

Appendix A – Range of Video Types, Accessibility and Subtitles

1. Required Video Types

1 Corporate videos

The successful tenderer may be required to produce corporate promotional videos that effectively highlight IDA Ireland's pivotal role in attracting foreign direct investment (FDI) and showcase Ireland as a premier business location. These videos must include:

- **Testimonials from Satisfied Clients:** Featuring executives from companies that have successfully invested in Ireland, sharing their positive experiences and the impact of IDA Ireland's support on their business growth.
- **Success Stories:** Showcasing specific examples of companies that have benefited from IDA Ireland's services, illustrating the tangible benefits and successes achieved through this partnership.

The videos must be professional, engaging, and align with IDA Ireland's brand guidelines to ensure consistency in messaging and visual style.

2 Event coverage

The successful tenderer may be required to produce event coverage videos that capture key moments from various events, including conferences, award ceremonies, and industry summits. These videos must include:

- **Interviews with Speakers:** Featuring insightful conversations with keynote speakers and panellists, providing valuable perspectives and expert opinions.
- **Interviews with Attendees:** Capturing the experiences and feedback of event participants, showcasing their engagement and takeaways.
- **Event Highlights:** Highlighting the most significant activities and moments of the event, such as keynote speeches, panel discussions, award presentations, and networking sessions.

The videos must be professional, engaging, and align with IDA Ireland's brand guidelines to ensure consistency in messaging and visual style.

3 Training and Educational Videos

The successful tenderer may be required to produce training and educational videos designed to educate and train employees or stakeholders on various topics. These videos must cover areas such as compliance, best practices, and new initiatives. The content must be:

- **Clear and Concise:** Ensuring that the information is presented in a straightforward and easy-to-understand manner.
- **Engaging:** Using techniques to maintain the viewer's interest, such as dynamic visuals, animations, and interactive elements.

Appendix A – Range of Video Types, Accessibility and Subtitles

- **Informative:** Providing comprehensive and accurate information on the topics covered.
- **Aligned with Brand Guidelines:** Ensuring that all videos adhere to IDA Ireland's brand guidelines for consistency in messaging and visual style.

By incorporating these elements, the training and educational videos will effectively communicate important information and enhance the learning experience for employees and stakeholders.

4 Case Studies and Client Testimonials

The successful tenderer may be required to produce videos that feature in-depth case studies of successful projects and testimonials from clients. These videos must:

- **Illustrate the Positive Impact:** Clearly demonstrate the positive impact of IDA Ireland's support and services on the clients' business operations.
- **In-Depth Case Studies:** Provide detailed accounts of successful projects, highlighting the challenges faced, solutions provided by IDA Ireland, and the resulting benefits.
- **Client Testimonials:** Feature testimonials from clients, sharing their experiences and the value they have gained from partnering with IDA Ireland.

The videos must be professional, engaging, and align with IDA Ireland's brand guidelines to ensure consistency in messaging and visual style.

5 Social Media Content

The successful tenderer may be required to produce short, impactful videos tailored specifically for social media platforms to increase engagement and reach. These videos must:

- **Be Optimised for Quick Viewing:** Ensure that the content is concise and engaging, capturing the viewer's attention within the first few seconds.
- **Facilitate Easy Sharing:** Design the videos to be easily shareable across various social media platforms, encouraging viewers to spread the content.
- **Align with Platform Specifications:** Adapt the videos to meet the technical and format requirements of different social media platforms, such as aspect ratios and video lengths. Our key platforms are LinkedIn, YouTube, and our website, so content should be optimised accordingly to ensure maximum reach and engagement.
- **Engage the Audience:** Use compelling visuals, dynamic editing, and clear messaging to maximise viewer engagement.
- **Adhere to Brand Guidelines:** Ensure that all videos are consistent with IDA Ireland's brand guidelines in terms of visual style, tone, and messaging.

By incorporating these elements, the social media videos will effectively enhance IDA Ireland's online presence and engage a broader audience.

Appendix A – Range of Video Types, Accessibility and Subtitles

6 Documentary-Style Videos

The successful tenderer may be required to produce documentary-style videos that delve into specific topics or projects, providing a comprehensive overview and detailed insights. These videos must:

- **Provide a Comprehensive Overview:** Cover the chosen topics or projects in depth, offering a thorough understanding of the subject matter.
- **Offer Detailed Insights:** Include detailed analysis and insights to give viewers a deeper understanding of the topic.
- **Be Well-Researched:** Ensure that all content is based on thorough research and accurate information.
- **Maintain High Production Standards:** Produce the videos to a high standard, ensuring professional quality in terms of visuals, audio, and overall presentation.
- **Align with Brand Guidelines:** Ensure that the videos adhere to IDA Ireland's brand guidelines for consistency in messaging and visual style.

