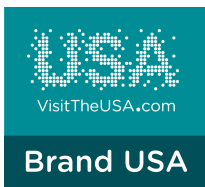


Answers to Questions Received for the WeChat B2B Account RFP

- What name is expected to be registered and verified for this B2B account, since Brand USA B2C WeChat account has already existed?
 - It will be under “Brand USA Travel Trade” account. Jointly Brand USA and the agency will think of a creative name.
- According to WeChat, social media accounts under overseas organization can only register the type of “service account”. Kindly advise if service account is workable for the B2B account.
 - Yes.
- Does the scope of work include the promotion of this B2B WeChat account? If yes, who will be responsible, the selected agency or your current Travel Trade agency? Should campaign or promotion plan be included in the proposal?
 - The SOW includes the promotion and will work collectively with our China rep firm (Avia reps). Please include the campaign in the proposal if any.
- Is Brand USA open to having 2 agencies work together jointly on this project (for example 1 marketing agency and 1 technical/IT agency) given that the specific technical requirements for designing the initial custom built platform ultimately requires a strong team of IT engineers?
 - Yes.
- At page 6: Could you please clarify if it is necessary to develop a new WeChat Mini Program from scratch or can Brand USA utilize an existing WeChat-based travel agent training platform that the supplier has already developed? Is it the case that Brand USA wishes to own the underlying IP to the platform itself (i.e. the software/source code) or simply the content/designs/user data etc?
 - We are open to different ideas.
- At page 6: Could you be more specific about “integration” of the travel trade website into the WeChat B2B account? Do you wish to leave it as an external web-based platform linked to the B2B WeChat or some form of deeper integration which we can recommend?
 - We are open to different ideas.
- At page 8: We have a President based in the USA who would be appointed as the Brand USA AM, and would be supported by our dedicated trade marketing team (9 FTE including our Shanghai-based Director of Partnership Marketing). Would this set up satisfy the requirement for a “US-based Account Manager”?
 - We are open to that option.
- Does Brand USA have a Chinese entity which would be used to register WeChat account?
 - It needs to be registered under Brand USA.
- If not, would you consider using another China local company or Attract China to register for them?
 - It needs to be registered under Brand USA.

Answers to Questions Received for the WeChat B2B Account RFP

- What kind of WeChat account you want to register: Subscription account, Service account, or Mini-program? Two posts per week suggests a Subscription acct tied to a mini-program.
 - **We are open to different ideas.**
- Re: " Design multi-function channels within the account to shoulder promotional tools.", what does "multi-function channels" mean? What kind of promotional tools? Are you looking to the vendor for ideas?
 - **Yes, we are looking for creative ideas to promote the account.**
- Re: " Create new functionality for the USA Specialist Program and other programs", Are these new functionalities clearly defined already? otherwise no quote can be provided.
 - **We have not defined the functionality but it will be an incentive plan for those who work with the B2B account.**
- Re: " Create B2B appointments and RSVP ability for Brand USA projects e.g. roadshows and training seminars ", can you provide a sample for RSVP they want to mimic?
 - **We would hope tour operators and travel agencies can RSVP and make appointments through the WeChat platform.**
- Re: " To develop a platform for online training programs.", does it refer to "USA Discovery" program or another new program to be developed?
 - **It will be for the USA Discovery Program and other training seminars if necessary.**
- Are there Brand USA social media accounts for other markets that are exemplary of what you are trying to achieve with WeChat?
 - **This will be the first.**
- Assume that Brand USA partners will provide content in English. How many times per year will content be updated?
 - **Once we have the structure built out, we expect monthly – quarterly content update.**
- Re: " Integrate the Brand USA travel trade website on our WeChat platform ", is Chinese translation needed, or just need a simple button in Official WeChat account to open the English version website?
 - **It has already translated into Chinese. But we will need a mobile/WeChat friendly version.**
- Are there any new content initiatives that we should be aware of that will need to be shared on WeChat?
 - **Not at this point.**
- How do you envision collaboration for content development between the winning vendor and Brand USA team?
 - **We are open to different ideas.**
- In the www.usadiscoveryprogram.com promo video, it says that partners asked for content that is "handy and online" "social and peer to peer" "multistate experiences" etc. Are these the same content guidelines we should use when creating content?
 - **We are open to different ideas.**



