

## REQUEST FOR QUOTATION LOCAL PURCHASE SECTION

**RFQ NUMBER** : 2332500976  
**DATE** : 18.04.2025  
**REQ No** : 1032501858  
**REQ TITLE** : DEWA Strategy Week Video  
**DELIVERY LOCATION**  
**CLOSING DATE** : 29.04.2025  
**CLOSING TIME** : 10:00:00

SL NO	ITEM CODE	SERVICE ID	DESCRIPTION	QTY	UOM	BRAND/ORIGIN	WARRANTY	UNIT PRICE	TOTAL PRICE
1		ITEM-00001	<p>1.##### DURATION:O#THE FINAL VIDEO SHOULD BE BETWEEN 4 TO 5 MINUTES IN LENGTH, ENSURINGTHE CONTENT IS CONCISE AND IMPACTFUL.2.##### CREATIVE VISUAL ELEMENTS:O#THE VIDEO SHOULD FEATURE VISUALLY ENGAGING AND INNOVATIVE CREATIVEELEMENTS THAT ALIGN WITH THE DEWA BRANDING AND MESSAGE. THIS COULDINCLUDE DYNAMIC TRANSITIONS, MOTION GRAPHICS, AND COLOR SCHEMES THATRESONATE WITH THE TARGET AUDIENCE.3.##### STOCK FOOTAGE:O#HIGH-QUALITY STOCK FOOTAGE SHOULD BE INCORPORATED WHERE RELEVANT,ENHANCING THE NARRATIVE AND SUPPORTING THE VISUAL STORYTELLING WITHOUTOVERSHADOWING THE MAIN MESSAGE.4.##### ANIMATED INFOGRAPHICS AND SUPER TEXT:O#INFOGRAPHICS SHOULD BE ANIMATED TO EXPLAIN KEY DATA POINTS, FACTS,AND FIGURES IN AN ENGAGING WAY.O#ON-SCREEN TEXT SHOULD BE</p>	1	AU				

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			<p>USED TO EMPHAS  ISE KEY MESSAGES, WITH TIMINGAND PLACEMENT  CAREFULLY CONSIDERED TO MAINTAIN CLARITY  AND READABILITY.5.##### VOICEOVER:O#A  PROF  ESSIONAL VOICEOVER SHOULD BE RECORDED IN  BOTH ARABIC ANDENGLISH, WITH CLEAR,  ARTICULATE DELIVERY THAT COMPLEMENTS THE  VISUALSAND TON  E OF THE VIDEO. THE VOICEOVER SHOULD BE  SYNCHRONIZED WITH THEANIMATED  INFOGRAPHICS AND VISUALS.6.#####  SUBTITLES:O#SUBTITLES S  HOULD BE PROVIDED IN BOTH ARABIC AND  ENGLISH, ENSURINGACCESSIBILITY AND CLEAR  UNDERSTANDING FOR ALL AUDIENCES, AND  PLACED IN AWAY TH  AT DOESN#T INTERFERE WITH THE VISUAL  ELEMENTS.7.##### SCRIPTWRITING:O#A  WELL-CRAFTED SCRIPT SHOULD BE DEVELOPED  TO GUIDE THE V  OICEOVER ANDVISUALS, ENSURING A LOGICAL  FLOW AND A STRONG, COHERENT NARRATIVE.</p>						

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			<p>THE SCRIPT SHOULD BE ALIGNED WITH THE OVERALL GOALS AND MESSAGING OF THE PROJECT.8.#####</p> <p>STORYBOARDING:O#A DETAILED STORYBOARD SHOULD BE CREATED PRIOR TO PRODUCTION TO OUTLINE KEY SCENES, TRANSITIONS, AND VISUAL ELEMENTS. THIS WILL ENSURE THAT THE PRODUCTION TEAM UNDERSTANDS THE DIRECTION AND FLOW OF THE VIDEO AND CAN EXECUTE ACCORDINGLY.9.#####</p> <p>TIMELINE:O#THE ENTIRE VIDEO PRODUCTION PROCESS SHOULD BE COMPLETED WITHIN 3 WEEKS FROM THE RECEIPT OF THE PURCHASE ORDER (PO). THE TIMELINE INCLUDES ALL STAGES FROM SCRIPTWRITING, STORYBOARDING, PRODUCTION, POST-PRODUCTION, AND FINAL DELIVERY.</p>						

TOTAL AMOUNT IN WORDS:

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### SPECIAL NOTES / INSTRUCTIONS:

DEWA Strategy Week Video Ayesha Saif Mohamed Hamad Al Saedi <ayesha.hamad@dewa.gov.ae> 04-32-23252

**MATERIAL AND OR SERVICE PROVIDED TO DEWA SHOULD PREFERABLY BE ENERGY EFFICIENT AND ENVIRONMENT FRIENDLY.**

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### STANDARD TERMS & CONDITIONS

- 1) Prices should be 'DDP' delivery duty paid at DEWA stores.
- 2) Quotation to be submitted only in local currency U.A.E Dirhams
- 3) DEWA Standard payment terms is '30 days credit' from the date of acceptance of material
- 4) No DEWA staff or his or her relatives up to third degree should have ownership or partnership in your company, and your participation in DEWA tenders / RFQs should not constitute a Conflict or perceived Conflict of Interest.
- 5) The offered product and/ or services in the Quotation, shall be conforming and in accordance with DEWA Energy Management Policy & EnMS Manual.

**SUPPLIER'S REMARKS :**

**SUPPLIER'S SIGNATURE AND STAMP**