



REQUEST FOR PROPOSAL

MSI Reproductive Choices is seeking a professional and creative video editing 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:

This RFP asks you to outline your approach to a hypothetical brief: editing a c.90 second mood film to open a high-profile donor event.

The brief:

- Every year MSI hosts a day-long donor and partner meeting, bringing together high-profile industry experts to report on the state of global sexual and reproductive health and rights and garner ongoing support for MSI
- The meeting will open with an emotive mood film to capture the attention of attendees and bring MSI's important mission into focus.
- MSI will write the script and provide an extensive b roll library of existing footage. The agency should select the best clips to bring the narrative to life in a fresh, modern way – including adding subtitles, animation and graphic overlays, and supplementary stock footage where necessary.
- The agency will source and present options for voiceover, music and SFX to elevate the content.
- The primary deliverable is a c.90", 16:9 format, suitable for playback on a large conference room screen.
- Variant versions for subsequent roll out to organic social are also required. Best practice spec of these to be suggested by the agency.
- Deadline: Final delivery needed in time for submission ahead of the meeting on 25/01/2026. Senior stakeholders (including the CEO) will need the opportunity to review and feedback before then.

VIDEO EDITING 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:

- Creative concept and agreement of overall design direction
- Storyboarding, including rounds of project team feedback and amends
- Rough cuts and edits for feedback
- Final approvals and delivery of assets
- Any additional services you offer that may be beneficial, and what this would cover
- 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:

- 3min edit of speakers at an external event, condensed to summarise salient points for social media. Reference: [LinkedIn](#)
- 2min infographic animation to explain the results of a report. Reference: [YouTube](#)

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 also complete and return our supplier due diligence checklist, which is available on request from the email address listed above.