



Response to Scope

Fair Housing Video Production Services

RFP20000224

Big Picture Lab

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Austin TX, 78741

info@bigpicturelab.com

Cover Letter

Greetings Fair Housing Team:

Thanks very much for your time to review this submission and consider us for your project!

We enjoyed reviewing your RFP and discussing some of the video treatments we could apply to your project. We've included some recommendations and examples within this response, but keep in mind that we are always open to your thoughts and hope we'll have the opportunity to speak with you and further customize to suit your needs.

More information is detailed in the following pages but here are some highlights:

1. **We recommend a mixed-media approach that will blend your map data with interviews and motion graphics. This increases polish and production value while also delivering:**
 - A shared formula that is flexible and can be customized for each video.
 - Utilizes your previous infographic map project and compliments its design and purpose.
2. **Interviews can be captured remotely.**
 - Not only does this make coordination easier and safer for all participants, but the production schedule will not be affected by any unforeseen Covid-related closures.
 - Plus, this aesthetic lends itself to more personal and authentic interviews.
 - This approach also allows more of your budget to be spent on motion graphic design and/or to create videos for all 8 subjects.
3. **The Big Picture Lab (BPL) team has a proven history of producing videos that have high production value.** Our government and Fortune 500 clients expect excellent quality and consistency, which has taught us how to deliver polished videos and collaborate with clients remotely.
4. **Our award-winning multidisciplinary team is able to manage your production from concept to completion.** The BPL team specializes exclusively in video and animation, which results in highly efficient and reliable project management.
5. **The BPL philosophy centers on high quality and top-notch customer service.** We treat each other and our clients with kindness and respect. We aim to not only produce videos you can be proud of, but we want you to enjoy your collaboration with us along the way.

Thanks again for your time and consideration, don't hesitate to reach out anytime to discuss any of the information within this document.

We would be thrilled to work on this project with you!



Raina James
Executive Director, Big Picture Lab
raina@bigpicturelab.com

1. Firm's Qualifications, Experience and References

Our team has delivered exceptional video production services to clients across the world.

Our mission is to help organizations turn complex information into engaging explainer videos and animations.

Big Picture Lab was founded a decade ago by Executive Director Raina James. Our first client was Hewlett Packard and we have now become one of just four recommended video agencies for the global company.

Through client referrals and recommendations we have expanded our reach to other Fortune 500s, government and non-profit organizations. Our service commitment is always to provide our clients with a flexible solution that works for their needs and budget, while exceeding expectations.



Big Picture Lab is a full service video production agency - we are experts in each step of the production process. We do not plan to use sub-contractors for this project. Our in-house team will handle:

- Script Writing
- Client Collaboration
- Pre-Production Planning
- Storyboards
- Design
- Animation
- Motion Graphics
- Sound Mixing
- Finishing and Optimizing