By incorporating these elements, the documentary-style videos will effectively communicate complex topics and projects in an engaging and informative manner.

7 Recruitment Videos

The successful tenderer may be required to produce recruitment videos aimed at attracting potential candidates by showcasing important updates, strategic initiatives, and other relevant information about working at IDA Ireland. These videos must:

- **Showcase Important Updates:** Highlight recent developments and news relevant to potential candidates.
- **Highlight Strategic Initiatives:** Provide insights into new and ongoing strategic initiatives within IDA Ireland that may appeal to job seekers.
- **Share Relevant Information:** Offer detailed information about the work environment, company culture, and career opportunities at IDA Ireland.
- **Maintain Professionalism:** Ensure that the videos are of high professional quality, reflecting the standards of IDA Ireland.
- **Align with Recruitment Communication Standards:** Adhere to IDA Ireland's recruitment communication standards to ensure consistency in messaging and visual style.

By incorporating these elements, the recruitment videos will effectively attract and engage potential candidates, showcasing IDA Ireland as an attractive place to work.

Appendix A – Range of Video Types, Accessibility and Subtitles

2. Accessibility

All video content should be fully accessible. The successful tenderer will be responsible for producing video content that meets the highest standards regarding accessibility. This includes adhering to the European Accessibility Act 2025, which mandates that digital services, including video content, be accessible to all users, including individuals with disabilities

5.1 Captions and Subtitles

The successful tenderer may be required to ensure that all videos include accurate captions and subtitles. This includes:

- **Providing Accurate Captions:** Ensuring that all spoken content is accurately transcribed into captions to aid comprehension.
- **Adding Subtitles:** Incorporating subtitles to make the video content accessible to individuals with hearing impairments and to enhance overall understanding.

5.2 Audio Descriptions

The successful tenderer may be required to ensure that all videos include comprehensive audio descriptions. This includes:

- **Providing Detailed Audio Descriptions:** Ensuring that all visual content is accurately described to aid comprehension for individuals with visual impairments.
- **Enhancing Accessibility:** Incorporating audio descriptions to make the video content accessible to a wider audience and to enhance overall understanding.

5.3 Contrast and Colours

The successful tenderer may be required to ensure that all videos adhere to accessibility standards for contrast and colours. This includes:

- **Ensuring Adequate Contrast:** Making sure that all visual elements in the videos have sufficient contrast to be easily distinguishable by viewers, including those with visual impairments.
- **Using Accessible Colours:** Selecting colours that are accessible and do not cause issues for viewers with colour vision deficiencies.

5.4 Responsive Design

The successful tenderer may be required to ensure that all videos are optimised for responsive design. This includes:

- **Ensuring Compatibility Across Devices:** Making sure that the videos are viewable and function properly on various devices, including desktops, tablets, and smartphones.
- **Adapting to Different Screen Sizes:** Ensuring that the video content adjusts seamlessly to different screen sizes and resolutions for an optimal viewing experience.

Appendix A – Range of Video Types, Accessibility and Subtitles

- **Maintaining Quality and Usability:** Ensuring that the quality and usability of the videos are maintained across all platforms and devices.

5.5 Avoiding Seizure-Triggering Content

The successful tenderer should ensure that videos are free from seizure-triggering content.

- **Identifying Potential Triggers:** Reviewing video content to identify and eliminate any elements that could potentially trigger seizures, such as flashing lights or rapid image sequences.
- **Adhering to Safety Guidelines:** Ensuring that all video content complies with established safety guidelines to prevent seizure-inducing effects.
- **Implementing Safe Practices:** Incorporating safe design practices to create content that is accessible and safe for all viewers.

