



WESTMEATH COUNTY COUNCIL

**PRODUCTION OF PROMOTIONAL CONTENT
TO MARKET CO. WESTMEATH
(including video and stills)**

TENDER DETAILS/REQUIREMENTS

Tenders must be received not later than 12:00 (noon)
on Friday, 14th August 2015.
Tenders that are received late WILL NOT be considered.

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1 TENDER OVERVIEW

1.1 TENDER BACKGROUND

County Westmeath is a compelling place to do business and to be in business. In addition to robust economic rationale for locating a business in the county (value for money workspace, accessibility, infrastructure, educated and committed workforce, supportive business peers and networks and welcoming progressive local government), the county offers the very important quality of life ingredients in abundance.

Competition for national and international business investment, talented people and visitors is intense. Westmeath wishes to present itself at the fore of economic recovery by showcasing the county as an enterprising county with key strengths in the growth sectors of technology, biopharma/lifesciences, agribusiness & food, green technology, creative industries and business services. Westmeath is home to many global businesses along with thriving indigenous businesses. Athlone IT is a key strength that underpins a knowledge based economy.

While the prime focus is on Westmeath as a business location, it is very important that we profile both the quality of life attributes (the 'so central' benefits of the county) but also give recognition to our tourism assets. Westmeath is a county where 7,000 years of history and heritage combine to create a mythical, magical landscape that stuns the senses. Every single striking landscape is steeped with ancient stories of great kings, valiant heroes, epic deeds, sorcery and unspeakable loss through the deceit, betrayal and treachery that accompanies the greatest of our legends. The Children of Lir, the Hill of Uisneach - **the** mythological and sacred centre of Ireland and Fore Abbey are just some of the unique assets of the county. Combine this with some outstanding visitor attractions such as Athlone Castle, Belvedere House, Kilbeggan Distillery Experience, Tullynally Castle Gardens and great places to stay, socialise and shop we have a very compelling story to tell. We are also blessed to be part of the Lakelands and Inland Waterways with a multitude of water based and outdoor pursuit's offerings. We enjoy a very strong musical culture across all genres. Westmeath is part of the emerging Ireland Ancient East offering which seeks to change a transit zone into a touring zone geared to maximise the history and heritage in the region and bring it to greater international attention.

1.2 TENDER PURPOSE

Westmeath County Council wish to commission a series of high impact videos and high resolution still shots to showcase the county as a dynamic and enterprising location. The goal is to create a collection of footage and still shots that Westmeath County Council and interested stakeholders can use to promote the county across a series of marketing campaigns.

Through a series of 10 high definition thematic videos (of approx 2 minutes each to maximise viral marketing), we seek to showcase how Westmeath is value for money business location and a great place to do business. We will do this by profiling successful businesses already operating in the county and the people behind these businesses. The videos will be focused on the following indicative themes:-

- Why start a business in Westmeath?
- Why grow a business in Westmeath?
- Exporting from Westmeath – an exporter’s view
- The multinational business perspective
- The professional services supporting business growth and the well-educated and skilled population (link with AIT and their work in future proofing that skill base)
- Focus on capacity - We have the capacity and space to locate, expand and grow. Preview of landbank and buildings available for occupation, land zoned for commercial use offering a choice of locations. Interview with Chief Executive and planners.
- Focus on lifestyle – interview with investor and a multinational employee that has relocated on their perspective of welcome of Westmeath – great schools, accommodation budget goes further, leisure, recreation, sport, culture and entertainment.
- Focus on tourism - as described
- Focus on Mullingar as a business hub
- Focus on Athlone as a business hub

Importantly, the videos and still shots will feature a strong cross sectoral mix featuring companies of varying sizes. While conveying core information, we wish the videos to be quite informal and engaging with the main methodology the use of testimonials to emphasise the key selling points of County Westmeath as a business location. Music must be in keeping with the theme of each video and where possible should be connected to County Westmeath. Likewise, all graphics must carry a consistent style across all videos.

