



STATE OF HAWAII
OFFICE OF HAWAIIAN AFFAIRS
560 NORTH NIMITZ HIGHWAY, SUITE 200
HONOLULU, HAWAII 96817

July 21, 2023

REQUEST FOR PROPOSAL (RFP) No. COMM 2023-020

VIDEO PRODUCTION SERVICES FOR THE OHA'S BRANDING CAMPAIGN

ADDENDUM 2 – Questions and Answers

1. Is the production to be filmed in Oahu only or is travel required?

Travel may be required. This is dependent on the creative that the contractor develops. OHA serves Native Hawaiian beneficiaries statewide. The creative should reflect that.

2. Normally our clients fall into two categories. First are those who have a pretty solid idea of what they want the final product to be and look like. They have a storyboard, mood board, outline, or synopsis. Sometimes even a shot list and/or scripts. The second are clients who have allocated a certain amount to spend on marketing in certain areas (TV commercial, social content, print ads, etc.) and ask for help in creating ideas for the content based on the general message they are trying to share. Which category do you feel OHA is in regarding this particular RFQ?

The second category.

3. Can you tell us a bit more about what each of the videos is specifically going to be about? What sorts of things/actions would be filmed?

OHA is requesting kokua in generating creative ideas for attention getting ads that are based on our new general messaging that is currently in the process of being formulated and approved. Preliminarily, OHA messaging will center on the following:

1) OHA ROLES: OHA serves as an advocate, community engager, researcher, and resource manager for the Native Hawaiian community.

2) OHA AT HAKUONE: OHA manages Hakuone in Kaka’ako Makai as a commercial property designed to generate revenue that is used for programs and services to benefit the lāhui across the pae ‘āina — community gathering place.

3) OHA GRANTS: Over the last 40 years, OHA has issued millions of dollars for community grants designed to effect positive change for Native Hawaiians in the areas of education, health, housing, and economics.

4) OHA STRATEGIC PLAN: OHA’s 15-year strategic plan, Mana i Maui Ola, guides the organization’s efforts to improve conditions for the Native Hawaiian community. OHA’s Strategic Plan “Mana i Maui Ola” (Strength to Wellbeing) includes three foundations: ‘ohana (family), mo’omeheu (culture), and ‘āina (land and water). OHA recognizes these foundations have the power to affect the wellbeing of Native Hawaiians. Therefore, they are woven into OHA’s plans to affect change in the areas of education, health, housing, and economics. These four directions will be used to guide OHA’s work to better the conditions of Native Hawaiians. Over the next 15 years, OHA will be implementing strategies, aligned with our foundations and directions to achieve our envisioned outcomes for a thriving and abundant lāhui.

4. The RFQ mentions "an Offeror with animation experience is preferred." Can you share more about why this is preferred based on the intended creative direction?

Specifically, we would like to have a contractor that is able to create professional animated motion graphics. Example: <https://vimeo.com/manage/videos/219142762>

5. Is there an approximate target budget to consider?

We won't be including budget information at this time, but the contract work will include brainstorming with the OHA Communications team to develop ad campaign concepts. The contractor will write the scripts and storyboards for the ads using a Hawaiian perspective and propose shoot locations, as well as serve as the video project director, producer, videographer, and editor. OHA will review and approve concepts and provide feedback/guidance on the execution of the video ads, as well as provide reviews and approval for each video ad.

6. Is the period of performance 6 or 12 months? There is conflicting info in the solicitation.

6 months is the preferred timeline to complete the three videos, but the contract term will be set at a maximum of 12 months to provide a buffer for any unforeseen delays.

7. What is the maximum project budget to produce the three (3) thirty-second videos?

We won't be including budget information at this time. Please refer to our answer to question #5 above for more details.

8. What will OHA provide the vendor in order to help develop the scripts?

Past OHA image ads are available on the OHA YouTube and Vimeo pages. Here are a few examples:

Grants campaign: <https://www.youtube.com/watch?v=8-RiuBjl88o>

<https://vimeo.com/manage/videos/819993250> OHA Image ads:

<https://vimeo.com/manage/videos/778041308> For the Lahui

<https://vimeo.com/manage/videos/651261633> A New Era at OHA

<https://vimeo.com/manage/videos/222453057> OHA's impact in the community

<https://vimeo.com/manage/videos/118156022> OHA: Empowering Hawaiians, Strengthening Hawaii

<https://www.youtube.com/watch?v=cAm5S-Afgy4> OHA advocates for Hawaiians

<https://www.youtube.com/watch?v=NOp7PHbKRyA> OHA invests in Hawaiian-focused Charter Schools

<https://www.youtube.com/watch?v=q19YoebJmao> OHA "Vision" Ad

9. Under what criteria will bids will be evaluated?

The award will be made to the lowest, responsive, responsible bidder who provides the best value to OHA.

10. What existing videos (by OHA or other similar organizations) are similar to the production quality you're looking for?

<https://vimeo.com/manage/videos/118156022> OHA: Empowering Hawaiians, Strengthening Hawaii

This video uses an acceptable treatment for archival video and current video footage, and utilizes attention getting motion graphics.

11. Will there be an OHA representative available for each location?

Yes.

12. Do you want these videos with voice over in Hawaiian or just English?

OHA's video voice overs are primarily in English. The contractor has the ability to propose a voice over in Hawaiian. OHA has voiceover talent that speaks 'Ōlelo Hawai'i that can be requested for the video shoot. The contractor would be responsible for paying and coordinating with the voice over talent.

13. Will talent be sourced by OHA or will we need to hire talent for the shoots?

The contractor will need to secure talent.

14. Is all required filming to be done on Lanai or other islands as well?

The majority of the filming can be done on O'ahu (not Lāna'i). The contractor has the ability to propose and budget for shoots on neighbor islands.

15. Have the video locations been determined yet?

No. Please refer to the answers to questions #1 and #3 for more details.