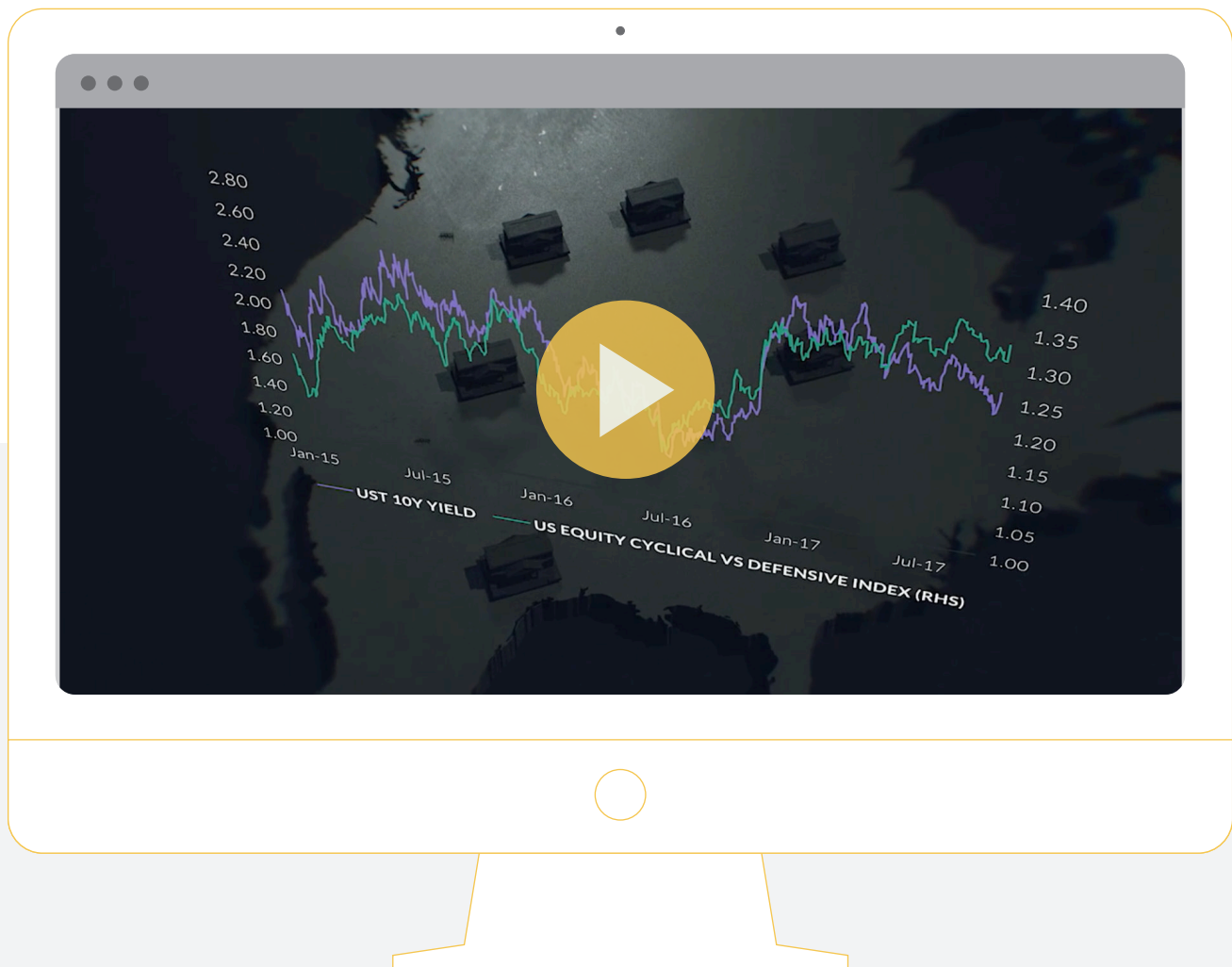


Case Study 1: Vanda Research - Company Explainer Video

Client Overview: The data scientists at Vanda Research help professional investors and money managers find valuable insights for their customers. They were looking for an explainer video that would illustrate their focus on data analysis that would impress even the most savvy investor.

Our Solution: Big Picture Lab developed animated charts and 3D animations to bring the product's use cases and abstract concepts to life. [Click here](#) to watch the finished project or check out the behind-the-scenes process in under a minute at the link below.

Relevance: While the tone of your videos will be different than this example, we think there are some excellent style similarities. You can see a few still examples we are suggesting for your video in the following pages (**Section 3**), but by using a dark map background combined with infographics and other elements, we can create a very clean and modern presentation that will be eye catching and engaging

