

**The following are answers to questions Brand USA has received to the RFP for Experiential Marketing.**

Thanks to everyone who submitted questions regarding Brand USA's Experiential Marketing RFP. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, is not required to fulfill the RFP, or if we were unable to understand a question, we did not provide an answer.

**Q: What is the estimated budget or estimated budget range the awarded experiential marketing agency of record would be responsible for?**

A: The estimated budget range will vary based on the project and market. Total across all our markets we are expecting to spend about 750,000- \$1 million on consumer activations between January 1st and Sept 31st 2018.

**Q: What are the average budget amounts for each of the various types of experiences and projects held in 2016 and/or 2017 that the agency could potentially be responsible for?**

A: We did not hold any consumer facing experiential events in 2016. This is a relatively new area for us that we would like to leverage with the role out of our new film.

**Q: What specific metrics and the types of measures of success do you currently use?**

A: For live events we typically use attendance as the primary metric. If the event/activation includes a digital/social amplification component we track online metrics such as reach and engagement. We also set more specific KPI's once we have a better idea of what the concept is.

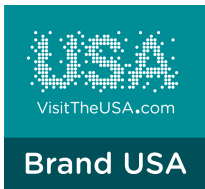
**Q: What goals does Brand USA have that the agency partner should be aware of?**

A: Outlined in the RFP.

**Q: Are there any other assets (ie. talent) that are already part of the documentary experience the agency would have access to?**

A: Film talent may be available for use in activations, but may require additional fees depending on the situation. We will also be able to provide film imagery and trailers as well.





**Q: Can you provide any content or further insight into the documentary that would be relevant?**

A: The website is still in production, but some info can be found here  
<http://macgillivrayfreeman.com/project/Americas-musical-journey>

Here is also a link to the long form teaser for the film.  
<https://thebrandusa.box.com/s/lqjcaua5em7urnkyv3f37s712x5knqw9>

**Q: Do you have any partners/sponsors that we can or should look to leverage when developing a launch plan for America's Musical Journey?**

A: Expedia is currently confirmed as a global sponsor for the film. We are in the process of looking for additional sponsors.

**Q: Can you share examples of past events and experiences that Brand USA has executed? Which ones were successful? Which were not?**

A: Consumer experiential marketing is a relatively new area we are looking to leverage. Here is an example of an activation we did in the past that worked really well for us.  
<https://www.youtube.com/watch?v=UEmVKsuWCbE>

**Q: Do you have brand guidelines, graphics, and images that we can have access to for use in the proposal?**

A: Brand guidelines can be found here.  
<https://thebrandusa.box.com/s/a66rl7z15x7pa2v8qmdwrycdgh1354vk>

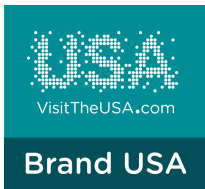
**Q: How many potential bidders was this RFP shared with? How many potential bidders submitted questions?**

A: We do not share this type of information.

**Q: Who is the narrator of the film (Aloe Blacc)?**

A: The Narrator is still TBD, but we are looking to find another well known name to take on that role. Aloe Blacc will not be the narrator.





**Q: Are you able to share a WIP version of the film or provide a synopsis of the different cities and musical genres/experiences explored in the film?**

A: We cannot provide a rough cut of the film at the moment. The genres covered include Jazz, Latin, R&B, Soul, Country and hip hop among others.

**Q: What is the primary objective of this experience? Drive movie attendance? Or drive travel to USA amongst movie audience? How will this be measured?**

A: Our primary objective is to drive travel to the USA, but driving movie attendance is important as well. The film is one of the key initiatives we use to inspire audiences to travel to the US. Movie attendance is measured based on ticket sales. Travel is measured through our annual ROI study.

**Q: What action do we want the viewers of the experience to take? Is there a URL we want them to visit?**

A: We want them to engage with us on a deeper level. This can include everything from visiting the film website and engaging with content on the site, buying a ticket and best of all traveling to the US.

**Q: What are the principal reasons for travelers to visit to the USA?**

A: There are countless reasons travelers use to visit the USA. For the purposes of this RFP, we are focusing on the diversity of experiences available to them. We are using music as a vehicle to tell these stories.

