

RFP + CONTRACT MECHANICS

Q: Are the 3 case studies required per market, or as a collective?

A: Case studies should be submitted as a collective, not per market. We are looking for 2–3 strong case studies total per proposal that demonstrate relevant capabilities.

Q: What is the duration of the contract?

A: Brand USA intends to establish long-term partnerships with a roster of influencer agencies. The RFP process is typically revisited every 3–5 years, depending on internal business needs.

Contracts will be project based per Brand USA need. Contracts may vary depending on the contract assignment.

Q: For the assignment, is the sample casting of three influencers intended to represent one market, or should we assume three per market?

A: Agencies should include a minimum of three influencer profiles total. These may represent one or multiple markets. Agencies are encouraged to showcase additional examples if it helps demonstrate casting strength across priority markets.

Q: Should agencies leverage their own influencer contracts?

A: Brand USA will not enter into agreements directly with talent. Contracting with influencers is the responsibility of the selected agencies. Brand USA has a template for reference; agencies may use their own agreements provided they meet Brand USA standards.

Q: Will best practices / Code of Conduct be shared?

A: Brand USA will share relevant best practices and a code of conduct with selected agency partners. Standards may evolve and can be amended on a campaign-by-campaign basis. As experts in the field of influencer marketing, Brand USA is also expecting agency partners to bring forth their best practices.

Q: Should we include press monitoring as a service?

A: Yes. Agencies should include press monitoring within their proposed scope to evaluate earned media impact.

Q: Content Uploads: Are there specific file formats required?

A: All final influencer-produced content must be uploaded to Brand USA's DAM. RAW image and video files (without on-screen text) must also be delivered.

Q: Metadata requirements?

A: Yes there is required metadata. E.g. VisitTheUSA, Campaign, Country, Format, City/State, Influencer Name, Sub-Asset Number, Final or Raw.

Q: Budgeting: Specialized technical production costs required?

A: The budget should be all-inclusive.

BUDGET

Q: Is there a minimum number of the below you expect to be covered within the \$500,000 budget? What are the top three priorities for each? U.S. events / milestones you'd like covered U.S markets you'd like covered (if not obvious based on the above) International markets you'd like to target

A: This assignment is designed to allow agencies to demonstrate their strategic thinking, prioritization approach, and understanding of the market landscape. Agencies may make informed assumptions and determine how best to allocate the \$500,000 budget across U.S. events, domestic destinations, and international target markets.

Q: Is there additional budget for paid media / boosting or does that need to be covered within our budget in the "Usage & Licensing" section of the graph?

A: Paid media and boosting are not required within this RFP budget and should not be included in the assignment.

Q: Will we be working with a paid media agency, or are we responsible for any boosting strategy / execution?

A: Influencer agency partners are not responsible for paid amplification strategy or execution. Brand USA has a paid media AOR.

Q: In the assignment section on page 6, is the \$500,000 budget for all markets?

A: Yes. The \$500,000 budget applies across all markets included in the assignment. However, it is up to the agencies to decide if their proposal will include all markets or be narrowed down.

Q: Is the budget inclusive of agency fees?

A: Yes. Agency fees must be included within the \$500,000 total budget and clearly outlined within the provided template.

Q: What is the timing of this RFP, is it for your FY27 that begins in October 1, 2026? Or would we activate on social channels before Oct. 1, 2026? Would like to understand timing and flight, if you could please share.

A: Work could begin as early as June 1, 2026. However, timing will be project-based and dependent on Brand USA's business needs. Engagements under this RFP will be structured on a project-by-project basis, with specific timelines and activation periods defined per campaign.

MARKETS / AUDIENCE

Q: Are you open to using some pieces of content to target multiple international markets?

A: Yes. Content may be leveraged across multiple international markets if the influencer's audience composition supports relevance.

Q: Would you be able to share the top source markets by numbers and value?

A: At this time, our priority markets are not tiered. Agencies should focus on the markets outlined in the RFP: United Kingdom, Canada, Mexico, Argentina, Brazil, South Korea, Japan, Australia, and India.

