



REQUEST FOR PROPOSAL

MSI Reproductive Choices is seeking a professional and creative photography and videography agency to provide services for upcoming campaigns and ongoing brand needs. The selected agency will be added to our preferred supplier list for a 2-year fixed term with opportunities for recurring work across teams.

Proposal overview:

- MSI operates over [36 countries](#) and six continents, so it's vital our chosen partner is able to commission and manage work all around the world, in an efficient and cost-effective way.
- This RFP asks you to outline your approach to a hypothetical brief: facilitating a shoot in our country programme, MSI Cambodia.

The brief:

- MSI Cambodia provides a comprehensive range of contraception products, counselling, and services, and safe abortion services.
- We want to spend one week following the team to capture the day-to-day stories of our colleagues and clients seeking and providing services in Cambodia.
- The material captured will be used ad-hoc throughout global marketing to promote MSI's global work and the need for fundraising for the work to continue.
- Our Global MSI comms team will be the initial point of contact and brief the desired shot list.
- Our MSI Cambodia team will plot and manage the itinerary and travel logistics, and accompany on the trip.
- Deliverables: c. 200 photos, 10 transcribed video interviews, and associated b-roll. All files must follow specified naming conventions, have accurate descriptions and valid consent forms for everyone captured – accurate consent is a vital deliverable and as important as any content captured.
- Deadline: Final delivery needed in time for creative development of a global campaign by 31/12/2025

PHOTOGRAPHY/ VIDEOGRAPHY SERVICES

Issued by: Megan Saxton, Brand & Marketing Advisor

Issue date: 25/11/2025

Response deadline: 08/12/2025

Email responses to: megan.saxton@msichoice.org

Response requirements:

Project planning

Please outline your approach to each of the below:

- Photography team selection and appointment
- Logistics and operational tasks, such as arranging travel and accommodation
- Collecting and reporting consent of all subjects
- Delivery of photography and videography assets
- Usage rights
- Any additional services you offer which may be beneficial, such as transcription, translation or video editing. Although these are not essential
- Cost proposal and timing plan

Rate card

Please also present a proposed standardised rate card for ongoing work and a demonstration of how this is likely to translate for other typical projects:

- Half day headshots for 20 colleagues in the London head office
- One day reportage style photography of clinic staff on shift in our Bristol centre

Relevant work and case studies

Please supply one or more case studies where you have worked with NGOs to produce similar work.

Supplier due diligence checklist

To accompany your proposal, please complete and return our supplier due diligence questionnaire, which is available on request from the email address listed above.