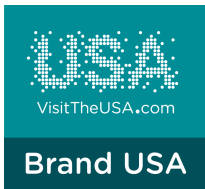
**Q: What additional marketing tactics will overlap with the movie for a) the promotion of the movie/driving ticket sales b) to drive visitation to the USA? c Do you have any existing media or PR partners to help support these efforts?**

A: Parallel to the film, we will have a variety of global campaigns and initiatives tied to both the film specifically and our broader platform around American music, culture and cities. We have a number of agencies we work with as it relates to creative development, media planning and buying and PR.

**Q: What is your current marketing campaign? What, if any, marketing activity is currently taking place in the 5 key cities/markets the experience will take place in?**

A: Our 2018 marketing campaigns are still in development. See Brand Guidelines at <https://thebrandusa.box.com/s/a66rl7z15x7pa2v8qmdwrycdgh1354vk> for some examples of past work.





**Q: Are you looking to execute one global experience to be localized per market/region? Or unique experiences in each region/market?**

A: We are not locked into either method. Part of your proposal can recommend one or the other or some combination of both.

**Q: Does the agency need to provide localization/translation capabilities – or will BUSA/partner handle this?**

A: We do have an existing translation resource, but depending on the situation it may be helpful to have some additional sources on the ground.

**Q: Are you looking for venue recommendations from the agency in the 5 key cities? Or can you provide more details around the venues for the movie within the 5 key cities (venue name, location, capacity, etc.)?**

A: Specific venue recommendations are not required, but may be helpful too add a bit of context and clarity to a specific proposal. Official film venues that will be showing the film on a regular basis are still TBD.

**Q: Can you confirm if there is any flexibility with the overall all-in budget (\$1M)?**

A: Not for the purposes of this RFP sample assignment. \$1 million is the hard cap.

**Q: Can you confirm that your December 2014 Brand Guidelines are your most recent guidelines?**

A: The new brand guidelines can be found here.  
<https://thebrandusa.box.com/s/a66rl7z15x7pa2v8qmdwrycdgh1354vk>

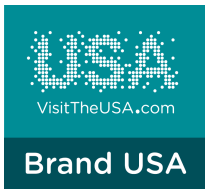
**Q: As stated in the RFP, the purpose is to identify a global experiential marketing agency of record. Will the selection of an agency result in a multi-year engagement, or will they only be contracted for the program outlined in the RFP?**

A: This will be up to a 2 year engagement. As stated in the RFP, there will be no retainer based relationship, but rather a project based relationship.

**Q: Is it possible to see or to get an actual copy of the documentary?**

A: No, the film is still in production.





**Q: Are there any Digital social or traditional marketing plans currently slated for or in place that we can review as part of this?**

A: These are still in development.

**Q: Who are some of the artists that are featured the music in the film?**

A: Some of the artists currently featured in the film include Aloe Blacc, Jon Batiste, Gloria Estefan, Emilio Estefan, Dr. John, Irma Thomas and Ramsey Lewis among others.

**Q: What are the top five KPI's or performance objectives that would yield this being a success in your eyes?**

A: The primary KPI's are film viewership, engagement and travel. Based on details of the project and activation, we would set more specific KPIs for the specific type of activation.

**Q: Are there any partners involved that would help us drive from the experience to actual travel? or travel partners or Call To Action's that are for us to drive the consumers to? Is that an important element to consider?**

A: Expedia is one of our film global sponsors and our official online travel agent partner for the project. Any CTAs tied to booking a trip will need to include Expedia. If no booking CTAs are used, we will be driving to the film website or our general website.

**Q: Are there any other creative or marketing or music assets available to us while thinking around and concepting this project?**

A: Not at the moment. These are still in development.

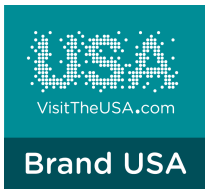
**Q: Can you send over any contracts or financial engagement or service agreements for us to review?**

A: We do not share this type of information.

**Q: Any partnership with the local countries and/or cities that we should consider when budgeting or developing the project? Or any local ambassadors?**

A: No.





**Q: Any additional information on the studies on why US tourism has dropped? It would help us in Concepting this experience.**

A: Refer to some of the reports on our website as well as recordings of our board meetings from this year.

**Q: Is there any licensing and or rights or agreements to use the music or content rights that we need to to be aware of?**

A: Not at the moment as a lot of those details are still being finalized.

**Q: In the documentary, are there any other partners, organizations, or government agencies that need to be included and/or can provide support for the activation?**

A: Expedia and potentially other sponsors as they come on board.