Q: Please define your target audience (international travelers only, or are we also targeting US residents?)

A: Brand USA's mission is to increase incremental international visitation. Influencer efforts should focus exclusively on international audiences, not domestic U.S. travelers.

Q: What would you consider strong international relevance? Is there a certain minimum audience % to keep in mind?

A: At minimum, 80% of an influencer's audience must be located outside of the United States and meaningfully concentrated within one or more of Brand USA's priority markets (United Kingdom, Canada, Mexico, Argentina, Brazil, South Korea, Japan, Australia, and India).

Beyond international audience concentration, agencies are expected to cast against the following minimum parameters:

- Maximum 20% U.S.-based audience for international-facing campaigns
- Clear alignment to the campaign's defined traveler segment (e.g., luxury, family, culturally curious, high-value traveler)
- Platform relevance based on market performance (Instagram, TikTok, YouTube; TikTok excluded in India)
- Minimum 1% average engagement rate. Any exceptions must be supported by clear strategic rationale, such as audience quality, market concentration, premium content quality, or usage rights value
- Demonstrated ability to produce high-quality, social-first travel storytelling aligned to the spirit of *America the Beautiful*
- Comprehensive audience analytics, including demographic breakdown, geographic concentration, engagement quality, and audience authenticity metrics
- Successful completion of a brand safety review, including screening for political speech, hate speech, explicit content, reputational risk, or other sensitive topics

Brand safety is non-negotiable. Agencies are expected to apply rigorous vetting standards and utilize reliable analytics and brand safety tools in the casting process.

While flexibility may be required based on campaign needs, agencies should aim to meet these minimum thresholds and clearly justify any recommended deviations.

Q: Is there any prioritization to the key markets listed? (i.e., should certain markets receive heavier investment or focus?) Who are the priority traveler segments by market?

A: Our segmentation strategy is rooted in traveler mindset and motivation rather than purely demographic definitions. Based on Brand USA's audience research, we prioritize four core segments internationally:

- **Outdoors** – Motivated by relaxation, wellness, and restorative travel experiences.
- **Family** – Seeking connection, shared memories, and multigenerational experiences.
- **Luxury** – Driven by premium access, elevated accommodations, and indulgent experiences.
- **Art & Culture** – Interested in cultural immersion, gastronomy, heritage, and creative expression.

While all segments may be present in each market, the following represent recommended areas of emphasis:

Japan

- Outdoors
- Luxury
- Art & Culture

South Korea

- Art & Culture
- Luxury
- Family

Brazil

- Family
- Luxury
- Art & Culture

United Kingdom / Ireland

- Art & Culture
- Luxury
- Outdoors

India

- Luxury
- Family
- Art & Culture

Australia

- Outdoors
- Family
- Art & Culture

Argentina

- Family
- Luxury
- Art & Culture

Canada

- Outdoors
- Family
- Art & Culture

Mexico

- Family
- Luxury
- Art & Culture

Q: What is the demographic breakdown (age, gender and interests) of your target audience, besides where they are based in priority markets?

A: We are targeting adults who have the ability and intent to travel internationally, generally between 18–65. We want to reflect the full range of people who can visit the USA, across life stages and travel motivations.

Q: Are we targeting outbound luxury travelers? Middle-class aspirational travelers? Students? Families?

A: Our focus is on two primary audience segments:

- Confident Travelers: individuals who are actively planning an international trip and whose decision-making is rooted in personal fulfillment rather than political context.
- High Value Travelers: economically resilient travelers with strong purchasing power relative to their market. Their travel decisions are motivated by premium access, elevated experiences, and meaningful time well spent.

While demographic groups such as families, couples, or other cohorts may fall within these segments, our targeting strategy is rooted more in travel mindset and economic profile than in a specific life stage category.

Q: Are influencers permitted to represent or activate across multiple target markets?

A: Yes, provided their audience composition and content relevance align with the target markets and campaign objectives.

STRATEGY / TACTICS

Q: For the Travel-Based Influencer Concept ask under "Assignment", would you like this concept to cover one specific event (ex. World Cup) or several throughout the year?