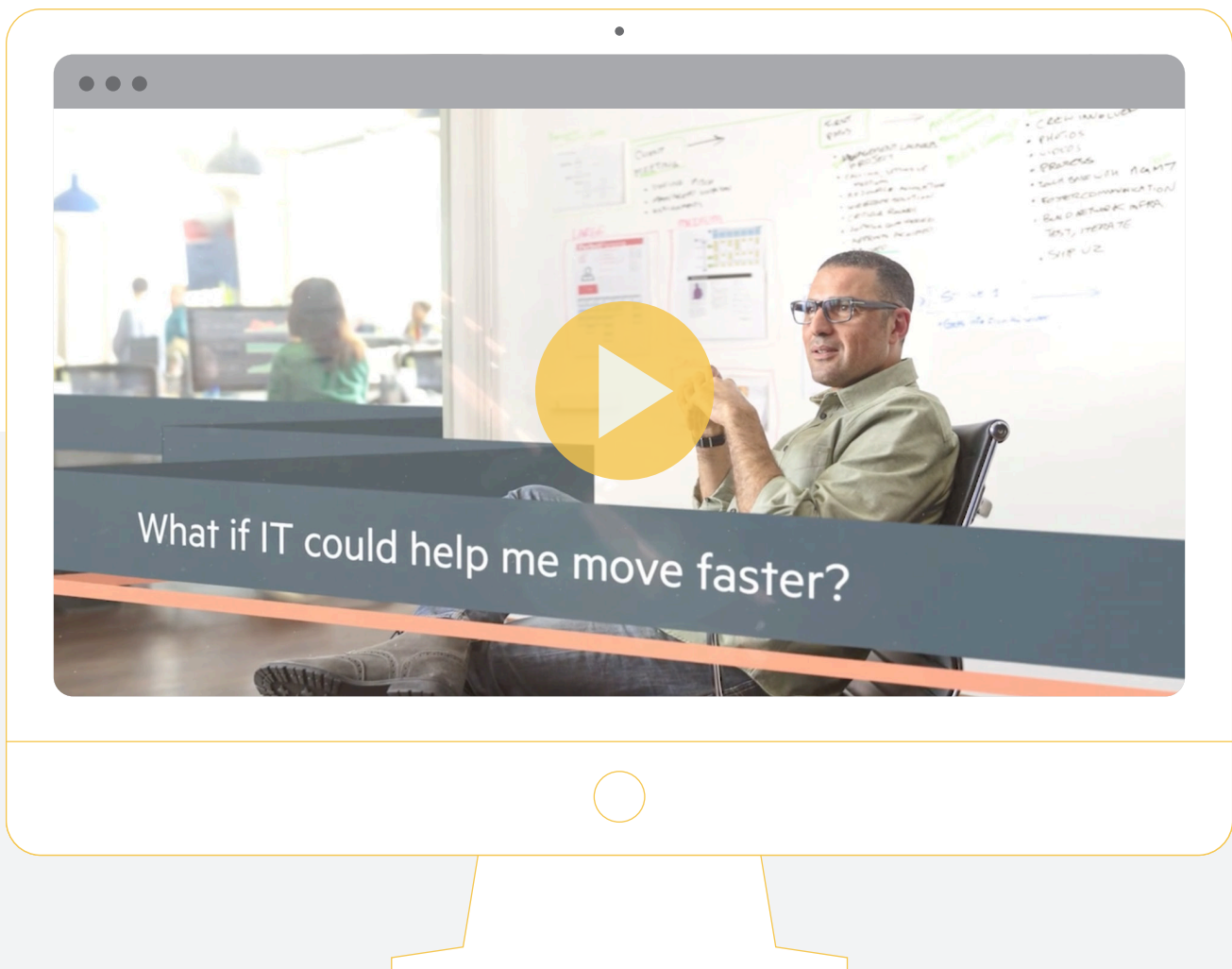


Case Study 2: Hewlett Packard - GreenLake Services Launch

Client Overview: Hewlett Packard Enterprise had a major shift in their business. They were moving from selling hardware and software as commodities towards an everything-as-a-service business model. The challenge was to help their highly technical customers understand the benefits of this service before they had launched. But how do you show a customer perspective before customers have tried the new service offering?

Our Solution: In order to bring in a customer voice, we utilized a mix of photos, voice-over, and animation. This mixed media approach allowed us to make the customer narrative feel more authentic by using images of real people, while the animation helped us explain benefits that aren't as easily illustrated with pictures.

Relevance: This shows that combining a variety of visuals can still feel connected and cohesive. We are suggesting a similar mixed media approach for your video, which will allow us to combine footage of experts via webcasts, with mapping data, animation and photography as needed.

