

**ANNEX B - RFP/2018-01/BGR**

**TECHNICAL OFFER FORM**

|  |  |  |  |  |  |
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| 1. **Description of the company and the company’s qualifications** | | | | | |
| * 1. Brief description of company’s profile | | | | | |
| * 1. Year founded: | | | | |  |
| * 1. Unified Identification Code *(ЕИК):* | | | | |  |
| * 1. Years of experience in photo journalism: | | | | |  |
| * 1. Years of experience in production of videos: | | | | |  |
| * 1. Years of experience in graphic design: | | | | |  |
| * 1. Years of experience in campaign management in social media and content development: | | | | |  |
| 1. **Campaigns successfully completed by the company during the last 5-7 years as follows:** | | | | | |
| * 1. Campaigns aimed at raising awareness of issues related to refugees and asylum seekers or changing attitude towards people of concern *(please include the below details).* | | | | | |
| 1. Title of the campaign | | |  | | |
| 1. Period of the campaign | | |  | | |
| 1. Ordering organization/institution | | |  | | |
| 1. Objectives of the campaign | | |  | | |
| 1. Target groups | | |  | | |
| 1. Type of material created | | |  | | |
| *(please insert additional lines for each campaign)* | | | | | |
| * 1. Cause related communication campaigns and programs involving development and production of visual and video content, copywriting etc. | | | | | |
| 1. Title of the campaign | | |  | | |
| 1. Period of the campaign | | |  | | |
| 1. Ordering organization/institution | | |  | | |
| 1. Objectives of the campaign | | |  | | |
| 1. Target groups | | |  | | |
| 1. Type of material created | | |  | | |
| *(please insert additional lines for each campaign)* | | | | | |
| 1. **Social media content development. List as follows:** | | | | | |
| 1. Title of the campaign for which social media content has been developed | | | |  | |
| 1. Link to the content | | | |  | |
| 1. Ordering organization/institution | | | |  | |
| 1. Objectives of the campaign | | | |  | |
| 1. Period of the campaign | | | |  | |
| 1. Target groups | | | |  | |
| 1. Type of content created *(video stories, GIF, infographics, etc.)* | | | |  | |
| 1. Distribution channels *(Facebook, You Tube, etc.)* | | | |  | |
| *(please insert additional lines for each campaign)* | | | | | |
| 1. **Project Staff** | | | | | |
| * 1. **PHOTOGRAPHER**   *(attach a CV for each photographer)* | | | *(Please insert the answers in this column)* | | |
| * Name: | | |  | | |
| * Years of experience in photojournalism – *(фотодокументалистика и репортажна фотография):* | | |  | | |
| * Mastering of photo editing software *(Adobe Photoshop, Lightroom, others)*: | | |  | | |
| * Awards received, if any: | | |  | | |
| * Link to website, gallery or file transfer service | | |  | | |
| *(Please insert additional lines if more than 1 photographer will be involved)* | | | | | |
| * 1. **VIDEO PRODUCER/EDITOR**   *(attach a CV for each video producer/editor* | | *(Please insert the answers in this column)* | | | |
| * Years of experience in creation of engaging video content related to social cause campaigns: | |  | | | |
| * Ability to work with audio and video editing software (Adobe Premiere, Corel Video Studio, others) *(please indicate the respective soft-wares)* | |  | | | |
| * List the most significant social campaigns for which videos have been produced during the last 5-7 years including the following details *(3 campaigns have to be listed)*: | |  | | | |
| 1. Title of the campaign | |  | | | |
| 1. Link to the video material produced for the campaign | |  | | | |
| 1. Ordering organization/institution | |  | | | |
| 1. Objectives of the campaign | |  | | | |
| 1. Period of the campaign | |  | | | |
| 1. Target groups | |  | | | |
| 1. Type of video content *(animation or other)* | |  | | | |
| 1. Distribution channels *(Facebook, You Tube, etc.)* | |  | | | |
| *(please insert additional lines for each campaign)* | | | | | |
| * 1. **GRAPHIC DESIGNER**   *(attach a CV for each graphic designer)* | *(Please insert the answers in this column)* | | | | |
| * Name: |  | | | | |
| * Years of experience in graphic design for web and broadcast distribution: |  | | | | |
| * Ability to work with the following industry tools: Photoshop, Illustrator, InDesign, After Effects and other professional post-production software *(please indicate the respective tools)*: |  | | | | |
| * List the most significant projects/campaigns for which graphic design has been created the last 5-7 years including the following details (*max 3 campaigns have to be listed)*: |  | | | | |
| 1. Title of the campaign | |  | | | |
| 1. Link to the materials produced for the campaign | |  | | | |
| 1. Ordering organization/institution | |  | | | |
| 1. Objectives of the campaign | |  | | | |
| 1. Period of the campaign | |  | | | |
| 1. Target groups | |  | | | |
| 1. Type of graphic design material | |  | | | |
| 1. Distribution channels *(Facebook, You Tube, etc.)* | |  | | | |
| *(please insert additional lines for each campaign)* | | | | | |
| *(Please insert additional lines and fill-in the above table if more than one graphic designer will be involved)* | | | | | |
| 1. **Insert here any additional relevant information as per your discretion** | | | | | |