



COM/FRAME2021/01

## DOCUMENT C: PRICE QUOTES MATRIX

It is requested that quote rates are appropriately aligned with rates associated with the non-profit industry. The OIE is categorised as an international organisation and it is expected that the reduced ranges quoted in the response reflect the organization’s classification.

Please note that we do not limit Service Providers to what capacities or expertise you have in-house only. We welcome you to indicate work that can be provided through your agency, but outsourced, and ask that you note this in the matrix accordingly.

**In addition to the Price Quotes Matrix, we request that this information is supplemented with your Standard Rates Card and/or competency rates.**

*Please include a price range that takes into consideration the minimum to maximum estimated rate based on duration and seniority rates of professionals at your agency.*

**Please complete this appendix for the lot(s) you intend to tender for or access the [online version](#).**

### Lot #1 Infographic

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity
- Outsource
- No capacity

	Quoted price range (euro)
1-page A4 infographic	
2-page A4 infographic	
3-page A4 infographic	
4-page A4 infographic	
Additional language adaptation	

### Lot #2 Poster

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity
- Outsource
- No capacity

	Quoted price range (euro)
A3	
A4	
A0	
Additional language adaptation	

**Lot #3 Leaflets**

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
2-page A4 leaflet	
3-page A4 leaflet	
4-page A4 leaflet	
5-page A4 leaflet	
6-page A4 leaflet	
7-page A4 leaflet	
8-page A4 leaflet	
Additional A4 pages, per page after 8 pages	
Additional language adaptation	

**Lot #4 Brochure**

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
A4 Trifold	
Additional language adaptation	

**Lot #5 Brochure Editing**

*Includes updates to source files of existing materials for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
Text update (per page)	
Graphic update (per page)	
Additional language adaptation	

**Lot #6 Folder**

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
<i>Recto-verso design</i>	
Additional language adaptation	

**Lot #7 Goodies**

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
Stickers	
A4 Certificates	
Square design (i.e., t-shirts, pens, keychains, water bottles, or coffee cups)	
Rectangle design (i.e., t-shirts, pens, keychains, water bottles, or coffee cups)	
Card Game development	
Additional language adaptation	

**Lot #8 Conference or Event Visual Identity**

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price (euro)
Visual Identity and Style Guide	
Conference Screen visuals	
Welcome/Registration Desk signs	
Kakemonos	
Vertical banner	
Horizontal banner	
Totem	
Speaker Podium	
Roll-ups	
Photo Booth display	
Digital invitation	
PowerPoint template	
Document covers	
Letterhead	
Additional language adaptation	

**Lot #9 Digital Web Design**

*Includes redaction, conception, layout and language adaptation for the three OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
Website creation/development (per page)	
Website renovation (per page)	
Website content updates (per page)	
Training on website administration	
Development of stories and web content	
Development of website banners	
Additional language adaptation (per page)	

**Lot #10 Live Video Production\****Includes editing, voiceover, music, language adaptation and subtitles for the three OIE languages and other relevant post-production activities*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
1-minute live event video/photo video production	
2-minute live event video/photo video production	
3-minute live event video/photo video production	
4-minute live event video/photo video production	
5-minute live event video/photo video production	
10-minute live event video/photo video production	
Additional language adaptation (subtitles)	

\*We welcome recommendations to present the pricing range quotes based on agency recommendations

**Lot #11 Conceptual Video Production\****Includes editing, voiceover, music, language adaptation and subtitles for the three OIE languages and other relevant post-production activities*

- In-house capacity  
 Outsource  
 No capacity

1-minute conceptual video based on stock footage or existing footage production	
2-minute conceptual video based on stock footage or existing footage production	
3-minute conceptual video based on stock footage or existing footage production	
4-minute conceptual video based on stock footage or existing footage production	
5-minute conceptual video based on stock footage or existing footage production	
10-minute conceptual video based on stock footage or existing footage production	
Additional language adaptation (subtitles)	

\*We welcome recommendations to present the pricing range quotes based on agency recommendations

**Lot #12 Field Story Video Production\****Includes editing, voiceover, music, language adaptation and subtitles for the three OIE languages and other relevant post-production activities*

- In-house capacity  
 Outsource  
 No capacity

1-minute field story video production (based on new footage)	
2-minute field story video production (based on new footage)	
3-minute field story video production (based on new footage)	
4-minute field story video production (based on new footage)	
5-minute field story video production (based on new footage)	
10-minute field story video production (based on new footage)	
Additional language adaptation (subtitles)	

\*We welcome recommendations to present the pricing range quotes based on agency recommendations

**Lot #13 Animation Video Production\****Includes editing, voiceover, music, language adaptation and subtitles for the three OIE languages and other relevant post-production activities*

- In-house capacity  
 Outsource  
 No capacity

1-minute animation video production	
2-minute animation video production	
3-minutes animation video production	
4-minutes animation video production	
5-minutes animation video production	
10-minutes animation video production	
Additional language adaptation (subtitles)	

\*We welcome recommendations to present the pricing range quotes based on agency recommendations

**Lot #14 Marketing Services***Includes redaction, conception, layout and language adaptation for the three OIE languages to promote the OIE brand using the recommended PESO (paid, earned, shared and owned) approach*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price (euro)
Strategy development, including indicators	
Market research	
Marketing survey development	
Marketing statement production	
Additional language adaptation	

**Lot #15 Social Media***Includes redaction, conception, layout and language adaptation for the three OIE languages unless noted*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price range (euro)
Strategy development (English only)	
Production of post content	
Advertising campaign development (English only)	
Social Media card production	
Gif production	
Social Media banner production	
Campaign analysis	
Additional language adaptation	

**Lot #16 Press Relations***Includes redaction, conception, layout and language adaptation for OIE languages*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price (euro)
General Session press relations (1-week)	
Global Conference press relations (4-days)	
Post-conference analysis and follow-up	
Press relations and communications	
Press release drafting	
Success story or statement drafting	
Op-ed drafting	
Radio script drafting and spot recording	
Additional language adaptation	

**Lot #17 Monitoring and Evaluation Services**

*Includes development of objectives and framework tool to monitor and evaluate select communication campaign*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price (euro)
M&E Strategy development, including indicators	
Communication output assessment (themes, KPIs, output, reach, quality, usefulness)	
M&E report and recommendations	

**Lot #18 Videography**

*Includes editing, cutting and post-production of filmed video*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price (euro)
Filming for 1-day event (excluding travel costs**)	
Filming for 1-day field story (excluding travel costs*)	

\*\*Travel costs will be estimated separately as appropriate based on the destination of filming

**Lot #19 Photography**

*Includes editing and post-processing of photos*

- In-house capacity  
 Outsource  
 No capacity

	Quoted price (euro)
Photography for 1-day event (excluding travel costs**)	
Photography for 1-day field story (excluding travel costs*)	

\*\*Travel costs will be estimated separately as appropriate based on the destination of photography