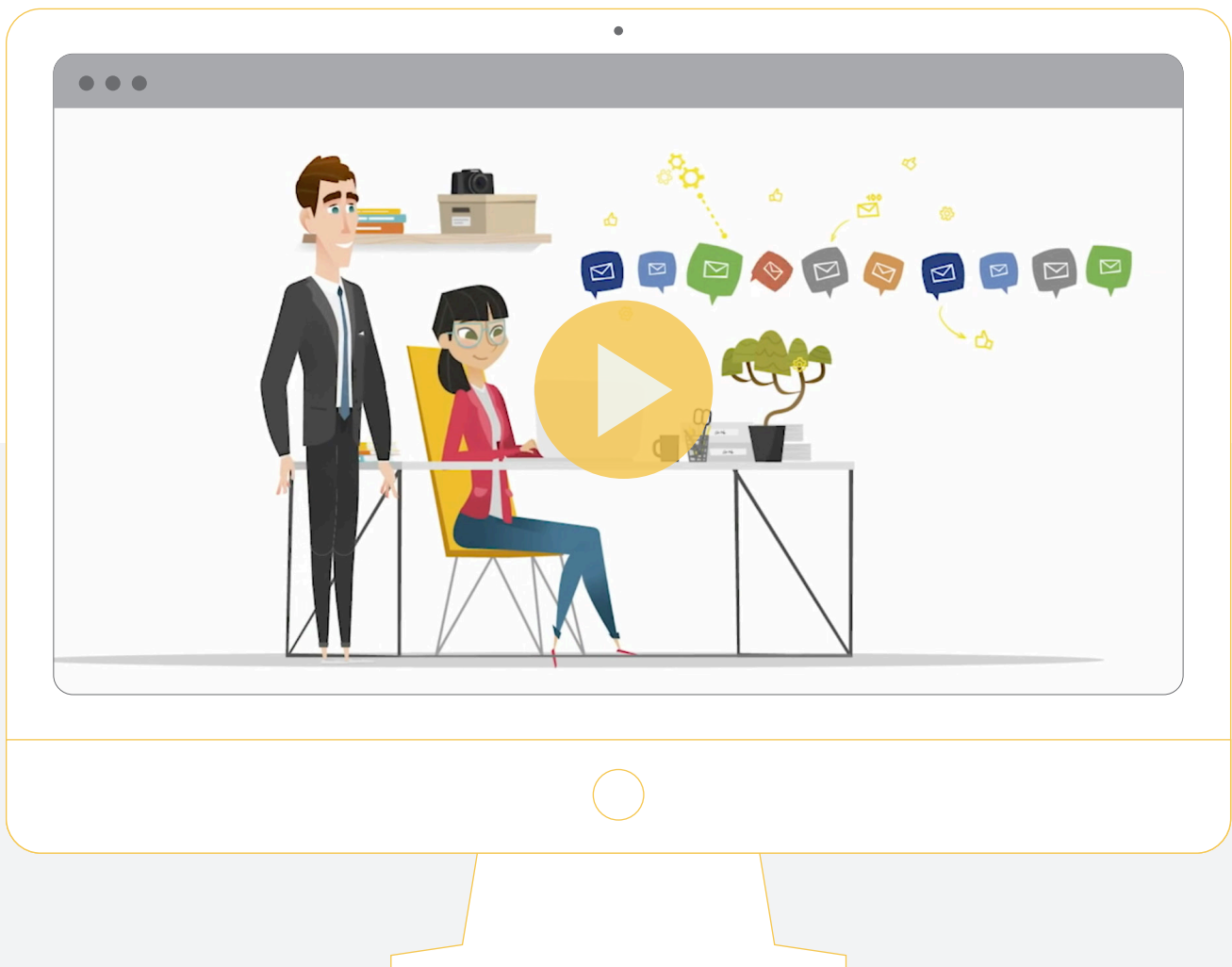


Case Study 3: Titus Software - Policy Automation Explainer

Client Overview: Titus Software's clients are mostly composed of government IT workers and vendors who are looking for a simpler way to ensure they follow all data sharing policies and privacy rules when sharing email or documents. This is a complicated and sometimes dry subject, so how do you keep the audience's attention long enough to explain the software benefits?

Our Solution: Complicated information doesn't need to feel boring or overwhelming if you combine the right creative ideas and keep the pace moving. For this client, we created a set of animated characters to humanize their product and bring use cases to life.

Relevance: The right concept combined with a good video pace keeps interest and helps your audience absorb information. This example also shows how a creative approach to explanation makes learning easier (and more enjoyable) for audiences.



References

“The most creative, passionate and engaged agency partner I have ever had the honor to work with.”

- *Thought Leadership Director, Dell Technologies*

Michael Hayes

Senior Programs Manager,
US Department of Health
and Human Services

Michael oversaw a series of educational and awareness videos for the Office of the Attorney General and worked with our Executive Director on multiple projects. This highlights our ability to collaborate with government agencies and communicate messages in a cost conscious but effective manner.

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Jeff Healey

Senior Director,
Vertica Product Marketing at Micro Focus

We recently produced an animated explainer video for Jeff this past month, which was a continuation of a previous project from several years ago. This example is proof of our reliable archive practices that allow us to keep track of projects for extended periods of time.

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Katie Mary Lenahan

Worldwide Marketing Partner,
Hewlett Packard Enterprise

We have worked with Katie for years and have produced a large variety of animated and mixed media videos for her team. Katie can speak to our consistent service and dedication to quality with flexible creative options.

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mary.zabrowski@hpe.com
(916) 792-6520

Vincent Brissot

President, Head of Global Digital Solutions
HP Inc.

We produced two seasons of an edutainment video series with the aim of teaching employees, sales professionals, and partners how to fully utilize all of the co-marketing tools HP offers for free to its associates. This is an example of a multi-year creative project that made learning fun.

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2. Qualifications of Team

**Our team of technical
creatives specialize
in video production.
We are true experts.**

Our Team of Technical Creatives - Leadership Roles



Raina James
Executive Director

Raina has over 20 years experience across broadcast journalism, television, web and film projects. Her best talent is distilling complicated concepts into compelling visuals while discovering exceptional collaborators along the way.

Work History:

- Writer and Director - Sinclair Broadcast Group, PBS Public Broadcasting, and independent films
- Videographer/Editor - GoDog! Pictures, CBS

Role on Project:

- Oversees all projects
- Writes scripts and outlines

9 years with BPL



Grace Hathaway
Producer/Editor

Grace has a keen understanding of social strategy, her highest performing video captured 3.4M organic views and grew the subscriber count to over 200K. She is also an excellent video editor.