A: Agencies may choose to anchor their concept around a specific milestone event or propose an evergreen execution. All concepts must clearly align with the America the Beautiful campaign platform.

Q: Are there any specific types of influencers you'd like to see?

A: Brand USA is open to influencers across verticals, provided they are brand-safe and aligned with our mission of increasing incremental international visitation to the USA.

Q: Are there any specific types of influencers you'd like us to avoid? Are there brand fit redlines that disqualify creators?

A: Brand safety is non-negotiable. Influencers must not be associated with political speech, controversy, or reputational risk. Agencies are expected to exercise strong discretion and apply rigorous vetting

standards when proposing talent. While we're open to reality TV personalities, we ask agencies to exercise best judgement based on their online presence and TV participations.

Q: What content usage rights should we assume for influencer deliverables? (For example: length of usage, global rights, and whether paid usage is expected.)

A: Brand USA requires 3 months paid usage rights and 12 months organic usage rights.

Q: Does Brand USA have pre-determined benchmark guidelines on the volume of creators based in target markets vs. creators based in the USA reaching global audiences/consumers based in target markets to mitigate visa risks.

A: At the moment, we do not have influencer benchmarks. Brand USA is open to agency expertise and recommendations regarding creator geography and structure.

Q: Do you have a primary objective for what you want audiences to think or do after seeing/engaging with the America the Beautiful campaign? Are there KPI targets by market?

A: Ultimately, we want to inspire people to visit the USA. The primary objective is to increase intent and consideration — motivating audiences to see the USA as a place they genuinely want to experience.

We aim to spark inspiration, deepen curiosity, and encourage travelers to learn more.

Q: What role is influencer marketing expected to play within the America the Beautiful platform (e.g., awareness, consideration, itinerary inspiration, conversion support)?

A: Influencers should primarily support awareness objectives by elevating the USA as a welcoming destination rich in diverse experiences. Content should bring to life authentic people-to-people connections and help shape how audiences emotionally experience and perceive a visit to the United States.

Please find below our campaign manifesto, which is internal-facing, but provides helpful context for understanding the spirit and intention behind *America the Beautiful*:

America the Beautiful isn't just a campaign. It's an invitation — to show up,

look around and let the place get into your heart. A place shaped by people, stories and the kind of moments that don't let go. Here, beauty is in the eclectic. Sometimes it's a sunrise over red rock. Other times, it's a greasy spoon at midnight. It's the laugh you share with a stranger on a hiking trail, or a meal that turns into a memory. It's finding yourself in places you've only ever seen on screen — and realizing they're real. This campaign brings that spirit to life. With bold language, honest imagery, and a deep respect for both the vastness of the land and the soul of the people who call it home. Because the memories you make here — don't happen anywhere else. You make them the only way that matters: by going, meeting, tasting, wandering. And by carrying it with you long after you've left.

Q: Is there anything you have learned about your audiences that you could share such as what has and hasn't worked in the past with influencer campaigns?

A: Authenticity drives performance. Partnerships must feel organic to the influencer's existing content and audience expectations. Strong alignment between creator, destination, and audience is critical.

Q: Are there learnings from past campaigns that we should build upon or avoid?

A: Yes — there are several key learnings that should guide future programs:

- Platform diversification matters. Instagram remains important, but TikTok and YouTube are equally critical to achieving scale and cultural relevance across our priority markets.
- Casting is the foundation of success. The rigor of the casting process directly impacts both performance and brand safety. Agencies must demonstrate strong analytical capabilities and provide detailed audience data for each influencer, particularly across our key markets: Japan, South Korea, Australia, Mexico, Argentina, Brazil, Canada, and the UK/Ireland.
- Brand safety is non-negotiable. Thorough vetting processes and proactive risk assessment are essential. We expect clear protocols and contingency plans in place.
- Quality and performance must coexist. Influencers must be able to bring *America the Beautiful* to life through emotionally compelling storytelling, while also delivering measurable results that increase awareness and consideration.
- Strategic alignment drives results. The strongest campaigns occur when there is clear alignment between creator voice, destination, audience composition, and campaign objectives.

