



USA

VisitTheUSA.com

Brand USA



# REQUEST FOR PROPOSAL

Ad Tracking Research

August 2016



## INTRODUCTION

Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4 percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture its share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.



## WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

## WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

### International visitation helps local communities.

On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

### International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)

### International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.





## Who Pays for It?

International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa-waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

## BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2013, we were fully deployed (consumer, co-op, and trade marketing) in eight markets (Australia, Brazil, Canada, Germany, Mexico, Japan, South Korea, and the United Kingdom)—and delivered a 47:1 return on marketing investment, 1.1 million incremental visitors, \$3.4 billion in direct travel spending, and \$7.4 billion total spending—which supported 53,000 new jobs. In 2014, Brand USA expanded the consumer campaign to China and Taiwan, and in 2015 will be fully deployed in 14 international markets (Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, New Zealand, Taiwan, and the United Kingdom). Every 1 percent increase in travel from these markets fuels the nation's economy by generating 500,000 additional visitors and \$1 billion in international visitor spend a year.





## PURPOSE

The purpose of this Request for Proposal (RFP) is to designate a primary research provider that will track the effectiveness of Brand USA advertising across the markets in which it is executing media campaigns (target markets). To maintain consistency and comparability across markets, one research provider will be chosen for this fiscal year (ending September 30), with an option to renew for the next two fiscal years.

The structure of the agreement with the chosen provider will be in the form of a Master Services Agreement, with addendums for each individual market. Proposals should quote pricing for Mexico as the first market, and per market pricing (understanding there will be some level of variability) for each additional market. Currently, the media plan includes campaigns in the following markets (which are subject to change) in the current fiscal year:

- Mexico
- China

## SCOPE OF WORK

Each study should target at minimum 800 participants obtained from a nationally representative sample toward the end of or just after each advertising campaign. In certain markets, pre-campaign studies may also be launched to support impact measurement.

### Functional Requirements

The exact screening parameters will vary by market, but will often target respondents with the following criteria:

- Adults aged 20-54
- Have traveled internationally for leisure in the past 2 years
- Likely to travel internationally for leisure to a long haul destination (6+ hours via plane) in the next year
- Plays an active role in planning trips

The survey instrument must include the following elements:

- Past travel behavior (countries visited, frequency, and duration)
- Future desired destinations with associated drivers and motivators





- Perceptions of the U.S.A. and competitive set as leisure travel destinations
- Ad reach and reaction to creative

## Deliverables

Deliverables must include:

- Survey instrument
- Tabulated results in Excel
- Raw survey results in SPSS
- Detailed summary of results in PowerPoint

## QUALIFICATIONS

The response should detail the organization's range of relevant expertise and capabilities. Please include company background, statement of experience in connection to fielding international ad tracking surveys, depth of travel-specific perspective, staff bios of team members that may play a role in the execution of the work, and any other relevant information about the company that you would like us to consider in evaluating your response to this RFP. To be an effective partner, the minimum vendor qualifications are:

- Established experience fielding ad tracking surveys internationally
- Robust mechanisms for ensuring sincere, accurate responses
- Ability to process open-ended questions and associated translations
- Proven track record of analyzing results to provide meaningful insights about campaign effectiveness

## PROPOSAL FORMAT AND SPECS

Please submit your response electronically, via email. At your option, you may additionally provide hard copies of the presentation. Should you elect to submit hard copies in addition to submitting your proposal electronically, please provide five copies to be distributed to the RFP review committee. Please limit the response document to no more than 40 pages in length. Proposal format is open to presentation style and delivery of the proposing team.

## MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA no later than August 31, 2016 (due by 5:00 pm EST), and sent via email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com). Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid (Attachment 1)** must be received by September 9, 2016 (due by 5:00 pm EST). The notice shall be emailed to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) at the Brand USA office. The Notice of Intent to Bid is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.
2. RFP responses must contain the following information:
  - a. **Table of Contents**
  - b. **Services and Activities:** Provide description of the nature of the organization's services and activities (company background, relevant experience, travel industry experience, etc.). Note when business was established, brief history, and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
  - c. **No Conflict of Interest:** Client relationships that could potentially be considered a conflict of interest must be listed.
  - d. **Contract Manager/Team:** Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
  - e. **References:** Provide at least two references.
  - f. **Certification:** Attached.

## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA. All submitted documentation and completed work becomes the property of Brand USA.

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|---|-----------------|
| A. Proposal Released                      | August 23, 2016 |
| B. Written Questions (due by 5:00 pm EST) | August 31, 2016 |



## Request for Proposal

C. Written Questions answered and posted to Brand USA Website	September 2, 2016
D. Notice of Intent to Bid Due (due by 3:00 pm EST)	September 9, 2016
E. Proposal Due (due by 3:00pm EST)	September 23, 2016
F. Evaluation by scoring committee	September 27, 2016
G. Notice of Intent to Award Contract and Public Posting	September 30, 2016

## DELIVERY OF PROPOSAL

Each bidder is required to submit a proposal that is received no later than September 23, 2016 (3:00 pm EST). Proposals may be sent by email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) or sent by courier such as Federal Express, UPS, etc. to:

Brand USA Headquarters  
C/O RFP Administrator  
1725 Eye Street NW, Suite 800  
Washington, D.C. 20006  
ATTN: RFP – Ad Tracking Research  
Phone: 202.536.2060  
Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)





## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: September 9, 2016

**SEND TO:**

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP – Ad Tracking Research

Phone: 202.536.2060

Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



## ATTACHMENT 2

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

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Authorized Signature

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Typed or Printed Name

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Title

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Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

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Official Contact Name

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Email Address

---

Phone Number

---

Official Contact Title

---

Facsimile Number

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\_\_\_\_\_  
Street, City, State, Zip

## ATTACHMENT 3

### FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

#### Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

PROPOSAL EVALUATION CRITERIA	MAX. POINTS	SCORE
Demonstrated results with fielding international surveys and analyzing data	25	
Qualifications of personnel	25	
Capabilities of firm	25	
Cost effectiveness	25	
TOTAL POINTS	100	