Work History:

- Producer - Essence Communications
- Producer - Twitchy Dolphin Flix
- Video Editor - Street Authority

Role on Project:

- Serves as primary editor
- Creates social media and distribution strategy
- Ensures projects are optimized for web

2 years with BPL



Emily Barbin
Sr. Producer

Emily has extensive experience creating animations and videos for government entities, such as Travis County, Capital Metro, CTRMA, and the City of Ann Arbor.

Work History:

- Art Director - Hahn Public
- Motion Graphics Designer - ANC
- Motion Graphics Coordinator - NBA

Role on Project:

- Manages visual style
- Coordinates with cinematographers to develop look and feel
- Keeps the project on time and within scope

4 months with BPL



Brad Hodgson
Animator

Brad is a master animator who has created award-winning work throughout his career. His animations have screened at festivals worldwide. He also regularly teaches film and computer science courses.

Work History:

- Creative Director - Perfect Form Design
- Motion Graphics Editor - 1080
- Motion Designer - 19 Below

Role on Project:

- Leads motion graphic animation
- Designer

5 years with BPL

Awards

The Big Picture Lab team has achieved many awards and multiple certifications throughout our nine years of business. Our work has been screened at festivals throughout the country, across networks such as PBS and the Discovery Channel, and in museums and sports venues across the world. Our favorite type of recognition is from our clients after a job well done, but we are proud of the awards our work has achieved both nationally and internationally.



24 + Telly Awards



Student Academy Award Nomination



2 Hermes Gold Awards



SxSW Official Selection



Telly Awards Official Judge



Texas HUB Certified Business



National PBS Communication Award



YouTube Creator's for Change Award



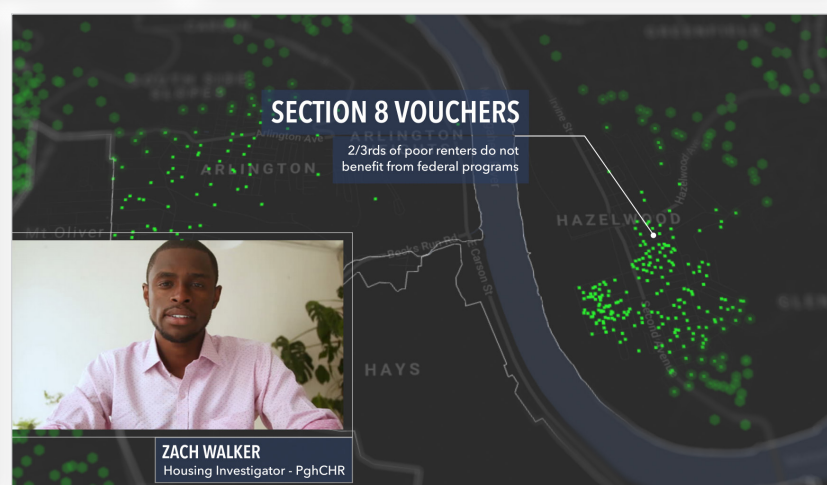
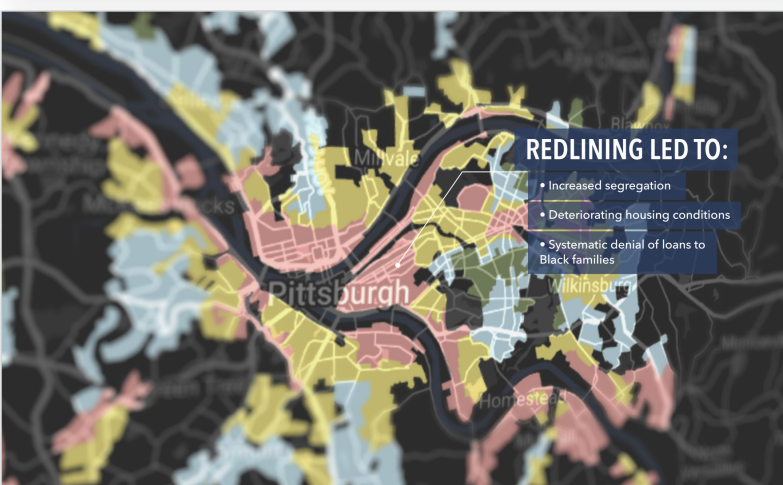
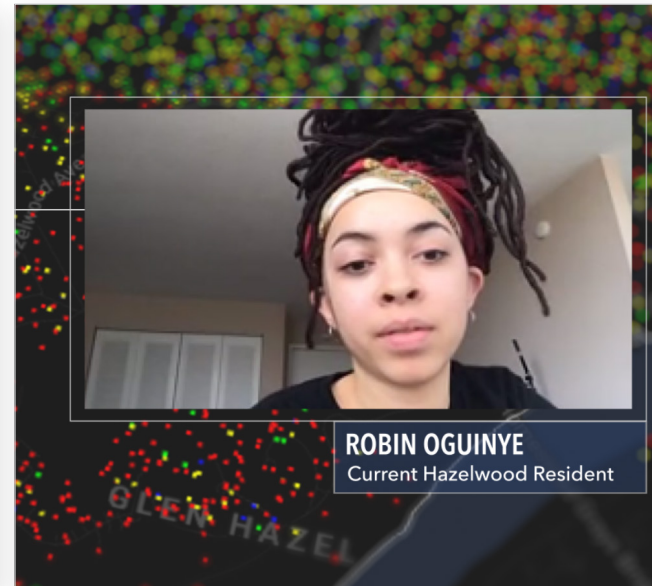
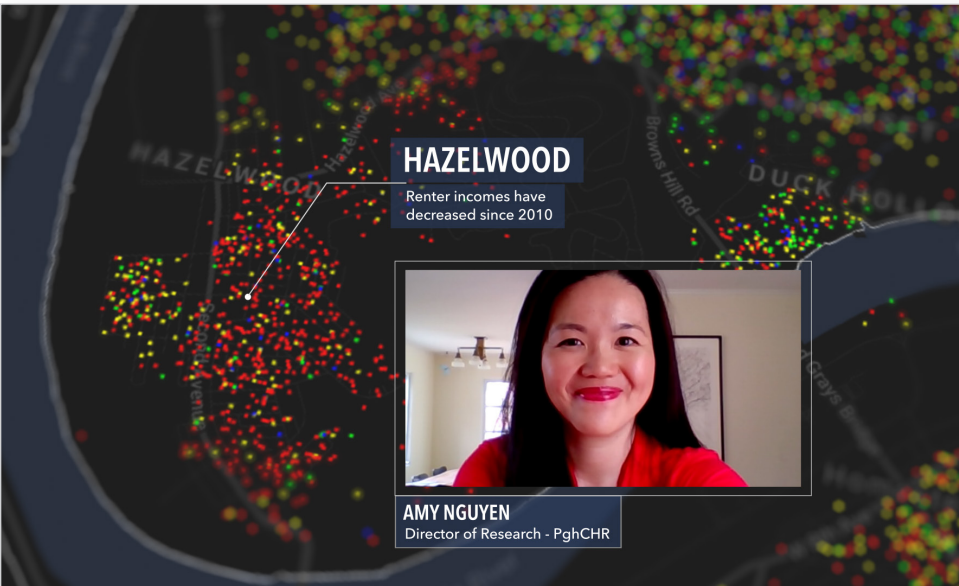
Grand Prize IFC Pure Film

