



METROMAYOR
LIVERPOOL CITY REGION

STRATEGIC INVESTMENT FUND



European Union
European Regional
Development Fund



MOCHA

Request for Quotation - positioning & digital asset production

Background

Mocha is a film and animation studio in Liverpool. Since 2001 we've delivered award winning content for organisations across LCR and beyond. We have identified an opportunity to develop a technical solution which we will transform the way we work, allowing us to scale what we do using a guaranteed revenue model.

Requirement

To develop an app that enables businesses to capitalise on the growth of video by making briefing, capturing and utilising User Generated Content (UGC) faster, easier and more effective. It brings together content strategy, user-creator training/engagement, briefing, incentivisation, file transfer and delivery into a single platform.

We want to work with a creative partner, who understands brand positioning and can oversee the development and production of a range of assets, from branding and WordPress or Square Space site, through to training films.

Outcomes / Deliverables

- Creation of Storiverse brand, visual assets and training material
- Copy writing
- Videographers / editors
- Studio / location fees
- Brand development and marketing
- Brand positioning workshop and recommendations
- Agency fees to develop visual identity and brand assets
- Development of WordPress / Square Space site optimised for lead gen, data capture and appointment setting

Deliverable Timescale

Project Start: 5th December // Project Completion: 31st March

Indicative Budget

Up to £26.5k is available.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Quality/ Technical Merit (50%)**

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

- **Delivery Timescale (20%)**

Supplier must demonstrate they can deliver the requirement to timescales above.

- **Cost/Value for money (30%)**

Does supplier offer value for money. This will not necessarily be the cheapest quote.

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 you meet the requirements set out above.
Deadline and Submission

Proposals are required by 2nd December electronically to Kristina Zareva:
kristina@mocha.tv (subject line to include: HGIF positioning & digital asset production).

Date Published

18th November 2022

This work is part funded though the European Regional Development Fund

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.