

MRC-AD/MIS/2024/213

Videography and Animated Video Production– Madhiriaa Ma Dhuru Campaign

Type of Contract	Individual/Firm
Type of Consultancy	National
Contract Period	06 weeks
Estimated Starting Date	25 June 2024

Background

The Maldivian Red Crescent is an independent, voluntary, humanitarian organization, established based on the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, and to prevent and alleviate human suffering. It is the 187th member of the world’s largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation’s leading humanitarian organization, with units spanned all over Maldives. It recruits members and volunteers, implements programs and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class, or political opinions.

MRC is seeking the services of a consultant to develop 2 videos for our mosquito prevention campaign. Video 1 is for internal use to help train health professional while video 2 will be used for public viewing, emphasizing the preventive methods against the spread of mosquito borne diseases in Maldives.

Objective

The objective of this consultancy encompasses two main aspects: the creation of a visually captivating, animated video advocating for vector control practices without the use of subtitles or on-screen text, and the production of an additional video featuring a health professional for internal use. The animated video will serve as a key component of MRCs vector control campaign “Madhiriaa Ma Dhuru”, aiming to education and motivate individuals (locals and migrants alike) to adopt behaviours that reduce the spread of vector borne diseases and vectors.

Specific requirements to be followed throughout the consultancy:

For the animated video:

- Develop a 1–2-minute animated video illustrating the mosquito lifecycle and the impact of vector-borne diseases on communities.
- Responsibilities include conceptualization, storyboard development, animation, and editing, ensuring professional standards regarding resolution (1920x1080p and 512x896p), clarity, and composition. Shortened edited clips for social media/online platforms usage by MRC are expected.
- Narrative conveyed solely through visual storytelling, no subtitles or on-screen text.
- Produce final videos in multiple formats for utilization across various platforms, including YouTube, social media (posts and reels), and TV.
- Incorporate sound effects and background music to enrich the visual narrative.

For the health professional video:

- Shoot and produce a 2–5-minute video featuring a health professional for internal use during the training of health professionals.
- Final videos are to be provided in multiple formats for versatility across platforms.
- Incorporate subtitles, sound effects and background music.

Deliverables of the Project

The following deliverables are expected:

Video 1:

- 1- Production and shooting of a 2–5-minute video at a location determined by MRC, at a time agreed upon. (Time TBD by MRC)
- 2- Review and provide input on the shooting setup on the day of shooting. (Day of shooting)
- 3- Editing of the video, considering feedback from MRC's team. (Within one week of shooting)
- 4- Incorporation of English subtitles, title cards, outro cards, and logos as required. (MRC will provide logo files)
- 5- Submission of the final draft video within 3 days after receiving final comments.

Video 2:

- 1- Development of a conceptual design theme and storyboard for the animation video. [Within 7 days of signing contract]
- 2- Review and provide inputs on the narrative script provided by MRC and develop storyboards [Within 12 days of signing contract]
- 3- Provide the animated video (1-2 min) as per the agreed design theme, illustration style for review by MRC [Within 30 days of signing contract]
- 4- Provide final animated video (1-2 min) incorporating comments by MRC's team [Within 42 days of signing contract]

Reporting Line

The consultant will report to and work in coordination with Project Consultant – HQ.

Experience

- At least 2 years of experience working on similar projects.
- Relevant experience in the field and quality of previous projects.
- Previous work with MRC or NGO experience in a similar role is highly desirable.
- Fluency in English and Dhivehi.
- Experience developing compelling content to generate response from audiences online.
- Feasibility and quality of technical proposal.

Deadline for Completion and Payment

Consultant to receive MVR 15,000 – MVR 30,000 for the work. The consultant will be paid based on the completion of the deliverables specified above according to the payment schedule agreed.

Code of conduct

During the term of consultancy, the MRC Code of Conduct must be signed and thoroughly followed by the consultant.

Application

Applications must contain:

- Letter of Interest
- Curriculum Vitae (if individual) / Profile (if company), including CV of experts proposed.
- At least 3 samples of past work/ portfolio & recommendation letters. (The consultant should provide links to previous work)
- Financial Proposal (Financial proposal must be linked to the deliverables specified above.)
- National ID / Company Registration (as applicable)

Application submission, with all required documents, to be made by 23rd June 2024, Sunday, 14:00 hrs to vacancies@redcrescent.org.mv