3. Project Approach and Plan

**Our philosophy is
that the right creative
approach can delight
any audience.**

Project Approach

These visual samples illustrate how we can blend interviews, motion graphics, supporting text and your map infographic into a seamless presentation. Each video could feature a variety of speakers and visuals tailored for specific topics. Note that this production method also encourages more authentic and conversational interview responses.

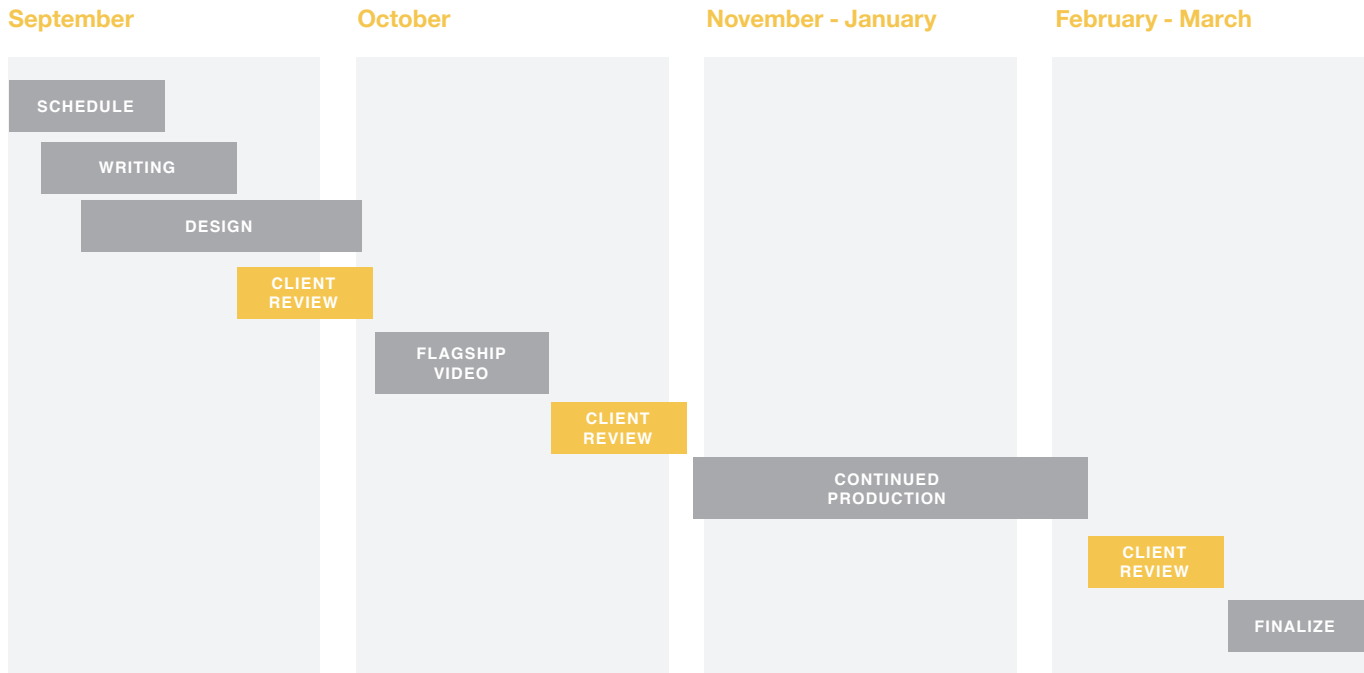


Benefits of this approach:

- This style will make the most out of PghCHR's budget and allow us to cover topics, interviews and data seamlessly within the same video.
- Combining infographics, data and video will allow for more dynamic, eye-catching and informative experience for audiences.
- At BPL, we are experts in mixed media video content and remote video production. [Click here](#) for an article about a short film our team created using Cinebody - an app that allows us to securely capture footage on remote devices all over the world.
- Filming remotely will ensure safety for all participants and keep the production on schedule regardless of any Covid-related policy changes.

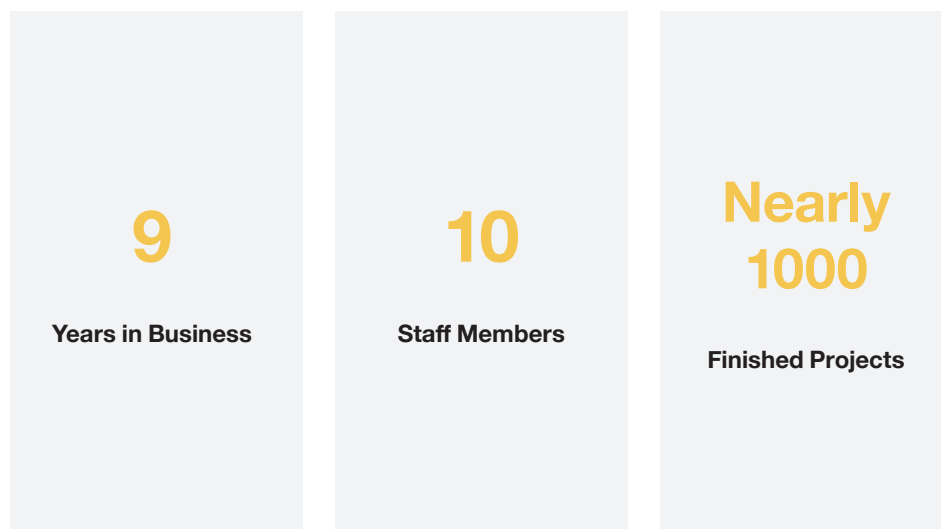
Work Schedule

See proposed timeline below. We generally complete videos in 4 -8 weeks, but can adjust to be faster if required, or slow the process in order to give you more time for feedback. We'll work with you to customize a schedule that fits your needs.



Our Proven Success

We manage each project with the goal of providing a flexible solution that works for our client's needs and budget, while exceeding expectations. We have produced nearly a thousand videos during nine years of business, and we have never (not once) failed to complete a project to our client's satisfaction.



Our Code of Quality

- Our clients chose us because we are **video experts**, therefore it is our job to make the video process easy.
- We earn trust by **paying attention to detail** and turning in consistently high quality work across each phase of the project.
- The BPL team is **adaptable** and can produce many styles, which enables us to offer a wide variety of creative approaches.
- We work very well as a team and are **highly efficient** in our roles to ensure everything is delivered in a timely manner.
- We are always **honest and respectful** in all communications, we will give you our opinion but we are always open to your thoughts and input.
- We promise to guide the project to a successful conclusion and create an end product that we can all be **proud to share** with colleagues and our audience.

Our Production Process and Assigned Project Leads

At Big Picture Lab, we pride ourselves on our flexibility and efficiency. Here is our standard production process. We will work with your team to develop a plan and timeline that works with your budget and internal process.

