

NOVA SCOTIA.COM



# FOODIE VIGNETTES

niche market project: request for proposals



# FOODIE VIGNETTES

niche market project

## REQUEST FOR PROPOSALS FOR VIDEO PRODUCTION SERVICES

Restaurant Association of Nova Scotia  
1161 Hollis Street, Suite 5  
Halifax, Nova Scotia  
B3H 2P6

Distribution/Advertisement: Wednesday, December 16, 2009  
Submittal of Proposal: Friday, January 8, 2010 by 5:00pm AST

The Restaurant Association of Nova Scotia (RANS) is seeking proposals for Video Production Services. The purpose of this Request for Proposals (RFP) is to provide RANS with a qualified service provider who has the capability to perform the tasks described in the Scope of Work. The service provider will be required to have available the personnel and resources necessary to complete the project on time and within budget.

RANS is a non-profit association that seeks to promote the food and beverage sector and impact the operating environment of the industry in a positive way. Through government advocacy, marketing and promotion, education and outreach, RANS has successfully represented the food and beverage sector since 1947.

RANS maintains two websites that provide valuable and up-to-date information on the Nova Scotia food-service industry. For general information on the foodservice industry and RANS initiatives, visit [www.RANS.ca](http://www.RANS.ca). For information pertaining to Nova Scotia restaurants and consumer-related initiatives including recipes, events information and video vignettes, visit [www.eDining.ca](http://www.eDining.ca). For other examples of video vignettes, visit [DestinationHalifax.com](http://DestinationHalifax.com) or [NovaScotia.com](http://NovaScotia.com).

### SCOPE OF WORK

RANS is seeking a qualified Video Production firm to create 20 documentary-style video vignettes (3-10 minutes in length) and accompanying still photographs to be used as a marketing and information tool for several different purposes:

- Creation of a library of video vignettes for the consumer & foodie marketplace
- Possible creation of secondary footage for future marketing endeavours
- Promotion of some of Nova Scotia's key brands products, Digby Scallops, wineries etc.
- Creation of a database of Nova Scotia food and restaurant photographs for marketing and promotional use by partner organizations and foodservice establishments
- Extension of the channels by which consumers can access more information on food & food experiences that relate to Nova Scotia
- Marketing to draw repeat consumers to the Nova Scotia food experience
- Development of linkages between food & wine related websites in Nova Scotia and outside the province

# FOODIE VIGNETTES

niche market project

## PROPOSAL CONTENT AND FORMAT

The following information and materials are to be included in the proposal:

1. Brief description of the firm's experience in developing videos for public entities and/or the private sector. The description of the firm's experiences should include projects undertaken in the past three (3) years and name(s) and telephone number(s) of the client's project manager.
2. Brief description of the firm's experience in developing high quality marketing photography, including food styling and photography. The description of the firm's experiences should include projects undertaken in the past three (3) years and name(s) and telephone number(s) of the client's project manager.
3. A sample reel featuring examples of relevant and current work
4. Indicate the type of cameras your firm uses (i.e. Betacam SP or DV-Cam).
5. A summary of understanding of the service requirements of this RFP.
6. An outline describing the firm's direction and approach for the RANS video vignettes project.
7. The process and timeline involved with the production of the RANS video vignettes project.
8. Proposed project cost (include breakdown of costs including a fixed price for your services and any additional travel or project expenses). All proposals must be submitted in Canadian dollars, exclusive of all taxes.

## TERMS AND CONDITIONS

Issuance of this RFP does not commit RANS to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure a contract for services. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful project manager firm.

All respondents should note that the execution of any contract pursuant to this RFP is dependent upon the approval of the RANS Board of Directors. RANS retains the right to reject all submittals.

# FOODIE VIGNETTES

niche market project

## SUBMITTAL SCHEDULE

To help ensure consistency in proponent responses and ease the evaluation process, the proposal should be prepared and packaged, as outlined in the sections that follow:

- Title page - This should clearly identify the proponent's name, postal address, telephone number, and email address.
- Table of Contents
- Body of proposal - This should include the proponent's Technical and Pricing responses.
- Appendices - These should include any additional information, references, brochures, etc. that support the proposed services. Entries for each Appendix should appear in the Table of Contents.

One original and (2) copies of the proposal shall be delivered to RANS no later than Friday, January 8, 2010, by 5:00 p.m. AST. Submittals received by FAX shall not be deemed received. If you have questions or need additional information, please email [melissa@rans.ca](mailto:melissa@rans.ca).

*Note: Incomplete submittals, incorrect information, or late submittals shall be cause for immediate disqualification.*

### **Please address all correspondence to:**

Melissa Buote  
Project Coordinator, RANS Video Vignettes  
Restaurant Association of Nova Scotia  
1161 Hollis Street, Suite 5  
Halifax, Nova Scotia  
B3H 2P6  
[melissa@rans.ca](mailto:melissa@rans.ca)