

THE INSTITUTE OF INSPECTION, CLEANING AND RESTORATION CERTIFICATION (IICRC)

REQUEST FOR PROPOSAL (RFP) FOR THE PROMOTIONAL VIDEO PRODUCTION ON COMMERCIAL CARPET CLEANING

This request for proposal contains confidential information to be used by the recipient for the purposes of submitting a proposal to the Institute. The information and any enclosures are considered confidential and may not be released to any organization or individual without the approval of the president of the IICRC.

BACKGROUND

The Institute of Inspection, Cleaning and Restoration Certification (IICRC) is a 501 (c) (6) international institute with offices in the United States, Australia, Great Britain and Japan. The IICRC has certified more than 60,000 individuals and 6,000 firms in inspection, cleaning and restoration around the world. More information on the organization can be found at www.iicrc.org. The IICRC is an American National Standards Institute (ANSI) Standard Development Organization (SDO) and is pursuing ANSI Accreditation to become accredited under ANSI 17024 for Personnel Certification Programs and ANSI/ASTM E2659-09 for Certificate Programs.

Publishing a series of educational videos will better enable the IICRC to disseminate knowledge internally and externally that will enhance its visibility, reputation and resources throughout target audiences.

IICRC MISSION

To identify and promote an international standard of care that establishes and maintains the health, safety and welfare of the built environment.

PURPOSE OF THE CONTRACT

The purpose of this contract is to identify an agency or contractor to ideate, shoot and produce promotional videos for the IICRC.

VIDEO DESCRIPTION & SCOPE OF SERVICES

IICRC seeks proposals from quality video production teams to lead the development of a series of professional videos highlighting the IICRC's expertise in the area of cleaning, inspection and restoration and related areas. Each video will have 2 versions produced:

- One version will educate consumers on the importance of using a certified professional during the cleaning, inspection and restoration and related areas processes (related to the specific area that the video is focusing on). We would also like each version created with a voice recording for the US, Australian and UK market places.
- The second version will target current and potential customers of the IICRC – people in the industry and industry stakeholders to showcase the value of IICRC certification.

The primary purpose of these videos is to portray the extent of our expertise and resources available through the IICRC. We envision having professional, well-produced content that helps accomplish the following goals:

- Engages viewers in a unique and interesting format
- Highlight potential issues of using a non-Certified Firm (consumer)
- Positions IICRC Certified Firms as cleaning, inspection and restoration experts (consumer)
- Showcases the value of IICRC certification (trade)
- Is easily sharable and easily adapted for use on websites and through social media channels
- Provides “global” content and can be easily adapted for use in North America, the UK and Australia with voiceovers

We envision the chosen agency will:

- Scope each video
- Provide production concepts
- Develop and manage the scripting process – coordinating with volunteers who have specialized areas of expertise
- Film and source footage as necessary. There may be an opportunity to capture additional footage of a Certified Firm working upon request.
- All pre- and post-production of the videos in a high quality finish

The goal is to keep the videos independent and brand neutral of any specific supplier or representative entities.

The selected vendor will be able provide turn-key video production services, from conception to final production. The IICRC will produce approximately four to six videos a year.

Initially we would ask the agency to complete one video project to ensure that our working styles match and that the expected outcome is achieved. Once we are satisfied with the outcome, the chosen agency will receive a one-year contract for the work, with the aim of further extension.

ADDITIONAL CONSIDERATIONS

Additional considerations for the video creation and development include:

- Videos should be short and engaging, approximately 60 – 90 seconds long
- The video should be brand neutral and not specifically endorse a particular product or process through use of image or dialogue
- Should be shot without the use of models to allow for easy modification and voice-overs
- Should be made available as an upload to the IICRC YouTube channel

PROPOSAL REQUIREMENTS AND SUBMISSION GUIDELINES

1. Summary of your background, resources and relevant experience

2. Examples of past projects, preferably of a similar size, scope and setting
3. References from past projects, preferably from projects of a similar size, scope, and setting
5. Current workload. How would this project fit into your scheduled activities?
6. Proposed process for how your agency would undertake the production process
7. Suggestions of how IICRC would get the most benefit from this project
8. Any other materials that would help us get to know your work
9. Send proposals to josh@iicrc.org.

Preferred Qualifications:

- Extensive professional video production experience and credentials
- Experience working with educational institutes

TIMELINE

The following timeline will apply to the process and is open to change.

1. RFP issued: August 1, 2013
2. Deadline for proposals: September 2, 2013
3. Interview finalist(s): September 23, 2013
4. Selection and negotiation of project specifics: October 1, 2013
5. Deadline for first video: January 2014

QUESTIONS and SUBMISSIONS

Please contact the following individuals with any questions or to submit a copy of your proposal:

Josh Kramer: josh@iicrc.org