



Freelance Content Standard Operating Procedure

1. Vision & Mission Alignment

BGMM Vision: *To be the global leader in delivering mindful experiences and connecting Bhutan with the world while fostering tranquility, well-being, and cultural appreciation in the digital landscape.*

BGMM Mission: *At BGMM, our mission is to inspire mindful living and foster global connection through immersive, culturally enriching experiences.*

Our commitment is to lead in both mindfulness and content distribution, sharing Bhutan's serenity globally.

By infusing mindfulness into our MICE experiences and events, we aim to inspire self-discovery, holistic well-being, and meaningful connections while revolutionising the industry.

You will embody this vision by creating authentic video content that showcases Bhutan's mindfulness heritage through culture, practice, and personal expression.

2. Four Core Themes Explained

Create soothing and immersive videos (any duration from 30 seconds – 2 minutes) in Bhutanese context that visually and emotionally captures the essence of the following four interconnected themes:

1. Mindfulness

- Essence: Being fully present. Intentional awareness of the moment with acceptance.
- Could feature everyday practices e.g., mindful eating, working, walking, or community rituals etc.

2. Meditation

- Essence: Turning inward for stillness and clarity. Centered on attention training and mental clarity.
- Include local meditation traditions: Sorig Zhiney & Luejong, Dzongkha chants, guided breathing, showing technique and mindfulness in action.



3. Relaxation

- Essence: Letting go of tension. Activities that reduce stress and foster peace: herbal baths, nature walks, leisure hobbies.
- Example: footage of relaxed daily life such as scenic valley scenes, mindful crafts or herbal tea rituals.

4. Calm

- Essence: Inner peace and emotional balance. The emotional state brought on by mindfulness.
- Visuals could include tranquil landscapes, quiet personal reflections, or the ambiance of Bhutanese temple architecture.

3. Approved Video Content Types

You're invited to create across diverse formats, such as:

- **ASMR-style:** Gentle sounds of traditional Bhutanese cooking, bamboo wind chimes, prayer bowls, tranquil water.
- **Cultural:** Local festivals, mask dances, weaving, religious ceremonies, highlighting mindful cultural engagement.
- **Food:** Mindful preparation of Traditional Bhutanese food & drink (Ema Datshi, butter tea, herbal infusions etc.) slow, textured, sensory-rich.
- **Historical/Cultural Narratives:** Stories behind dzongs, temples, sacred sites or Bhutanese healing arts.
- **Personal Journeys:** Short clips of individuals reflecting on mindfulness like students, monks, farmers, emphasizing lived experience.
- **Nature and Scenic:** Hidden glades, prayer flags waving, wildlife, and mountain vistas to evoke innate stillness.

***Keep in mind not to create videos that are scripted like movies. Please take inspiration from BGMM's content on our Social Media platforms.**



4. Project Scope & Timeline

- **Trial Run:**
 - First, each creator submits 1 trial video based on one core theme
 - These will be reviewed for style, quality, and theme alignment.
 - Feedback provided, then proceed to full production.

5. Technical & Style Guidelines

- **Length:** 30 sec – 2 min per video
- **Resolution:** MP4, 1080p minimum
- **Aspect Ratio:** Either 16:9 (landscape) or 9:16 (portrait) depending on target platform
- **Audio:** Clear sound, consider ASMR/ambient layering
- **Language:** Any; English subtitles required for non-English segments
- **Content:**
 - Must reflect one of the four core themes (Mindfulness, Meditation, Relaxation & Calm)
 - Original, family-friendly, and aligned with BGMM's vision
- **Branding Elements:** Subtle inclusion of BGMM logo or tagline as overlay.

6. Workflow & Review Process

1. The creator signs the agreement and receives the BGMM Content SOP.
2. Creator submits **one trial video** (aligned with a core theme) via Google Drive.
3. BGMM provides feedback within 2–3 business days.



4. Up to **two (2) rounds of revision** may be requested.
5. **Feedback & Revision:** Creative guidance provided via email
6. Once approved, video is marked “Qualified” and payment is processed.
7. Creator proceeds to submit further videos under the same review process.

7. Compensation

- Trial videos: paid at the standard rate upon qualification
- **Nu. 500 per video**
- Only qualified videos will be posted and compensated

8. Rights & Usage

- BGMM holds exclusive rights to use all content.
- Must not re-publish submitted work or share on other platforms.

9. Communication & Support

- **Monthly check-ins:** via WhatsApp group or email
- Submission deadline, feedback notes, and guidelines will be communicated promptly.

10. Success Indicators

- Alignment with BGMM’s vision of mindful digital storytelling
- Technical quality
- Diversity across themes (each video must cover at least one theme)
- Punctual delivery as per agreed schedule



Bhutan Global
Mindfulness & MICE

- Content that can be directly published on BGMM platforms

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