We understand that flexibility is required in execution, but agencies are expected to meet minimum casting requirements and maintain rigor throughout the process.

Q: Can you provide creative, editorial, tone, or inclusivity guardrails for the America the Beautiful platform? What brand narratives are "must own" or "must avoid"?

A: America the Beautiful is rooted in emotional connection, human storytelling, and lived experience. The creative insight for the campaign platform is that:

Visitors don't just come to see America.

They come to feel it.

They seek connection.

They crave memories that last a lifetime.

They yearn to be a part of something bigger.

The campaign tone should feel:

Optimistic: Channeling the best feelings of travel

Confident: Strong and compelling

Energetic: It should feel magnetic and exciting

Future-looking: Embrace a future-tense and long-term view

Proud: Not bragging, but a humble pride in our nation and people

What we are and what we aren't:

We are warm, we aren't corporate

We are inviting, we aren't standoffish
We are human, we aren't generic
We are confident, we aren't shouting or bragging
We are soulful storytellers, we aren't over produced or stiff
We are curious, we aren't preachy

Q: Are there visual identity, tone, or representation constraints for creator content?

A: There are no strict visual identity constraints for creator content. It should feel aligned with the spirit and tone of *America the Beautiful*, while remaining authentic to the creator's own style and voice. The content should naturally fit within the campaign platform without feeling overly branded or forced.

REPORTING / RESULTS

Q: Do you have a preferred or standardized methodology and / or tools for calculating EMV?

A: Brand USA uses an external tool to calculate EMV using the formula: $(CPM \times Impressions / 1000) + (CPI \times Interactions)$.

Q: What reporting cadence is expected?

A: A comprehensive wrap report is required per campaign, including performance metrics at both the individual influencer and aggregate campaign level.

Q: How would you like the agency to measure the following: Strengthen the brand presence of the USA; Improve brand perception; Grow U.S. market share; Disperse travelers to multiple destinations; Increase traveler spend; Increase visitation and frequency of visits?

A: Brand USA's Research team will collaborate with the selected agencies to determine the most effective approach to ongoing measurement.

We expect a thoughtful framework that connects influencer performance metrics to broader brand and business outcomes, with alignment on how success will be evaluated across brand presence, perception, visitation intent, and longer-term market impact.

Q: How does Brand USA define and evaluate "content quality" within influencer programs? Are there established benchmarks or qualitative criteria we should align to?

A: We will need to establish clear benchmarks in partnership with the selected agencies.

From a qualitative standpoint, content quality means a thoughtful, intentional approach to storytelling. Influencers should have strong social-first production skills and be able to capture the beauty of the destination, the depth of the experiences, and the spirit of the people in a way that feels authentic and resonates with their audiences.

Q: How does Brand USA define success for the "America The Beautiful" platform beyond performance metrics? What does a cultural win look like?

A: Beyond performance metrics, success looks like positive reception and sentiment. We want audiences to respond in a meaningful way — with curiosity, excitement, and an increased desire to experience the USA for themselves.

With influencers, a win also looks like authentic enthusiasm: influencers sharing additional content organically because of the experience they had, audiences engaging in a way that feels genuine, and conversations that reinforce the welcoming spirit of the USA.

Q: Is there an expectation for trackable traffic to Brand USA planning sites? Is click-through meaningful or secondary?

A: Trackable traffic is considered secondary to awareness metrics.

COOPERATIVE PROGRAMMING

Q: The scope includes extending programs into cooperative (co-op) marketing opportunities with airlines, hoteliers, and regional DMOs. When a campaign involves multiple stakeholders (e.g., a Route 66 trip co-funded by four state DMOs and an airline), how is the approval hierarchy structured? Will the selected agency manage individual brand-alignment briefs for each co-op partner?

A: The selected agency partners will work directly with the Brand USA team. There will be a single campaign brief that ladders up to Brand USA's overarching objectives.

