



REQUEST FOR PROPOSAL: Production of Multimedia Content for IntoAlbania.com Web Platform

Background

Creative Business Solutions (CBS) is a business consulting and project implementation organization. It implements development projects in Albania with a spillover effect in the Western Balkans. CBS has established expertise in Agriculture, Access to Finance, Technology, Green Energy and Tourism etc. Since it started in 2013, CBS has implemented 15 development projects. It employs 30 professionals through a head-office in Tirana and four local branches, Fier, Korçe, Gjirokaster and Peshkopi. CBS partners with USAID and has established institutional relations with other international donors including: GIZ, EBRD, Helvetas Swiss Intercooperation, Sweden, Danida, and Italian Cooperation. CBS works directly with Banks and FIs and Government Institutions.

About IntoAlbania (Innovative Tourism in Albania) Project

IntoAlbania (Innovative Tourism in Albania) is a three-year USAID and Sweden funded program supporting the development of tourism in Albania as a driver to economic growth. The project aims to lead transformation and drive implementation of digital tourism concept in a wide scale by facilitating a soft digital infrastructure and connecting tourist with the best of Albania's culture, heritage, nature and local economies.

The core development output within the scope of this RFP is www.intoalbania.com: An online tourism platform which delivers insights on the best aspects of our natural and cultural heritage, traditions and values, destinations, cultural-historical sites and museums and promotes Albanian tourism on international platforms. The platform will leverage visibility and empower local economies and tourism SMEs. The platform will launch in April 2018.

Objectives

CBS is seeking to engage a local Creative & Multimedia Production Firm to produce audiovisual content for www.intoalbania.com Web Platform, through an open and competitive process. *This will be a concept-to-completion production.*



The core objective of the video is to discover the authenticity of Albania the worldwide traveler. IntoAlbania is seeking for *5-10 inspirational videos* that show in approximately 60 seconds the select experiential aspects of Albania including nature, culture, urban lifestyle, adventure, arts, food & drink etc. The purpose is to inspire travelers since the early stages of their decision-making process and make Albania a holiday destination for more than once. We are also looking for content that will leverage the overall experience within the site.

Content

We are seeking for inspiring and inviting video content that discover the authentic spirits of Albania and its people. We want to show what is special and different about Albania that people cannot find easily anywhere else. IntoAlbania project mission is to connect tourists with the best of Albania's culture, heritage, nature and local economies. The video should inspire tourists and guide them throughout their experiential travel in seek of authenticity.

Target Audience

The main target is the international traveler that will access videos through IntoAlbania.com page and other social media like Facebook, Twitter, Instagram etc.

After watching the video, what would you like your audience to...

Think? That Albania is a place worth visiting, we want them to be surprised and enjoy the unexpected taste of Albania

Feel? Inspired and curious

Do? Keep surfing the webpage and receive a pleasant navigation experience

Core Message & Approach

We want the message to be clear and inspiring while also strongly aligned with the brand identity of IntoAlbania (Urban, Cultural, Mountain and Sea).



Evaluation Criteria

The selection of the Creative Firm will be based upon the following factors:

- Capabilities, qualification and expertise of the Firm;
- Previous experience with similar products;
- Cost structure;
- Capacity to finish on or before agreed timeframe.

Timeline

Video product is required to be produced and handed-over within May 2018, the latest.

Submission

The financial proposal must be sent electronically to info@cbs.al before January 11th 2018.