



European Union

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4D
PRODUCTS

Request for Quotation

Development of video marketing capability

Background

4D Products has strong ambition to accelerate its growth and for this reason is working with Sci-Tech Daresbury as a partner in the **Liverpool City Region – New Markets 2 Programme** which is part funded through the **European Regional Development Fund (ERDF)**. This programme will part fund the work requested below and hence accelerate the impact arising for 4D Products.

4D Products is an award winning product design consultancy. We work with businesses large and small across the UK and beyond. We help businesses turn ideas into commercially successful products. Our USP is our design team, with its unique blend of creative and technical skills, coupled with many years of industry experience. This means we thrive on technically challenging projects. Our creative product designers support the whole development process from idea right through to manufactured product.

Why this work?

In order to grow our business we need to attract new customers. In a world where video is becoming ubiquitous in people's lives, 4D Products wishes to utilise the engaging nature and reach of video to market our design services to a wider audience.

Goal

To create engaging, marketing focused video content for use on 4D Products website and other channels, such as YouTube.

Ambition

4D Products has a target to double its employee number from 5 to 10 in the next 3 years.

Specification for Quotation

What is the detail of the exact requirements that need to be delivered:

We require a cutting edge showreel style marketing focused video, showcasing who we are, what we do, how we do it, and the successes of previous projects. To be edited into 'long' (7 mins max) and 'short' (2 mins max (To be discussed and agreed with preferred supplier)) versions.

Showreel style videos showcasing 2 previous projects in more detail. Suggested 2 minutes max (To be discussed and agreed with preferred supplier)



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Deliverable Timescale

Work must be completed by end of October 2017

Indicative Budget

Quotes above £7,000 will not be considered

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/Technical Merit (50%)

Assessment of the technical and professional capability that the potential supplier has to demonstrate that it can deliver the requirement.

Delivery Timescale (20%)

Can the supplier meet the timescales/deadline?

Cost/Value for Money (30%)

Is the price good value for money?

Scoring Methodology

4 Excellent - Proposal meets and in some places exceeds the required standard.

3 Good - Proposal meets required standard.

2 Acceptable - Proposal meets the required standard in most respects, but is lacking or inconsistent in others.

1 Poor - Proposal falls short of expected standard.

0 Unacceptable - Completely or significantly fails to meet required standard or does not provide the relevant answer.

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by 25/7/2017

Proposals must be forwarded by email to info@4dproducts.co.uk



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Date Published:

10/07/2017

Response to questions arising from this RFQ:

All questions that are raised in regard to this RFQ and the relevant answers supplied will be published to all companies that have submitted quotations.

Date of Notification:

All applicants will be notified by email whether they are successful or not by 04/08/2017