

Project Name or Description: Cherry Promotional Videos

Company Name: BC Cherry Association

Mailing Address: Box 21059 Orchard Park P.O., Kelowna BC, V1Y 9N8

Physical Address: Suite #800, 1631 Dickson Ave., ("Landmark 6") Kelowna BC

Procurement Contact Person: Beth Cavers, Project Coordinator

Telephone Number of PCP: 250-317-8529

Email Address of PCP: admin@bccherry.com

1. Background/Introduction

The BC Cherry Association (BCCA) is a member-driven agency that represents the British Columbia cherry industry in issues of access to foreign markets, export of fresh BC cherries, access to labour, and support of research projects to enhance our industry as a whole. We work to promote BC cherries around the planet, and support growers, packing facilities, and marketers in their efforts to produce the best cherries in the world. Our members hold approximately 90% of the sweet cherry commercial acreage in BC.

2. Project Goals and Scope of Services

The BCCA is seeking the services of an experienced videography firm to provide two promotional videos (of no more than 2 minutes each) showcasing fresh British Columbia cherries. They will highlight BC's clean environment, wholesome family farms, and professional growing and packing practices.

The award will be made to a responsive and responsible firm based on the best value and professional capability.

The selected firm will be responsible for filming and editing footage to produce two finished videos. Some footage may be used in both videos.

Video #1

The first video will target an international, multilingual audience. Thus, it should be primarily a visual treat, rich in "beauty shots" with no dialogue and limited text or titles. If possible, we would like to retain the ability to add foreign text to the video at a later date when engaging with specific foreign markets.

It will be linked from the BCCA website at www.bccherry.com, and also featured in the BCCA booth at foreign trade shows in Europe and Asia. Its

function will be to engage viewers and draw them in, to entertain delegates while they wait to speak with a representative, and to provide a visual illustration of the selling features that representatives describe to potential buyers.

Specific requirements include:

- Some drone footage to capture cherry orchards in their “Super Natural” BC environment
- Delivery of final product no later than August 31, 2019

Video #2

The second video will be directed toward a North American audience. It will be viewable on (or linked from) the BCCA website, and proudly displayed at the BCCA booth at Canadian and US trade shows. Its function will be to draw viewers in, entertain delegates while they wait to speak with a representative, and provide a visual example of the selling features that representatives describe to potential buyers, from a primarily English or French-speaking background.

Specific requirements include:

- Any text will be presented in both English and French, and any English speaking or voiceover will be supported with French subtitles.
- Some drone footage to capture cherry orchards in their “Super Natural” BC environment
- Delivery of final product no later than September 30, 2019

Wish List

We recognize that not all of the following can be accommodated within the proposed timeline and budget, however suggestions for proposed footage include:

- A graphic showing a map of the world (globe/planet), zooming in on North America, BC, and then the Okanagan, Similkameen and Creston valleys, with target growing area showing up highlighted.

- Introductory shot of orchard in snow, early morning, blue sky day. Get some movement in shot, if possible – the grower, a flock of birds flying by... (Too late for this. I have stills but resolution may be insufficient.)
- Time lapse of cherry blossom opening up
- Bee approaching blossom on sunny day
- Time lapse of cherry bunch growing through green to dark red (Or BCCA staff could select a location, then take stills over several weeks.)
- Shot of the sun, taken from under tree canopy, then zoom back to see backlit orchard leaves rustling in breeze with sun behind. Shows sun-drenched climate.
- Shot using drone (or slide) showing cherries (or blossoms) in orchard, then sweeping up to see the rows of trees with the lake and hills behind
- Picking cherries by hand, other orchard action shots – tractor with full bin on forks, attractive cleanly-dressed workers
- Time lapse of a day in the orchard: stars, then dawn, then people moving around, clouds going over, lights coming on in nearby building, stars coming out
- Big juicy cherries, sitting in someone's hand for perspective – possibly pick from tree, then hand to the camera.
- Packing house showing cherries in hydrocooling conveyors, going into boxes, possibly pallets going on to truck. Could use interesting angles. Incorporate friendly workers on packing line waving.
- Jet taking off from airport, taken from in front at end of runway, then panning underneath as it flies overhead so logos not visible
- Graphic with map showing lines growing from the BC Interior to major markets in Europe and Asia, and possibly the Middle East
- English/French video only – voice-over “Welcome to British Columbia, the westernmost province of Canada. In BC’s interior we can find 3 lush valleys with snowy winters and sun-drenched summers, where some of the best fruit in the world is produced. And the star of the cast?...” Then shots of various people saying “Cherries!”, from pickers, to packing line

workers, to grower families, to people buying fruit at a fruit stand. French subtitles. Maybe some French workers saying “Cerises!”

- Candid shots with few growers looking professional and competent, families with cute kids
- Eating cherries in an orchard
- Dish of cherries, possibly disappearing one-by-one to empty dish – possibly pits left behind
- Use interesting angles – down low, up high; closeups and landscapes

3. Anticipated Selection Schedule

Request for RFP: May 3, 2019

Deadline for Bidders to Submit Questions: May 9, 2019

BCCA Responds to Bidder Questions: May 13, 2019

Deadline for submission of Proposals: May 20, 2019

Selection of Top Bidders / Notification to Unsuccessful Bidders: May 22, 2019

Start of Negotiation: May 23, 2019

Contract Award / Notification to Unsuccessful Bidders: May 30, 2019

4. Time and Place for Submission of Proposals

The RFP will be posted on our website, www.bccherry.com, and can be downloaded from there directly as of 4 p.m. on May 3, 2019.

Respondents to this RFP may submit proposals by email or drop them off in person. Responses must be received no later than May 20, 2019. Responses should be clearly marked “RFP - Cherry Promotional Videos” and mailed or delivered to the contact person listed above.

5. Timeline

Video #1 has a firm deadline for delivery of August 31, 2019.

Video #2 has a firm deadline for delivery of September 30, 2019.

Cherry harvest and packing peaks between early July and mid August, and BCCA staff will support the film crew to help gain access to subjects and locations.

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of creative team, number of full-time employees.
- A one-page narrative outlining the firm's strengths and distinguishing skills, capabilities, or equipment as they might relate to this project
- A representative selection of links to finished videos created for current and past clients.
- A description of work to be conducted and cost breakdown for services provided

7. Evaluation Criteria

The successful respondent will have been operating continuously in commercial video production for a minimum of 24 months and possess full-service, in-house capabilities for filming, and post production editing.

Additionally, we will consider:

- The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.
- The competitive cost of services.
- The expertise of the firm in working with similar customers.

9. Budget

The BCCA's budget for the project is a maximum of \$20,000.00.