Answers to Questions Received for the WeChat B2B Account RFP

- Considering you have diverse partners (tour operators, travel agents, receptive tour operators, wholesalers, etc.) how tailored and specific should content and the user experience be to each type?
 - We are open to different ideas.
- What is your perspective on sharing perspectives from social media influencers or specific individuals
 - We are open to different ideas.
- Can you provide examples of sites, products or apps you like, even if not directly related to the RFP
 - We are open to different ideas.
- Would Brand USA consider a level of gamification beyond quizzes and badges?
 - If possible, yes. But not required.
- Is UX/UI design exclusive to or dependent on the vendor or will the vendor be working with Brand USA to create?
 - We are open to different ideas but Brand USA will need to approve the final UX design.
- On www.usadiscoveryprogram.com, quizzes are based on a specific state and activity. Users click onto a map. How have you translated this map and exploration feature on other social media channels historically?
 - We have not but we are open to different ideas.
- How important is it for users to engage exclusively in WeChat vs. drive them to a specific landing page outside of WeChat to create an account?
 - We are open to different ideas.
- What is the oversight on brand guidelines and appropriate design?
 - Brand USA will need to approve all the creatives before anything goes live.
- What will be the KPIs or success metrics?
 - Functionality, travel trade followers and database etc.
- How will Brand USA define success? How would the December 2019 press release read?
 - Please refer to previous answer
- How do you currently measure how effective your trade partners are at "selling the USA" and how well they are trained?
 - Brand USA does product audit for all key tour operators.
- For all USA Discovery Program question, please refer to <http://www.usadiscoveryprogram.com/>
- Does Brand USA have existing distribution partnerships through its sales rep firm or will they expect vendor to secure?
 - Yes, but we are open to work with both vendor and rep firm.

Answers to Questions Received for the WeChat B2B Account RFP

- "What incentives did the travel trade receive for engaging with USA Discovery?
 - **We are open to different ideas.**
- Is there a separate budget for completion incentives?
 - **We are open to different ideas.**
- Translations: Travel Trade focused website (as the Discovery program is currently translated):
 - A. Define frequency of WeChat structure updates, posts, webpage updates content translation, beyond two posts a week of content
 - i. **Please refer to previous answers.**
 - B. Is there a timeline for all translations, aka x number of days, do you have an idea of how much you would be looking to translate per translation batch?
 - i. **Please refer to traveltrade.visittheusa.com**
 - C. Due to the extensiveness of the website, is there any clear boundary of content localization? Will Brand USA provide the list? or you looking to us to suggest the list?
 - i. **We would defer this to the vendor**
 - D. Some page link to external site and functional pages such as [Trip Planner](#), is this something you would like linked to the B2B WeChat as well?
 - i. **Yes**
- A B2B Trade strategy for WeChat will most likely be a dual agency task: Platform creation vs. direct trade activity:
 - A. Are you looking for an agency with the capability to manage trade directly through and with the platform as well as develop the platform or do you see this a split role working together with the agencies in place?
 - 1. **We are open to different ideas.**
 - ii. Aka should the agency have a hired staff member with one foot in trade and one foot in digital development?
 - B. If it is a true dual effort: How do you see the scope of work: from Travel Trade in-market team to WeChat management team?
 - C. All communication about content within the platform between DMOs/trade agency and travel agents is not the digital agencies responsibility. Digital agency will only provide the suggestion in terms of platform structure and tools (aka the trade agency will: handle RSVP content, real-time trade strategy)
 - i. For example RSVP: This RFP is to create the functionality to have RSVP capabilities in the platform, while the trade agency manages the day-to-day creation of Events, RSVP lists and manages those lists

Answers to Questions Received for the WeChat B2B Account RFP

- Real-time response to queries and conversations:
 - A. Should we give the trade agency partial access to the back end of WeChat to enable the ability to provide initial answers and we approve, or do you see this as 100% responsibility of the developer? Especially when it wraps around events that are actively happening in-market like a sales mission
 - a. **Brand USA HQ will need to approve the answers to any question from travel trade.**
- Monthly Engagement Statistics: What KPIs are you looking for since this would not be marketed/promoted and is more serving as a tool for the travel trade:
 - A. Are there monthly goals from this standpoint or just knowledge, insights and use of WeChat?
 - i. **Please refer to previous answers.**
 - B. What are your overall platform KPIs, from a development standpoint? Is there a planned KPI for follower growth (would this be the responsibility of the digital agency or trade agency)?
 - i. **Please refer to previous answers, it will be the responsible for both digital agency and trade agency.**
- API
 - A. The key requirement is for WeChat app to pull content in real-time from the USA Discovery Program China website. Will all content from the USA Discovery Program China website be made available via an API
 - a. **Yes it will**
- Ability to apply quality assurance for the current and last two versions of all major browsers for desktop and mobile.
 - By "desktop" does it mean the web version to show on WeChat PC version? For example, because of the current limitation of WeChat PC version, the WeChat online training from LA B2B cannot be used on PC version (see below) and we need to figure out a solution/alternative if requested.
 - i. **We are open to different ideas.**
- Is it expected that chosen partner will provide customer service on behalf of Brand USA?
 - **Yes.**
- Do you prefer a native English speaker as account manager or native Mandarin?
 - **We are open to both.**
- Will there be a single point of contact to work with at Brand USA or will there be multiple team member interaction?
 - **It will be one account manager and multiple team member interaction on development, content and others.**
- Can this project be broken up amongst multiple Mini Programs?
 - **We are open to different ideas.**