

CALLING ADVERTISEMENT (ADVT.) FILM MAKERS

Spices Board (Ministry of Commerce & Industry, Govt. of India) is inviting Advertisement (Advt.) Film Makers to submit proposals for making Advt. films and Radio jingles for promotion of Cardamom in India.

The films and radio jingles are to promote the consumption of Cardamom besides highlighting its aroma, flavour and health benefits.

The films and radio jingles shall be first produced in Malayalam and based on its acceptance; the same agency will have to prepare the films and radio jingles in several other languages.

The agency shall have prior experience in handling similar assignment/s for Govt. organisations. The agency shall submit the show reel of the assignment/s undertaken in this regard, for the perusal of the Board.

The agency shall submit the script/story board for the proposed Advt. films and radio jingles on cardamom. Script/s / Story Board/s may be submitted so as to facilitate preparation of Advt. films and radio jingles of different durations.

The proposed location for shooting the Advt. film is Kerala.

The agency shall give a comprehensive quote for the Advt. films and radio jingles, inclusive of taxes and anticipated out of the pocket expenses.

Footage on close up shots of cardamom and of cardamom estates in BPAV format will be provided by Spices Board

The application and the financial quotes shall be submitted in two separate covers. The first cover shall include details and show reel/s of previous assignment/s, agency credentials and script/story board for the proposed Advt. films and radio jingles on cardamom. The second cover shall contain the financial quotes.

Multiple quotes from the same agency for multiple scripts/ story boards are permitted.

The application and financial quotes shall be forwarded to Shri Nithin Joe, Assistant Director (Mktg), Spices Board, NH By-pass, Palarivattom P.O, Kochi -682025 so as to reach the addressee on or before 22nd March 2013.

A brief write up on cardamom can be accessed from

[http://spicesboard.in/office/Circulars/EDP/Cardamom write up.pdf](http://spicesboard.in/office/Circulars/EDP/Cardamom%20write%20up.pdf)