



FilmTT Request for Quotation

“Welcome to Trinidad & Tobago” Promotional Visuals

Background

In 2018 [FilmTT rebranded](#) with a goal to re-energize its position and relationships in the industry after it was restructured within the CreativeTT family. The Unseen & Unexpected project undertook an integrated communications approach that was launched under a trademarked tagline “Make a Scene.”

“Make a Scene” is a local colloquial phrase that is targeted to local and international producers, encouraging them to come to the islands and feature the unique, diverse and adaptive backdrops. The new company brand was launched via its digital (website) and print (advertising, newspaper, branded signage). Additional marketing material was created to ensure a cohesive presence at public engagements and featured information on film commission services, production incentives and the islands’ locations.

An initial [Make a Scene promotional video](#) was created that was intended to be the start of the Make a Scene series. This video was supported by a curated selection of photos that were used in company advertising and print signage. However, since its creation the campaign has not been expanded and is now needed to re-engage with stakeholders.

Current Brand Presence: Look and Feel

Contemporary (clean open space with a focal point) use of FilmTT colors with Logo overlays and concise bold headlines in fonts that are current.

[Link to current FilmTT promotional video](#)

Brand Story

Trinidad and Tobago’s diverse landscapes, cultures and spaces provide vast possibilities for filmmakers to capture visuals that leap our Caribbean islands beyond sun, sea and sand. Its rebate offering to film productions favorably places Trinidad and Tobago on a competitive plane in a globally competitive film commission market. The company’s new identity was inspired by the twin islands, with a focus on film possibilities. The identity captures its new mission, breathing life into its renewed approach to local and international film production and businesses.

The Unique Brand Trinidad and Tobago

Trinidad and Tobago’s Unique Selling Points (USPs) are highlighted in **bold** in this section.

Trinidad and Tobago is a place that not many know about, but when they get here, they are usually surprised and enthralled by the diversity of landscape, people and experience to be found on these two islands. **Much more than the standard Caribbean prototype of sun, sea and sand**, Trinidad and Tobago can sweep up the uninitiated into a whirlwind of activity that can take you from a pumping bar on the Avenue, to a private party in the hills overlooking Port of Spain, to hiking or birdwatching in the rainforest,

to surfing, to observing Hosay in the streets of St James, to drag racing in Wallerfield, to consuming every kind of food imaginable. But you won't know until you come here.

An economy based on oil and gas has freed us from the tropes and expectations of a tourism-based one. Friendliness and inclusion are par for the course, without the expectation of money or favour. But you won't know until you come here.

Our complex colonial, slavery and indentured labour history, the existence of an expatriate population working in oil and gas and a high concentration of regional embassies and high commissions, as well as more recent waves of immigration from the rest of the Caribbean and South America, make **for a population straight out of Central Casting.** Trinidad and Tobago is a country that has lived ethnic diversity and inclusion for decades, while other countries have recently discovered it as a concept to be explored, intellectualised and strategised. The most surprising fact for the uninitiated is that our population is about 40% Indian. But you won't know until you come here.

Certain parts of the world may know Trinidad and Tobago as the birthplace of Brian Lara, Carnival, Machel Montano, even the steelpan. Few may know the **diversity of festivals and observances we experience year-round.** We celebrate Divali and Eid-ul-Fitr with equal fervour; our beaches and rivers play host to sacred Baptist and Orisha observances; Christmas has its own original traditions that borrow from our multiplicity of ancestors and origins, including Venezuela. But you won't know until you come here. But since people are coming to do business, they should also know that **we are the business capital of the Caribbean.**

Film Productions in Trinidad and Tobago (Facilitation info from 2018-2022)

Productions in the Carnival, Food, Documentary, Eco genres are mostly filmed in Trinidad and Tobago. From 2018 to present day, 11 such productions have shot on location in Trinidad and Tobago, with an average spend of TT \$5.4 million, hiring over 400 local crew and service providers.

FilmTT Mission

To maximise the economic and creative potential of Trinidad and Tobago's screen industry for the benefit of our country and people.

SCOPE OF WORK

FilmTT is inviting you to submit a quote for the following as detailed in the Scope of Work section below:

- 1. Create Promotional Video for "Welcome to Trinidad & Tobago"**

Use the Brand Idea to create 2, 30second promotional videos that will inspire producers (local & international) to create commercial/feature content in Trinidad and Tobago showcase national pride.

The **compilation** must be applicable to the Trinidad and Tobago seasons and festivals AND include trailers of productions that focus on at least two of the following themes:

- **Religion & Culture in Film:** Locations and productions that highlight Shouter Baptist, Easter and Indian Arrival Day holidays (Music, Short or Feature Film)

- **Music & Film:** Feature on the musical landscape of Trinidad and Tobago (soca, chutney, rapso, calypso, steelpan etc.)
- **History & Film:** Documentaries on Labour Day/Diwali/Emancipation celebrations and other historical milestones
- **Food & Film:** Recap popular food productions filmed in Trinidad and Tobago (food tourism)

Technical Requirements

The videos shall have the following technical requirements:

- Each video should be 30 seconds long
- Final videos must be high quality resolution and web resolution
- Videos must be able to be resized without diminishing its overall quality
- Videos should be in a file format for use on the FilmTT website and social media platforms
- The finalized videos should be completed by **June 30th, 2022**

2. Photography: 10 photos showcasing Trinidad and Tobago locations and culture

The photos shall have the following technical requirements:

- Photos must be high quality for use in FilmTT's marketing promotions (print and digital)
- Photography can be royalty-free or include 1 year license
- Photos must be able to be resized without diminishing its overall quality

Supplier Requirements

The supplier should have an initial creative consultation meeting with the FilmTT staff overseeing the project. The selected supplier is expected to be in contact with the designated FilmTT employee throughout all phases of the project by providing updates by email and on a weekly basis.

All quotations will be evaluated based on overall cost for requested services and company profile. The supplier is required to secure its own production facilities and equipment to produce elements of the video and photography, including but not limited to voicing, lighting, graphics, animation, editing, and music. FilmTT will accept stock elements (royalty-free) in order to balance time and cost constraints. FilmTT expects the chosen production company to enlist cost-effective approaches in both the production and post-production to ensure the concepts are properly showcased.

Submission of Quote

- The deadline for submitting a quote is **March 10th, 2022 at 10:00am**
- Quotes must be very detailed, include individual costs for each line item and link to the company website/portfolio.
- All quotes must be submitted via email to info@filmtt.gov.tt with the **Subject Line: RFQ Welcome to Trinidad and Tobago by March 10th, 2022 at 10:00am.**
- Please note that FilmTT's procurement process requires the soliciting of at least three (3) quotes prior to selecting a service provider for this job and is not bound by the lowest quote.
- All bidders will be contacted when a decision has been made.
- The chosen provider must submit all editable files upon the completion of the project. These files then become the property of FilmTT/CreativeTT.