2 TARGET AUDIENCE

- Potential investors and businesses considering set up or relocation to County Westmeath, both national and international
- Development bodies who can use the videos in their own marketing efforts such as Westmeath County Council, IDA, Enterprise Ireland, Local Enterprise Office, Midlands Ireland, AIT and others

We want people viewing our videos to

- Become more aware of County Westmeath as a great place to be in business and to relocate to
- Feel inspired to find out more – clear calls to action will guide the viewer to more detailed information and contacts
- Share the video

3 SUPPORT TO SUCCESSFUL TENDER ORGANISATION

Orla Casey, Momentum Consulting has been appointed as Project Manager of this assignment. Once the video production company is appointed, Momentum will work with the company to develop a detailed Content Master Plan to ensure each video is structured for maximum impact. Momentum will work closely with the company to deliver the brief. At a practical level, they will assist the production company in scheduling and logistics. Momentum will oversee the shoot and monitor progress and evaluate impact to ensure the overall objectives are achieved. They will work with the production company in an intensive editing process and ensure that Westmeath County Council is impressed at all points of the process and with the outcome.

4 MEASURES OF SUCCESS

The success of the videos will be measured by

- Number of views per video over a monthly and annual basis
- Number of shares per video over a monthly and annual basis
- Number of links to and from appropriate organisations and associations.

5 DELIVERABLES AND TIMESCALES

We expect the delivery of 10 high definition videos of approx 2 minutes each to maximise viral marketing. The videos should be delivered in a series of different digital formats to suit our i.e. web and HD video and will entail the following tasks:-

- Video production – site visits, interviews and perhaps aerial drones
- Editing
- Motion graphics, still graphics / artwork
- Rendering
- Music & Sound Track
- Finishing
- Packaging

- Completed video must be in High Definition (HD) quality and still shots must be in High Resolution. We also require AVI format and must be able to be reduced in size without sacrificing quality.
- An unabridged version should be produced, combining all videos seamlessly for continuous streaming at events etc.
- Video must be able to be used through multiple video and social media platforms

Stock footage and photographs (unless supplied by Westmeath County Council) will not be accepted; all material will need to be original, and taken in County Westmeath. The video project should be completed within 6 weeks of commissioning.

6 TENDER SUBMISSION

The consultant will provide a tender submission in response to the brief, setting out how the assignment will be approached and undertaken and outlining the timeframe involved to deliver the brief. Submissions should include, but not necessarily be limited to, the following:

1. Company name, address and contact details;
2. A brief description of your organisation – your clients, history, projects and staff;
3. A summary of your understanding of this proposal;
4. An outline of the services to be provided addressing all aspects in of this tender call;
5. Your organisation’s experience in similar projects;
6. Samples/Descriptions of previous work (links will be accepted);
7. References (a minimum of 2);
8. Detailed cost breakdown - broken down into preproduction, filming and post production;
9. Value Added/Innovative techniques;
10. Any other supporting information you may wish to include with your submission.

Failure to complete and include information as required may result in your submission not being considered.

7 SELECTION CRITERIA

The successful tender will be awarded based on the following criteria:

Comprehensiveness, understanding of brief and quality of approach	30%
Expertise, experience and resources allocated	30%
Innovation and originality of submission	20%
Price	20%

Westmeath County Council may require a presentation from the top three highest scoring tender organisations prior to award; in which case, the presentation would form part of the final evaluation. All such demonstrations will be at the bidder's expense. Any additional information may in no way materially alter or add to the submission originally proposed. Short-listed candidates will be contacted to arrange the date, time and location for their presentation. It is anticipated that the presentation will consist of a brief introduction of the evaluation committee, followed by a

presentation by the tenderer and concluded with a question and answer period. It is not mandatory that presentations be done in person; video conferencing for a presentation may also be acceptable.

8 SUBMISSION OF TENDERS

Tenders must include the Westmeath County Council Pre- Qualification Questionnaire for contractors. Only consultants who have passed the questionnaire shall be eligible for consideration to award contract. See separate file.

IMPORTANT TENDER INFORMATION

All tender queries must be directed by email only to Orla Casey, Project Manager
orla@momentumconsulting.ie by Wednesday 12th August 2015.

Tender submissions must be delivered in PDF format to
christine.charlton@leo.westmeathcoco.ie
by not later than 12:00 (noon) on Friday 14th August 2015.

Tenders that are received late WILL NOT be considered.

Tenders submitted by post/hand will NOT be accepted.

Tenders must be received Westmeath County Council is subject to the provisions of the Freedom of Information Act 1997. Prior to the award of any contract arising out of this Competition the successful tenderer shall be required to produce a Tax Clearance Certificate from the Irish Revenue Commissioners and proof of Public Liability and Professional Indemnity Insurance.

Westmeath County Council and its stakeholders requires the rights to use all videos and still shots as they see fit across all other marketing tools and also reserves the right to share the photographs and video with community partners to use for their marketing purposes.