

# Terms of Reference

## Video Animation to promote the open call/competition for the national tourism brand

### Introduction:

The Promoting Private Sector Employment (PPSE) is a Swiss Agency for Development and Cooperation (SDC) Kosovo project, implemented by Swisscontact in consortium with the Riinvest Institute. PPSE is implementing its Phase III (November 2021 to November 2025). The goal of the project is to facilitate operation of growing and resilient SMEs and farms in inclusive and consolidated economic sectors that provide decent work and income opportunities for women and men in Kosovo. The project is focused on two main sectors: Food and Natural Ingredients and Tourism.

In 2024, the PPSE project aims to build upon the progress made in Phase II (November 2017 - November 2021) and the first two years of the Phase III, and consolidate system changes and fostering strategic collaborations, knowledge consolidation and institutionalization.

### Background:

The PPSE project aims to collaborate closely with KIESA/MIET to streamline and harmonize tourism promotional activities. PPSE is supporting KIESA/MIET to promote the open call to interested parties, engage the public, harness diverse perspectives and discover innovative concepts for the national tourism brand. A national tourism brand creates a distinct identity that sets it apart from other destinations and helps tourists recognize and remember it. A strong tourism brand provides a cohesive message for marketing efforts and it allows for effective promotion of the country's attractions, culture and experiences for potential visitors.

The PPSE project seeks to engage a video production or marketing company to develop an animation video with the objective of promoting the MIET's open call for the creation of the national tourism brand.

### Scope of work:

The selected video production or marketing company will be responsible for the following:

- Develop a creative concept for an animation video that effectively communicates the essence and importance of the national tourism brand
- Design engaging visuals to capture the attention of the target audience
- Produce a high-quality animated video of approximately 1 (one) minute dedicated solely to promoting the open call

### Key Messages:

- Highlight the importance of the open call in shaping the country's tourism identity
- Encourage the participation from diverse stakeholders, including creatives, designers and tourism professionals
- Communicate the benefits of contributing ideas and proposals to the national tourism brand

### Target audience:

- Identify the primary target audience for the animated video, including potential contributors to the open call, such as graphic design companies, designers, tourism enthusiasts, marketers, etc
- Tailor the messaging and visuals to resonate with individuals interested in branding, tourism promotion and creative industries.

### Technical Requirements:

- Utilize high quality animation techniques and graphics to ensure visual appeal and engagement
- Incorporate voiceover narration and on-screen text for clear communication of key messages
- Ensure compatibility with various digital platforms and social media channels for maximum reach
- Provide subtitles for the narration in English and Serbian language

### Deliverables:

- Script – a finalized script outlining the narration and scenes specific to promoting the open call
- Storyboard – a visual presentation of the animation sequence, including key frames and transitions relevant to the open call promotion
- Animation video – a fully produced animated video dedicated solely to promoting the open call for the national tourism brand creation

### Proposal Submission Requirements:

- Proof of company registration
- Company profile: Brief about the video production or marketing company, including experience and past video animations
- Portfolio: Examples of previous video animations in similar domains
- Financial offer

### Selection criteria and deadline:

- The animated video will be evaluated based on its creativity, clarity of messaging, visual appeal and ability to generate participation in the open call/competition
- The proposals should be sent to [ppseinfo@swisscontact.org](mailto:ppseinfo@swisscontact.org) and [gezime.hasani@swisscontact.org](mailto:gezime.hasani@swisscontact.org) no later than March 29, 2024, 17:00.