SCOPE OF WORK FOR PUBLIC DIPLOMACY SECTION
FOR VIDEO CONTENT CREATION

I. SCOPE OF SERVICES

A. The U.S. Embassy Kuala Lumpur's Public Diplomacy Section is seeking a content creation partner who can create **twelve (12) high-fidelity, cinematic (TVC style) videos** to engage with online audiences on policy priorities. The contractor shall provide a diverse range of creative outputs including, but not limited to, **stop-motion, 2D/3D animation, and high-quality, live-action production** which the embassy can use to engage with its online audiences on policy priorities. The contractor shall furnish and deliver these services in accordance with the specifications and terms and conditions set forth herein.

B. All prices are in Malaysian Ringgit (MYR).

II. SCOPE OF SERVICES

The Contractor shall provide by email and cloud sharing to the U.S. Embassy Kuala Lumpur's Public Diplomacy Section, twelve (12) premium videos, each between 30-60 seconds long, optimized for high-impact social media distribution (Instagram Reels, Facebook, X, LinkedIn and YouTube).

Proposed topics for videos are as follows. Details will be provided following the award:

a) U.S. Businesses and/or Trade in Malaysia
b) Benefits of U.S. Higher Education
c) Countering Propaganda
e) Exchange Alumni
f) American Exploration of Malaysian Culture

Creative Variety Requirement:
To ensure a dynamic digital presence, the 12-video series must demonstrate a range of production styles. The Contractor is expected to propose a distribution of styles such as:

- Live Action: High-end cinematography with professional lighting and talent.
- Animation/Motion Graphics: 2D or 3D animated storytelling.
- Stop-Motion: Creative physical or digital stop-motion techniques.
- Mixed Media: A hybrid of the above.

The contractor is expected to provide the following deliverables:

The videos should be provided in multiple formats, appropriate for HD/broadcast distribution and social media (MP4/MOV) for compatibility with different devices and platforms.

The videos should also include transcripts for English and Bahasa Malaysia.

Sample Videos For Reference:
President Trump visits Malaysia
StoryCorps – World's Oldest Couple
StoryCorps – Space Shuttle Challenger

The Hot Dog

Content Research and Development:

a) The contracted agency/freelancer shall conduct comprehensive research on each topic to ensure accurate, up-to-date, and credible information is presented in the videos.
b) Research should include data, statistics, case studies, expert opinions, and any other relevant information that supports the key messages of the videos, including but not limited to public facing U.S. government websites, press releases, statements, and fact sheets.
c) Content development should align with Malaysia's social media landscape target audience's interests, needs, and preferences, aiming for maximum engagement and impact.

Video Guidelines and Style:

a) TVC Quality: Videos must be visually striking, featuring professional color grading and high-dynamic-range editing.
b) Sound Design: Beyond background music, videos should include professional sound design (foley, transitions, and mixed voiceovers) to ensure a premium "commercial" feel.
c) Format: Deliverables must include 9:16 (Vertical), 1:1 (Square), and 16:9 (Widescreen) versions for each video.
d) Localization: Each video must include burnt-in subtitles and separate SRT files for English, Bahasa Malaysia, and Mandarin.

Deliverables:

The Contractor shall provide the following for each video:

1. Pre-Production Planning:
    a. Creative Concept & Treatment (Proposal of which visual style—animation, stop motion, etc.—best fits the month's theme); The Contractor will provide accurate, current, and credible information will be provided to the Client for clearance.
    b. A visual storyboard, shot chart, and script proposal.
    c. Casting and Location Scouting (where applicable).
    d. Production objectives: identifying target audience and engagement goals
2. Production Phase
    a. The Contractor will capture high-quality footage, using professional equipment and techniques, ensuring visual appeal and technical excellence.
    b. The Contractor will ensure clear and high-quality audio recording during filming. Background music must include copyright compliance.
    c. B-roll and Stock Footage: The Contractor may include relevant B-roll footage or licensed stock footage to enhance the video's storytelling. Video footage must include copyright compliance
3. Post-Production Editing
    a. The Contractor will edit the video footage into cohesive, engaging final products, following agreed-upon vision from Pre-Production Planning.
    b. The Contractor may be required to provide up to five (5) sample drafts of each video, with opportunity for Client feedback and review.
4. Final Product

a. The Contractor will provide the final High-resolution Master files (ProRes or equivalent) and web-optimized MP4s through an agreed upon Cloud sharing platform. The Contractor will provide caption files in English, Bahasa Malaysia, and/or Mandarin.
b. The Contractor will provide all raw assets and project files (upon request).
c. Upon project completion and full payment, all rights to the videos and related content shall belong to our organization. We retain the right to use the videos on our digital platforms in perpetuity.

III. PERIOD OF PERFORMANCE

The performance period of this contract is July 2026 – July 2027.

IV. TERMS AND CONDITIONS:

a. **Branding and Attribution:** All materials must include appropriate U.S. Embassy and Freedom 250 branding.
b. **Intellectual Property:** All materials produced under this SOW become property of the U.S. Embassy for future use.
c. **Compliance:** Contractor must comply with all applicable U.S. and Malaysian laws and regulations.

V. OTHER TERMS AND CONDITIONS

The proposal should include the following information. *If your company is unable to meet certain requirements, please propose alternatives*.

a) Describe the qualifications and experiences of your company. Provide examples of your video production work.
b) Indicate any portion of work that will be done by subcontractors and identify the subcontractors.
c) Describe your project Timeline: A monthly workflow showing how the agency handles the cycle from concept to final delivery within a 30-day window.