Schedule

After the budget and scope is set we create a goal schedule and check-ins to keep your project moving.

Staff Lead: Raina

Moodboards

Moodboards can help your team envision possibilities for the end product and narrow design choices.

Staff Lead: Emily

Writing

We're experts at distilling complex information. Once we understand your goals, we begin writing voiceover, lines, direction and cues.

Staff Lead: Raina

Styleframes

Next, we create sample stills which allows us to get brand and team approval.

Staff Leads: Emily, Brad

Storyboards

We create storyboards that map out your video's key narration and visual moments.

Staff Leads: Emily, Brad, Grace

Production

After we have approval on boards, production and animation begins. Our animators, editors, designers, and sound mixers go to work and execute the plan we've built with you.

Staff Leads: Brad, Grace

Review

Want to make some tweaks? No problem. Because you've weighed in during pre-production, changes are generally very minor. Our projects usually only require 1 – 2 rounds of revisions.

Staff Leads: Raina

High Fives!

Our goal is to create something that we all can be proud of producing together.

**We appreciate your
time and consideration.**

Contact us anytime

info@bigpicturelab.com

512.796.4723



Cost Proposal

Fair Housing Video Production Services

RFP20000224

Big Picture Lab

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Scope of Work & Cost Proposal

This scope includes services needed to produce 6 - 8 videos that are between 1 - 3 minutes in length. We are proposing a mixed media approach as detailed in our additional RFP submission. All videos will be webcast quality or above, be able to be reduced in size without diminishing quality, optimized for websites and social media, include closed captioning and be completed by or before the end of March 2021.

Because you have a large amount of videos and need to keep a close eye on budget, we will ask for your assistance with content management and organizing/prioritizing input from your team. All stakeholders should be involved in early planning and visual review (Phase 1 & 2) so that once a creative formula is approved, we can apply a similar approach across your series. By using this approach we can deliver a consistently polished product with streamlined production and minor revisions.

Payment Options	Production Services	Phase	Estimate
Payments can be made via check, AMEX or wire transfer. Admin contact billing@bigpicturelab.com Terms: NET 60	1. Content Structure & Visual Guideline Using your choice of one topic as outlined in the RFP as an example, we will create visual samples and a script formula that subsequent videos will follow. Services include: moodboards/styleframes, storyboards, script outline & review document, Q&A document, and motion samples. Each stage includes 2 - 3 feedback cycles as needed.	Phase 1, Concepting & Visual Treatment	\$5,000
	2. Production, Flagship Video Using the formula we created in Phase 1, we apply all guidelines and art style to a flagship video that will serve as a guide for the rest of the series. Up to two feedback cycles per stage including: transcript selects of interviews, script and styleframes, narrator VO if required, sound mix and music license plus video revisions.	Phase 2, First Video	\$7,000
	3. Production Continues, Part 2 Same as Phase 2, but with 1 feedback cycle per stage.	Phase 3, 5 Videos	\$10,000
	4. Additional Revision Fund or Added Videos We realize some topics may need special attention, so this extra budget ensures we have a little wiggle room where needed. If only a few extra revisions are requested, this fund could also be used to produce 1 - 2 additional videos.	As needed	\$3,000
	5. Supporting Materials for Print & Web We turn our animation files into a toolkit of images you can repurpose for web, PowerPoint and print campaigns.	Phase 4 OPTIONAL	Dependent on # of mediums

7/5/20

Date:



Raina James, Executive Director

Rate Schedule

Multiple team leads will perform these services listed below. All rates correspond to the budget listed on the previous page. Note: we have set aside flexible services and hours so that we remain within your do-not-exceed budget. If you have any questions or need more information, do not hesitate to ask.

Services	Hourly Rate	Team Lead
Producing	\$40.00	Raina, Emily, Grace
Script Writing	\$100.00	Raina, Emily
Scheduling & Coordination	\$20.00	Grace
Production Management	\$30.00	Grace, Raina
Remote Video Facilitation	\$150.00	Grace, Emily
Interviewing	\$100.00	Raina
Talent Coordination	\$20.00	Grace
Transcription	\$50.00	Grace, Emily
Editing	\$150.00	Raina, Emily
Animation (Senior)	\$200.00	Brad
Animation (Junior)	\$100.00	Emily
Motion Graphics Artist	\$75.00	Grace
File Rendering/Conversion	\$200.00	Brad
Music Editing	\$100.00	Grace
Sound Mixing	\$250.00	Emily
VO Casting & Recording	\$400.00	Raina, Emily
Captioning	\$50.00	Grace
Thumbnail Designs	\$150.00	Grace

**We appreciate your
time and consideration.**

Contact us anytime

info@bigpicturelab.com

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