

## Brand USA Questions and Answers for the Global Agency of Record RFP

### **1. What does “we’ll collaborate with you” on revised RFP responses mean?**

Answer: Brand USA collaboration with respondents is limited to the webinar and this public question and answer document. The RFP process is transparent in order to ensure that all potential vendors receive exactly the same information and direction. Because we can’t meet with everyone, we do not meet with anyone during the process – until we select a few finalists for oral presentations.

### **2. What are you primarily looking for in your AOR and what are your key success indicators?**

Answer: Please see the priorities list from the webinar.

### **3. Who is/are the current media partners and is that portion of the business up for contract review as well?**

Answer: Current agency of record is Geometry. Media buying agency is Mediacom. Aside from this RFP, we are seeking a digital agency and partner marketing services company via RFP.

### **4. Who are your communication partners? Public Relations, Digital, Sales Promotion, Research and Analytics?**

Answer: We will share the list of agency partners with the winning bidder.

### **5. In regards to the proposal format, do you want both hard copies and an electronic copy?**

Answer: Per the RFP, we require four (4) typed and collated copies of the proposal. You are free to submit an electronic version as well.

### **6. When they ask about the competitive review process proposed/example, what level of detail are they looking for in our response?**

Answer: Agency is to decide what level of detail to provide to best inform us of their capabilities.

### **7. I’m also a little unclear about the points they want addressed in the proposal. It says “each item listed” — do they mean all of the items under qualifications and proposal format and specs?**

Answer: Yes

**8. What is the length of this contract?**

Answer: We do agency reviews every 3 years.

**9. What is the composition of the Selection Committee?**

Answer: Brand USA leadership and Board members.

**10. Are their specific small business or MWBE goals aligned to this contract?**

Answer: There are no specific small business or MWBE goals aligned with the scoring of this RFP, but we always consider MWBE qualifications. Feel free to include any information related to your company's work with or commitment to MWBE companies either directly or through sub-contractors.

**11. Will you share the creative testing in the 13 international markets conducted that lead to "Your Discover America" work?**

Answer: All research will be shared with agency upon award of the contract. Brand USA's report on ROI and outcomes can be found on thebrandusa.com and in annual reports and the research section of website.

**12. How many Co-op partners do you usually work with and require coordination?**

Answer: Brand USA has nearly 500 partners who contribute to Brand USA marketing efforts, and approximately 200 partners who engage in our co-op programs.

**13. What is the expectation for your AOR to work with your 25 international offices?**

Answer: We do not have 25 international offices. The offices are listed on the brandusa.com website. The AOR may find our in-country offices to be a valuable resource for our marketing efforts, but are not required to work with them as their focus is on trade and PR efforts.

**14. Can you share the Oxford Economics ROI study?**

Answer: Upon award of the contract. General information is provided in our Annual Report and in the research section on thebrandusa.com.

**15. Can you share your organizational chart, specifically your marketing communications organization?**

Answer: We will share all administrative information with the winning bidder.

**16. In regards to the budget requirements, can you elaborate on, “must submit a detailed, realistic budget with an estimated execution timeline outlining each of the duties”? Are you looking for a budget aligned with each SOW task? Estimated creative executions are to be based on what spend and communications eco-system? Will you share your media/communications plan?**

Answer: Please provide a budget aligned with the SOW your agency is proposing.

**17. You indicate that the base budget has an agency fees range of \$1 to \$3 million depending upon scope of services? Isn't the want for the AOR to deliver the entire required SOW? And can you explain how this range was developed? And what services are included in the base?**

Answer: This is a base fee for general management; a detailed scope-of-work will be drafted with the winning bidder that will confirm projects, required staff levels and production inclusions.

**18. To confirm, development of new creative strategy and executions are not part of the response to this RFP?**

Answer: Fully developed creative concepts are not required for the RFP, but will be a part of the SOW. Strategic creative capabilities should be clearly demonstrated in your proposal.

