|  |
| --- |
| **Purpose:** To renew the list of the vendors that will provide the communication products and services as mentioned in the following throughout the year. |

|  |
| --- |
| **Expected services from the vendor** |

|  |
| --- |
| 1) Producing and editing of high-quality **videos** |
| 2) Capturing and editing professional **photographs** in Bishkek and in the regions of Kyrgyzstan: Osh, Naryn, Batken Jalal-Abad, Chui oblasts. |
| 3) Producing (shooting, post-production) a wide variety of **videos**, including **animated** videos, **PSAs** (Public Service Announcements) highlighting and providing wide coverage of our events in Bishkek and Osh, Naryn, Batken Jalal-Abad, Chui oblasts. |
| 4) Production and promotion of the videos on social media |
| 5) Provide timely **SMM** - social media marketing support, creating, translating, posting, promoting (including organic and paid, targeted ads) content on AKF social media platforms. |
| 6) Provide graphical **design** support (developing designs, graphics, stationary and animated, infographics to be posted on social media and to be used during the events like close-out events etc) |
| 7) Provide the **linguistic support** (translation of the content to be used in videos, graphical designs, infographics etc from Eng-Kyrg-Russ) |
| 8) Providing **studio** for shooting interviews with AKF champions. |

|  |
| --- |
| **Selection criteria** |

|  |
| --- |
| 1) Displays flexibility to accept comments and corrections from all levels of the reviewal and approval processes (local: comms, program teams both local and global etc) during the production of videos. |
| 2) To have in house professional/experienced script-writer(s), animation, motion designers, SMM specialists, Kyrgyz language editors, videographers in their employment staff to avoid damping (hiring of the third party by the studio) |
| 3) To possess all the necessary equipment and venues to conduct professional production of content: videos/photos |
| 4) Should have previous relevant experience of minimum of 3 years in video production. |