

INFORMATION SHEET

1. Overview

Maldives Marketing and Public Relations Corporation is looking to purchase photographs and videos for destination marketing purposes. We request submissions from interested parties who can provide content with the following requirements.

2. General Requirements for Photo and Video

- 2.1. All Photos and Videos must be shot/filmed in Maldives. All photos and videos must show people, things, scenes, and settings within the geographic area of Maldives
- 2.2. Photos and Videos must not showcase any visuals or audio explicitly sexual, vulgar, disrespectful or offensive to any culture, race or religion

3. Technical Specifications for Photographs

- 3.1. The photographs must be captured with a professional camera and digitally unaltered in any way except colour correction that represents the true colours seen in Maldives nature.
- 3.2. File format: RAW, TIFF, JPEG (in case TIFF or RAW is not available)
- 3.3. Minimum Resolution: 6000 pixels (height or width), 300 DPI

4. Technical Specifications for Videos

- 4.1. The videos must be captured with a professional video camera, trimmed down to usable shots only, without any video effects/transitions except for colour correction to represent true colours of Maldives nature and saved in source quality.
- 4.2. File format: MP4 preferred
- 4.3. Minimum Resolution: 2K
- 4.4. Duration: 1 minute

5. Categories for Photo and Video

We will purchase photos and videos that fit into the following categories. The number of photos and videos we purchase for each category will depend on the quality of the materials received in that category and our necessity for content in each category.

- 5.1. Types of Tourism Properties - Resorts, Guest Houses, Liveaboards and Hotels in the Maldives
- 5.2. Types of Transport - Flights, Ferries, Taxis and All types of public transport available for visitors
- 5.3. Landmarks & Iconic places - Important landmarks and historical places of importance
- 5.4. Natural Beauty of Maldives - Representing the identity of Maldives (what sets the Maldives apart from other destinations. Example; Beach, Sandbanks, Unique Islands, Chains of Islands, Natural Habitats, Sea, Whale Shark, Manta Rays, Tiger Sharks, Reef Fish, Colourful Corals)
- 5.5. Sports and Recreational Activities - Maldivians and Visitors doing such activities
- 5.6. Maldivian Lifestyle - Maldivians and Visitors experiencing Maldivian lifestyle.
- 5.7. Romantic Couples Videos - Visitor couple weddings, excursions, dinners, etc.



- 5.8. Maldivian Festivals - Maldivians and visitors enjoying Traditional, Cultural and National festive days and events.
- 5.9. Children - Visitors and their children doing family activities, running, playing and having fun.
- 5.10. Wellness - Visitors engaging in wellness activities such as Yoga, Meditation, Spa services, etc.
- 5.11. MICE - Events in the Maldives such as marathons, seminars, meetings, award functions, etc.

6. Editing

- 6.1. Videos and photos should not be altered to lose natural colours of Maldives. Please refrain from using transitions, video effects, and enhancements except subtle colour corrections.
- 6.2. Videos must not be montages that tell stories or showcase all categories in a single clip. Each video clip should ideally showcase one particular aspect of Maldives. (Example; do not edit underwater videos and cultural videos in one clip)
- 6.3. Do not combine similar elements instead of showing a single scene for 60 seconds. Do not show a single shot for longer than a duration of 15 seconds. (Example: do not show a single drone shot for more than 15 seconds, but do combine other shots of similar visuals into the clip)
- 6.4. Each complete clip must have a duration of 60 seconds.

7. Quantity Required

- 7.1. We will purchase 30 clips of 1-minute duration each, and 75 Photos.
- 7.2. The quantity may be reduced if the received content does not meet the standards and expectations set hereby.

8. Pricing:

- 8.1. We offer to pay MVR 2000 per photograph we decide to purchase.
- 8.2. We offer to pay MVR 3000 for every minute of digital video we decide to purchase.

9. Selection of Content

- 9.1. The selection of Photos and Videos will be based on
 - 9.1.1. Meeting the technical requirements
 - 9.1.2. Techniques of filming and photography that improve the quality of production
 - 9.1.3. Creativity and appeal of the photo or video

10. Rights

Only send content that you wish to sell with all rights. With completion of purchase, MPRC will reserve all rights for the purchased content.



11. How to send the clips

- 11.1. Send photos and videos of the actual material you intend to sell. Refrain from sending portfolios or sample work. Please email download links to your selection of photos and videos uploaded to a file sharing service such as Google Drive or WeTransfer.
- 11.2. We encourage you to watermark the Video and Photos. MMPRC will reach out to you after evaluation and complete the purchase of the original material.
 - 11.2.1. Send the watermarked photos and videos to: digitalmedia@visitmaldives.com
 - 11.2.2. Include your full name spelled the same as it appears in your National Identity Card and your contact information in the body of email / if a company registration certificate and contact details.

12. For Questions

For further details, contact our office from 3323228.

13. Deadline

All submissions must be sent to the above email before 23:59 hours, Sunday, 10 November 2019.