The financial education informative videos will be produced in Albanian language and will be added to the existing series "My Bank". The videos will also be used for teaching and training purposes.

## **3. Budget**

The video project has a total budget of Euro 2,500 taxes included. There will not be prepayment. The payable amount will be, according the contract, after the realization of each video.

## **4. Objectives**

Production of (5) five short videos that promote financial concepts and give detailed information on the banks products and services. After watching the videos, the viewer should be able to:

- (i) Have a clear information on the topic,
- (ii) Be able to take the right decisions on the matter.

## **5. Deliverables**

Production of 5 interactive animated videos within a timeframe of 2.5 – 3.5 minute for online use delivered in relevant formats (i.e. for broadcast and streaming /download potentially TV and online distribution /marketing). The videos after submission will be on AAB's ownership and will be used for its purposes.

## **6. Key Audiences**

The videos will have a wide range of audience from banks' customers, existing and potential one to youth, students, adults, specific professions, media, etc

## **7. Design and Style**

The new videos should be in alignment with the actual series of informative videos of "My Bank" series,

interactive and with a friendly design and style.

## **8. Specific Requirements**

AAB is seeking proposals that include the concept, operational plan and budget to achieve the above-mentioned objectives and deliverables. The proposal should include:

- A creative brief giving a clear explanation of how you would design and develop the videos that would meet the project objectives.
- An explanation of the production process.
- A break-down of the budget.
- Expertise and previous development experience of company and key staff members.
- Tentative schedule of activities and timeline for key actions.

## **9. Tender process**

Potential participants who wish to ask questions about the call for contest should submit them to [secretariat@aab-al.org](mailto:secretariat@aab-al.org) by no later than July 6, 2017.

Proposals should be submitted to [secretariat@aab-al.org](mailto:secretariat@aab-al.org) by no later than July 13, 2017.

## **10. Timeline**

We would aim to take delivery of the finished videos by December 15, 2017.

A detailed timeline would be worked out with the successful company and would be subject to the availability of AAB experts for realization of scripts. Detailed timeline and payment for each video will be foreseen in the service contract.

Phases might include:

Phase 1: Adaption of concepts and scripting or storyboarding, as necessary

Phase 2: Identifying characters, arranging technicalities and support

Phase 3: Realization

Phase 4: Post-production and distribution