

## Answers to questions received via email by 28 April 2023

Call for tenders: Provision of video production services  
to promote the NeolPC project activities

### **Topic: Video format and content**

**Q: What's the ideal length of each video?**

A: We recommend that videos addressing a **general audience last no longer than 2:20 minutes**, as they will be mainly used on social media platforms.

**Videos for healthcare professionals could be longer**; because they have an educational purpose, their length will depend on the content that the study team will need to convey.

**Q: What do you mean by "general public"? What kind of audience is that?**

A: By "general public" we mean an **audience without specialised knowledge in the subject matter of the project**, but who may be interested in topics related to hospital-acquired infections in paediatric and neonatal patients, antibiotic resistance, and national and European healthcare policies related to these issues. This could include families who use healthcare services, families with children who are hospitalized in neonatal units (even if not involved in the project activities), healthcare professionals from other specialties, journalists, and private citizens with an interest in national and European healthcare policies.

**Q: Is the format indicated in the "Planned deliverables" section mandatory or a suggestion?**

A: The formats listed in the call text are our suggestions; we are open to different ideas, provided that they are consistent with the objective and the target audience.

**Q: Do you anticipate that these videos will have a similar style, specifically for the animation - i.e. could shared assets be used across the whole project even if the target audiences of the individual videos differ.**

A: Yes. The idea of shared assets used across the whole series should be explained in the general framework.

**Q: Are there any references for the videos?**

A: An example of videos that we produced in the past, for a project different from NeolPC, is: [\*We are on a mission: the ZIKAction project\*](#). This should only be taken as an example of a style that we like and that represents us quite well. Due to the scope of the NeolPC project and the specific purpose of the project videos we are commissioning, applicants are not expected to conform to it.

For NeolPC, on the [NeolPC project website](#) you can find some videos that we have produced with our own resources; the quality is pretty low, but there you can find a bit more about the way we talk about the project topics to the general public.



**Q: Do we send you two concepts of your video? Do we explode two ideas for you? In case yes: without a brief with you we cannot know very well the topic you need to communicate. Or you are asking a general plan/breakdown about our method?**

A: Yes, we need a general framework about the approach and the overall idea for the series, plus a concept for 2 of the listed videos.

**Q: Is the requested “general framework” related to guaranteed identity to the 7 videos? As in same layout, genre, font, graphic insert, ..?**

A: The general framework is meant to describe the style and shared identity for all 7 videos, and outline how they will be linked and recognisable. The 2 concepts should be a “declination” of how this shared style translates into two videos for two different audiences.

### **Topic: Logistics**

**Q: With regards to videos featuring real people - will the people speaking all be speaking in one language or multi-lingual?**

A: They will all speak English but, as they have different background and origin, it is necessary to include subtitles. If translation in languages other than English will be needed, the translation will be provided by Penta.

**Q: Do you know how many people will be filmed and the filming location(s) of this film? If there are multiple locations would a remote studio recording option be acceptable?**

A: I am afraid we are not able to give an estimate of the number of people involved, at this stage. A remote studio recording option is feasible.

**Q: Do you have an estimate of how many stakeholders there are for reviewing the videos - when preparing the timelines do we need to allow for multiple agencies to provide feedback or will this be consolidated through one project lead / team?**

A: There will be central coordination in the project, with only one team responsible for revision and feedback.

### **Topic: Invoicing**

**Q: By “Cost of adding subtitles in English” (and other languages too) do you mean the cost of translation or just adding the subtitles texts to the videos? What about the voice over?**

A: **Translations will be provided by us**, so this cost should not be included in the offer. The Company must indicate the cost of **adding subtitles** and the cost of **recording / including voice-over** for the different languages listed in the call text.

**Q: Do you require the quote to be in Euros or can we submit costs in GB pounds sterling?**

A: Please feel free to send your offer in GB pounds sterling.



**Penta**  
Child Health Research

**Q: Is it forecasted a payment in instalments – step by step for delivered video?**

A: The payment will be made on delivery of each video.

**Q: For invoicing purposes, where is Penta located?**

A: Fondazione Penta ETS is located in Italy.

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**Fondazione Penta ETS**

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