



Answers to Questions Received for Brand USA's Content Creation RFP

The following are answers to questions received regarding Brand USA's Content Creation RFP.

Please note: We have condensed and edited the questions received for space or clarity. In addition, we have removed names and other identifying information of those who posed questions.

Q: Are you also looking for distribution of the content, or just the creation?

A: Content creation. However, if you wish to include information concerning distribution, you may do so.

Q: What is your estimated budget for this effort?

A: It's up to you to present estimated costs.

Q: How many entities have you asked to respond to the RFP?

A: This RFP is posted publicly and is open to all companies who meet the stated requirements.

Q: Which global markets are currently of greatest interest to Brand USA (i.e. are there any regions Brand USA is especially interested in targeting for increased visitation)?

A: This information is on our corporate website at www.thebrandusa.com.

Q: Which Brand USA campaigns do you consider the strongest examples of previous content creation?

A: There are many examples on our consumer websites and social media platforms.

Q: Must all photographic imagery provided be originally shot, or can some be sourced as long as appropriate clearances are in place and rights are secured ?

A: Brand USA utilizes both custom shot and original photography and stock images.

Q: Are content partners expected to provide translated copy into multiple languages, or is English-only acceptable? Should we factor translation costs into pricing?

A: For the purposes of this RFP, assume that English is acceptable. We do also create content in-language. We have a translations agency, so you should not provide pricing for translation.

Q: Should the proposal specify specific destinations that will be covered within content deliverables?

A: If you specialize in certain areas of the USA, you may want to highlight this fact.

Q: What audiences, are you seeking to reach with this content?

A: International travelers. See our websites for our target markets.

Q: Should the content be universal across all countries, or are you planning to approach different countries with different pieces of content?

A: We would like to hear your perspective.

Q: What Content Management System (CMS) is www.VisitTheUSA.com built on?

A: Drupal 8.

A: Do you currently use any User Generated Content (UGC) tools to streamline content discovery, rights management, and publishing?

Q: We utilize TINT for UGC.

Q: Is there an interest in promoting experiential/lifestyle-centered tourism (e.g. regional wine tours), or is the focus more on single destinations/cities

A: Look at our consumer websites.

Q: Will finalist presentation/interviews be held in-person in Washington DC on the dates provided in the schedule?

A: Finalist presentations will be held via conference call and online software. Dates may change, so check the RFP document on our website for updates.

Q: We create content in Spanish and then can translate it into English and Portuguese. Can we participate in responding to your RFP?

A: Yes.

Q: Are there established content pillars for Brand USA?

A: Yes. Information is on our corporate website.

Q: Is there any current research or documentation to help guide the content creation?

A: Brand USA does extensive research.

Q: Do you have visual/brand guidelines you can share?

A: Yes, selected finalists will receive these guidelines.

Q: Will Brand USA focus on one aspect of tourism (i.e. national parks, specific cities, etc) to be tailored to listed international audiences, general US tourism to be tailored to listed international audiences, or are their multiple topic focuses for multiple audiences?

A: Several content pillars.

Q: Can you elaborate on the number of deliverables expected during the period of performance?

A: Selected companies will receive specific project briefs, to which they will be asked to provide a proposal.

Q: For the client references, do we need to provide only names and information or do we need to provide a full past performance evaluation?

A: Contact Information is the only requirement. If you wish to provide more, you may do so.

Q: How many partners are you looking for/ will be selected?

A: We do not yet know how many qualified partners will participate, so we have not made that decision.

Q: Are you looking for content creators to remain behind the scenes, or are you interested in Influencers to create and/or host content?

A: We had a separate RFP for Influencers and announced those finalists on our website.

Q: What does it mean for organizations and individuals 'awarded' in this RFP?

A: It enables us to work together on a project basis. Finalists will receive content briefs detailing opportunities.

Q: Will the organizations or individuals selected be paid to concept/ideate against briefs, or will payment only be made to those who are selected in an additional process?

