

Financial Proposal – LOT 2

Part II

1) **TEST CASE**

Bidders must provide their costs as per the table below for the execution of the test case specified in the Annex A below based on their past experience in the execution of similar tasks.

Table 2 Test Case:

Please add more rows or columns as appropriate:

No.	Resource used	Daily rate (as indicated in Table 1)	Time needed (days or hours)	Total cost
1.				
2.				
3.				
4.				
5.				
...				
TOTAL				

2) **Additional relevant information**

Name and title of the Authorized Representative:

Signature: _____

**ANNEX A
TO FINANCIAL PROPOSAL – LOT 2**

TEST CASE

Please assume:

- The video will feature a famous, English-speaking music creator.
- The video footage will be filmed in person, at a location local to the bidder (therefore do not need to factor travel or accommodation costs).
- All video footage to be filmed on the same day.
- There is a platform to host the content, but no need to consider what it is.
- Please do not include costs related to relevant intellectual property (IP) licenses.
- Please include general overhead costs.

A. Pre-Production Work

- Topic and content research
- Content and script drafting
- Content and script revisions in conjunction with the PMT and Project Board
- Content and script sign-off
- Filming logistics and coordination

B. Content Deliverables

Video content:

- 1 x 60 second 'talking head' style video with closed captions (English only), format 16:9, 5:4, 9:16 = 1080p HD 24fps
- 1 x video transcript (English, Time-coded)
- 1 x thumbnail, size = 1280 x 720px (jpeg and png)
- 1 x short-form video of c.10-30 seconds, multiple formats to adhere to latest guidelines and specifications for major social media platforms, at a minimum: Facebook, Instagram, YouTube, TikTok

Supporting webpage of content with more detail:

- 750 words of text content (English)
- Minimum of 4 x still images per topic to support the text content (jpeg and png, 5:4 aspect ratio)

C. Topic

- Decomposing a Song: Part 1 – the Composition