Key Accessibility Requirements:

1. **Perceivable:** Information must be presented in ways that users can perceive. This includes providing high-contrast visuals, captions for on-demand videos, and audio descriptions for visual content
2. **Operable:** Users must be able to navigate and interact with content using various methods, including keyboard navigation to ensure interactive elements are accessible
3. **Understandable:** Information and the operation of the user interface must be clear and straightforward. This involves using simple language, consistent layouts, and intuitive navigation
4. **Robust:** Content must be compatible with current and future assistive technologies. This includes ensuring that video players and other interactive elements work well with screen readers and other assistive devices

Responsibilities of the Tenderer:

- **Accessibility Audits:** Conduct regular accessibility audits to identify and fix any issues in the video content.
- **Training:** Ensure that the video production team is trained in accessibility standards and best practices.
- **Compliance Monitoring:** Continuously monitor compliance with accessibility standards and gather feedback to make necessary improvements.
- **Technical Implementation:** Implement technical solutions such as captions, audio descriptions, and accessible video players to meet accessibility requirements.

By meeting these standards, the tenderer will ensure that all video content produced is inclusive and accessible to a diverse audience, aligning with IDA Ireland's commitment to digital inclusivity.

3. Subtitling, closed captions, multilingual

1 Subtitling

The successful tenderer may be required to have the expertise to create subtitled videos. This includes the ability to generate accurate and synchronised subtitles that enhance accessibility and engagement. The tenderer must demonstrate proficiency in the following areas:

- **Subtitling Software:** Utilising advanced subtitling software to create and edit subtitles efficiently. This includes the ability to handle various file formats such as SRT, VTT, and MP4
- **Accuracy and Synchronisation:** Ensuring that subtitles are accurately transcribed and synchronised with the video content. This involves precise timing to match the spoken dialogue and any on-screen text
- **Multilingual Subtitles:** Providing subtitles in multiple languages to cater to a diverse audience. This includes translating and localising content while maintaining the original message and tone
- **Accessibility Standards:** Adhering to accessibility standards such as the Web Content Accessibility Guidelines (WCAG) to ensure that subtitles are readable and accessible to all viewers, including those with hearing impairments
- **Customisation and Branding:** Customising subtitles to align with IDA Ireland's branding guidelines. This includes selecting appropriate fonts, colours, and positioning to ensure consistency and professionalism
-

2 Closed captions

The successful tenderer may be required to have the expertise to create closed captioned videos. This includes the ability to produce accurate and synchronised closed captions that enhance accessibility and engagement. The tenderer must demonstrate proficiency in the following areas:

- **Subtitling Software:** Utilising advanced subtitling software to create and edit closed captions efficiently. This includes handling various file formats such as SRT, VTT, and MP4
- **Accuracy and Synchronisation:** Ensuring that closed captions are accurately transcribed and synchronised with the video content. This involves precise timing to match the spoken dialogue and any on-screen text
- **Multilingual Captions:** Providing closed captions in multiple languages to cater to a diverse audience. This includes translating and localising content while maintaining the original message and tone

Appendix A – Range of Video Types, Accessibility and Subtitles

- **Accessibility Standards:** Adhering to accessibility standards such as the Web Content Accessibility Guidelines (WCAG) to ensure that closed captions are readable and accessible to all viewers, including those with hearing impairments
- **Customisation and Branding:** Customising closed captions to align with IDA Ireland's branding guidelines. This includes selecting appropriate fonts, colours, and positioning to ensure consistency and professionalism

By meeting these requirements, the tenderer will ensure that all video content produced is inclusive, engaging, and accessible to a wide audience.

3 Multilingual Videos

The successful tenderer may be required to have the expertise to create multilingual videos. This includes the ability to produce high-quality videos in multiple languages that enhance accessibility and engagement. The tenderer must demonstrate proficiency in the following areas:

Video Production Software

- **Utilising advanced video production software:** The tenderer must be adept at using advanced video production software to create and edit videos efficiently. This includes the ability to handle various file formats such as MP4, AVI, and MOV.

Accuracy and Synchronisation

- **Ensuring accurate translation and synchronisation:** Videos must be accurately translated and synchronised with the original content. This involves precise timing to match the spoken dialogue and any on-screen text.

Multilingual Videos

- **Providing videos in multiple languages:** The tenderer must be capable of producing videos in multiple languages to cater to a diverse audience. This includes translating and localising content while maintaining the original message and tone.

Accessibility Standards

- **Adhering to accessibility standards:** The tenderer must adhere to accessibility standards such as the Web Content Accessibility Guidelines (WCAG) to ensure that videos are accessible to all viewers, including those with hearing impairments.

Customisation and Branding

- **Customising videos to align with IDA Ireland's branding guidelines:** This includes selecting appropriate fonts, colours, and positioning to ensure consistency and professionalism.