A: It's up to you to decide if you wish to participate in pitching against a brief. When you are selected for projects, we will negotiate a statement of work.

Q: What is a typical timeline for each type of project? (from project inception to final deliverable(s)).

A: This varies by project. Timeline will be clearly defined in a brief against the specific project.

Q: Does proposer need to include travel costs in rate cards/price matrix?

A: You do not need to include travel in your proposed budget, but you may, if you wish to do so.

Q: For international content examples, is Brand USA interested in examples of content that was created internationally, or content that was created *for* international audiences, or both?

A: It's up to you. We only market to international audiences.

Q: For photography, what licensing/rights is Brand USA requiring?

A: You may include this in your pricing structure.

Q: How transparent will the total pitch process be between each of the partners as the assignments are shared and ideas are pitched?

A: A list of the Content Creators we select will be published on this website, so you will know of others who may be offering their services.

Q: What is the process for uploading content into the CMS? Will the agency partner be responsible for uploading, tagging, SEO, etc.?

A: You will not be responsible for loading content to our websites, or platforms.

Q: Are you open to repurposing or extending existing content across channels, when it makes sense?

A: Yes.

Q: Will agency partners have access to data and analytics to help with content optimization?

A: On a case-by-case basis.

Q: How do you determine the “success” of a piece of creative content?

A: This varies by platform. If selected, you we will discuss kpi expectations.

Q: Would we have access to Brand USA’s library of assets?

A: Yes.

Q Are you open to crowdsourcing photo/video from citizens and tourists?

A: Yes.

Are you open to partnering with local business to develop content?

A: Yes.

Q: Does Brand USA have a brand style-guide it adheres to for all creative content?

A: Yes.

Q: How many “rounds” of review are typical for a video deliverable?

A: Two to three rounds is typical, but this varies by project.

Q: Do you expect an agency to use specific project management software?

A: No.

Q: Once creators/agencies are added to the content creation roster, will you issue specific briefs as needed or are partners to pitch ideas proactively?

A: We will be issuing specific briefs. However, we are always open to hearing great ideas!

Q: Will you be issuing a specific assignment in order to evaluate content creative as part of this RFP process?

A: No.

Q: Will there be a lead content agency, or project only agencies?

A: This RFP is for Content Creators who wish to work with Brand USA on a project basis.

Q: Are you currently using Influencers, or Content Creators?

A: Both.

Q: Are you looking for any spokesperson talent to be presented in this RFP?

A: Not specifically, but if you'd like to present talent, feel free to do so.

Q: Is the winner of this RFP tasked with any rebranding of Brand USA?

A: No.

Q: Is there an initial scope we should consider, or should everything be priced "per piece"?

A: You may present any pricing structure you wish – and offer choices.

Q: May we email the "Notice of Intent to Bid," or would you require us to physically mail it to the address indicated?

A: Email is fine for your "Intent To Bid" form, but please also attach a copy to your written proposal.

Q: Since what we do is so cutting edge, we often help to craft RFP's specific to this new technology. Is there an opportunity to help Brand USA create an RFP specific to interactive 360 technology?

A: Feel free to present new content techniques.

Q: Will Brand USA work with internationally based content creators?

A: Yes.

Q: Since hard copies must be sent to Brand USA, would it be possible to hand-deliver our submission?

A: Yes, you may hand-deliver during our normal business hours.

Q: The RFP covers content creation. Is any Paid Advertising, in PPC or Display, etc., being treated separately? Will SEO – optimizing created content for keywords – be part of the services that are expected? Are you interested in assistance with distribution strategies? What role, if any, do you see the content partner playing in the development of the Travel USA Magazine and The USA Inspiration Guide? Do you have a designated paid media budget to support the content distribution and engagement. Should our proposal address content strategy capabilities? Is there any interest in services outside of content creation that we should add as supplementary elements?

A: This RFP is about Content Creation. Focus on the specific requirements and questions posed in the RFP.