For casting, Brand USA will pre-approve all influencer recommendations and share them with co-op partners for alignment. Agency partners will not be responsible for managing partner approval processes.

For content, Brand USA will review and approve all deliverables prior to distribution.

Q: Who are final approvers in co-op scenarios, and what SLAs apply for each round of approval? Please confirm the brand safety review process, escalation path, and policies for replacing creators mid program.

A: We will look to the selected agency partners to outline a clear approval process and service-level expectations based on their expertise and best practices. Agencies should propose a structured approach for managing co-op approvals, brand safety review, escalation protocols, and contingency planning — including policies for replacing creators mid-program if necessary.

We expect agency partners to bring a thoughtful, proactive framework for managing these scenarios.

Q: How frequently does Brand USA anticipate co-op partner integration?

A: Co-op partner integration will vary based on campaign objectives and partner interest. Frequency will be determined on a case-by-case basis and aligned to specific program needs.

Q: How do you envision balancing national "America the Beautiful" messaging with specific partner-driven KPIs?

A: All campaign messaging will ladder up to *America the Beautiful* messaging with partners integrated into the campaign.

Q: Are you looking for the influencer agency to source co-branded deals/travel partnerships or just be able to support the logistics of them and develop creative around those partnerships?

A: At minimum, selected agency partners should be able to support the logistics of co-branded partnerships and develop creative concepts around those collaborations.

While there is no formal requirement for the agency to source new partnerships, Brand USA is always open to exploring new, strategic opportunities that align with our objectives.

Q: Are there preferred airline or hospitality partners that offset travel costs?

A: No, there are no preferred airline or hospitality partners designated to offset travel costs. However, we may collaborate with local DMOs to support access to specific attractions or experiences when appropriate.

OPERATIONS

Q: Will Brand USA assist with match tickets and access-passes for FIFA 2026 & other events/locations?

A: Agencies are responsible for procuring any and all tickets, access passes, or event credentials required for campaign execution.

Q: Please confirm Brand USA's expectations for visa coordination. Is the expectation for the agency to handle all aspects of visa coordination or is it more advisory support (i.e., invitation letters and guidance on entry requirements, etc.) and handing off the talent to Brand USA for any part of the visa process?

A: Agency partners are fully responsible for visa coordination from start to finish. Brand USA cannot provide official letters of invitation, government facilitation, or expedited visa support.

Q: Will Brand USA be curating the full itinerary for each trip per market?

A: Agencies are responsible for itinerary development, bookings, and logistics. Brand USA will review and approve proposed plans.

Q: Please confirm there are no restrictions on agencies staffing the account with non-U.S. employees (e.g., Canadian or employees that are local to priority markets) supporting the account?

A: There are no restrictions on using non-U.S.-based employees to staff the account.

Q: Are there Brand USA norms for the "travel class" for creators that we need to be baking into our pricing assumptions (i.e., per diems, baggage allowances, handlers, and/or interpreters)?

A: Travel class norms and related logistics (e.g., per diems, baggage allowances, interpreters, etc.) will be discussed and aligned upon **agency partner selection** and scoped on a project-by-project basis.

Q: What does multi-destination travel actually mean? Two states per trip? Regional circuits?

A: Multi-destination travel should reflect a realistic and a repeatable international traveler experience. Examples may include a Pacific coast road trip, a Texas road trip through key cities, a trip that encompasses the northeast (e.g. NYC, Boston, Philly). Always more than one city.

Q: Are there any preferred or restricted social platforms by market (e.g., TikTok, Instagram, YouTube)?

A: Brand USA maintains a presence across Instagram, TikTok, and YouTube. For India specifically, TikTok is excluded.

Q: Does Brand USA have preferred content formats for each market (e.g., Reels vs. Shorts vs. long-form)?

A: Agencies should propose a mix of formats and platforms based on performance by market. Coverage across TikTok, Instagram, and YouTube is encouraged.

Q: Will influencer approvals be managed centrally or by individual markets?

A: All influencer approvals and communications will be managed centrally via Brand USA's social media team.