



TO: ALL PROPOSERS

**FROM: KEVIN CHRISTOPHER, DIRECTOR OF
SUPPLY MANAGEMENT**

DATE: AUGUST 15, 2019

**SUBJECT: REQUEST FOR PROPOSALS FOR
VIDEO ANIMATION SERVICES – RFP #2019-10**

PROPOSAL DUE DATE: AUGUST 22, 2019 – 2:00P.M. EDT

ADDENDUM #1

Please bind the following into the above-referenced Request for Proposals dated July 25, 2019.

THE FOLLOWING QUESTIONS REGARDING THE SUBJECT REQUEST FOR PROPOSAL HAVE BEEN POSED:

	Question	Response
1	Are contractors who plan to submit a bid required to be at the pre-proposal conference on August 13 th ?	No.
2	Do local vendors have a higher chance of being awarded the job than out-of-state vendors?	Award will be based on the evaluation criteria provided in RFP Part IV.
3	Can you expand on the level of animation services required -- will the videos consist of onscreen text/icons or will 2d and 3d animation be required?	<ul style="list-style-type: none"> • 2D or 3D animation at the discretion of vendor regarding the project, budget and overall message. • Text captioning required • Export as mp4 or other necessary formats. • Possibility of background music
4	Do you have any sample videos from previous animation projects you can provide?	https://www.youtube.com/watch?v=P4c8KuSrMEo&list=PLmKpuQpFVvKq_6jc8mJZpNPpIZsbm9sdYre is one produced for CMAX
5	Is there an anticipated number of 30-90 second videos to be completed while under contract?	No more than 3, although through our partnership we hope to make economic decisions as a team.
6	How many 30 to 90 second videos do you anticipate a month?	Less than 1 per month. It will most likely be 3 videos through the length of the contract.
7	Do you have an example of the style of animated videos you prefer? Whiteboard, explainer, etc.	Weights have not yet been assigned. As stated in Part IV, Section 6.2, evaluation criteria in descending order of importance are as follows:

		<p>A. Qualifications, Experience and References</p> <p>B. Understanding of Project</p> <p>C. Pricing</p> <p>D. Personnel</p> <p>E. Oral presentation (if applicable)</p>
8	Please provide your definition of animation (animation overlays on live action, full screen animation, etc.).	Full screen animation in either 2D or 3D format. Minimal use of live action footage. We are looking for content that is fun and inviting.
9	Please provide your definition of animation <i>services</i> .	A contractual partnership with an animation agency that can assist us with digital storytelling for upcoming COTA campaigns.
10	Will COTA be reusing assets (i.e. will Full Screen Animation A be used for multiple animations or are all animations expected to be new)?	Reusing assets for multiple projects is certainly allowed.
11	We measure cost by finished animation (deliverable); how can we understand number of 30 second, 60 second, and 90 second videos that COTA is seeking per month? per quarter?	In this case, we would look at the budget first and review our upcoming projects. You would have a timeline of expectations based on what is appropriate within budget.
12	Are there example animation videos that COTA has existing or has seen and likes?	See response to question #4.
13	Our company operates a global network of creators who have been vetted to ensure quality and consistency with COTA Brand; would we be at the liberty of utilizing this network or confined to one creator?	We are definitely open to utilizing a network of creators, as long as the work is consistent.

Since time is of the essence, there will be no further questions accepted regarding this Request for Proposals. Proposers are requested to submit their proposals based on the information previously provided.