**19. What is your perception of the current campaign? How do you see the campaign evolving – do you see it building momentum from current campaign, or do you want to beginning a new approach?**

Answer: We are interested in hearing your thoughts and best solutions to meet the goals expressed in the RFP.

**20. Do you envision any CRM programs within this scope of work, or is CRM under a separate effort?**

Answer: The AOR should make the decision if they propose this as a strategy.

**21. Which agency did Brand USA work with for the Discover America campaign?**

Answer: JWT

**22. Are you building an entire new agency partner team or just global advertising?**

Answer: See question 2

- a. If yes, are agencies within the same network (ours is WPP) allowed to combine resources so that we are pitching together?**

Answer: You may rely on shared resources to respond to this RFP. If the shared resources are intended to address the other publicly issued RFPs, you must submit separate proposals for each.

- 23. Will agencies be required to sign an NDA? If so, may we have access to any supplemental marketing materials such as:**
- a. Global strategy and marketing decks**
  - b. Global creative briefs**
  - c. Success metrics**
  - d. Proprietary global sentiment tracking**
  - e. Background on the Brand USA experience pillars (we would like to see how you arrived to these pillars and understand how you see this as a point of differentiation)**

Answer: Yes, upon selection of a new agency.

- 24. How many finalists will there be after the RFP?**

Answer: This depends on the quality of the proposals.

- 25. Is there a page limit to the RFP response?**

Answer: No, but would recommend to be both succinct and thorough.

- 26. With respect to production and given mention of coordinating with other media agencies, would the winning bidder be responsible for planning and buying paid media, or partnering with another agency?**

Answer: We have an existing relationship with a media planning and buying agency. The winning bidder would be responsible for working with all Brand USA media, partner, digital, and social agency partners and will be the lead agency.

- 27. With respect to implementation, would Brand USA look to the winning bidder for print design and broadcast production in addition to digital executions, or are there existing partners for those responsibilities?**

Answer: The winning bidder will be responsible for overseeing all creative development and execution.

- 28. What has been the biggest challenge in the current campaign?**

Answer: We are interested in hearing your thoughts and best solutions to meet the goals expressed in the RFP.

**29. What have you identified as the biggest area of opportunity?**

Answer: We are interested in hearing your thoughts and best solutions to meet the goals expressed in the RFP.

**30. How do you measure success?**

Answer: Objectives, goals and KPIs will be established. Please review the ROI results.

**31. How would you describe an ideal agency partnership?**

Answer: Please review the priorities from the webinar.\*

**32. Do you have any existing segmentation? Can you share it?**

Answer: Segmentation data will be available to the winning bidder.

**33. What did you feel worked/didn't work around the previous campaign?**

Answer: We are interested in hearing your thoughts and best solutions to meet the goals expressed in the RFP.

**34. Of the co-op initiatives you have done to date, which would you hold up as a gold standard and why?**

Answer: We are interested in hearing your thoughts and best solutions to implement and launch successful cooperative marketing initiatives.

**35. To what extent are you looking to evolve the central campaign idea?**

Answer: We are interested in hearing your thoughts and best solutions to meet the goals expressed in the RFP.

**36. Are there specific markets, media channels, or co-op opportunities that we should be focused on?**

Answer: The RFP identifies target markets. The ROI study identifies effectiveness.

**37. What will be the most important metric used to assess the campaign?**

Answer: Please review our ROI study and research on [thebrandusa.com](http://thebrandusa.com) website.

**38. Are you able to share media plans by country?**

Answer: All plans will be shared with the winning bidder.

**39. Are you able to share your current brand guidelines?**

Answer: Brand Guidelines are posted along with this Q&A.

**40. What percentage of the media spend is allocated to the brand campaign (the Brand USA) and to the consumer campaign ([discoveramerica.com](http://discoveramerica.com))**

Answer: The focus of this RFP is on our consumer facing campaign (promoting Discover America) and the majority of all marketing dollars are focused on consumer activities.