**Q: Is there a schedule of where the IMAX film is going to be shown? Or potential locations?**

A: The exact global schedules are still TBD. The film will be launching on February 15th and rolled out in the weeks and months after that.

**Q: Will we be showing the IMAX film at the event?**

A: This is an option, but not a requirement.

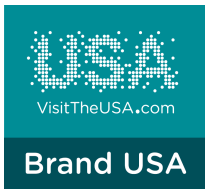
**Q: Strategy – are there any brand USA “brand challenges” that you are trying to overcome? If so, what are they?**

A: See RFP assignment and information on our website.

**Q: Communication strategy – do you have an existing communication strategies you’d like to see paid off in the experiential execution?**

A: Not for the purposes of this RFP.





**Q: Campaign – is there an existing marketing campaign you want us to bring to life in experiential? Any existing taglines?**

A: Not for the purposes of this RFP.

**Q: Please list the locations the film was shot in?**

A: The film has shot in Dallas, Miami, New York City, Detroit, Chicago, Charleston, Nashville, Memphis, Seattle, Los Angeles and Washington DC.

**Q: If we sign a NDA, can we view the film? It will be very important from a concepting perspective?**

A: The film is still in production.

**Q: Is it a \$1 million for 5 markets, or \$1 million per market?**

A: For the RFP assignment, it is \$1 million total (NOT per market)

**Q: Are any of the singers from the film available for the activations? If so, would their cost come out of this budget?**

A: Film talent may be available for use in activations, but may require additional fees depending on the situation.

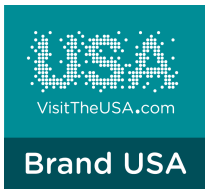
**Q: Are all activations at the local market IMAX?**

A: They can, but they do not have to take place at a theatre.

**Q: PR / Social – do you have an existing agency to help with these items or is there an opportunity to show how the activations can be amplified?**

A: We do have an existing PR agency, but it may be helpful to see how you think the activations can be amplified.





**Q: Is there a separate budget for PR/social?**

A: Yes, there is a separate budget for PR/Social.

**Q: In the document labeled RFP\_22, it states “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.” Is the RFP for that statement or for the pdf listed “Brand USA Experiential RFP Assignment”?**

A: The introduction gives a general overview of Brand USA and some of our general marketing strategies. Everything from the "Purpose" section onward including the RFP assignment document provides details specific to this particular RFP.

**Q: Can you describe what you are looking to see from a presentation pov? Strategy and conceptual or full-blown details?**

A: Strategy and concepts and any details you can provide given the limited info you have.

**Q: Could we have a creative tissue session with you before the RFP?**

A: No, this is not be part of the RFP process.

**Q: Does Brand USA have a current brand theme or slogan they currently use? May we request for previous Brand USA event photos?**

A: See brand guidelines/style guide.

**Q: Are there any challenges from your 2016 campaign that you'd like us to address?**

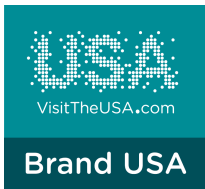
A: No.

**Q: At this stage, are you strictly looking for Experiential-led creative concepts, or would you be open to recommendations on strategic partnership and amplification initiatives?**

A: We are looking for Experiential-led creative concepts, but also think strategic partnership and amplification initiatives could be a big part of that ...especially if the agency has the ability to secure those type of relationships.







**Q: Is there wider marketing and media plan supporting the launch of the documentary in the target cities. If so, can you please provide some additional details?**

A: Yes there is a plan being put in place, but it is still in development.

**Q: Does Brand USA have a presence in each of these five markets? If so, to what degree will they be getting involved in this activity?**

A: Yes, Brand USA has a presence in the markets outlined in the RFP. The degree of involvement may vary based on the capabilities in the market and the type of activation that will be executed. We will expect the selected agency to work with our other agencies to make sure all our in market efforts are integrated.

**Q: Will there be any specific requirements/objectives coming from the local team? Is there a hierarchy?**

A: Requirements and objectives will be coming from headquarters in DC. The local team may help provide some local insights and assistance where needed.

**Q: Do you have any existing partnerships [media/social, talent or brands] in the target cities that you'd like us to consider leveraging?**

A: Not for the purposes of this RFP, but open to suggestions.

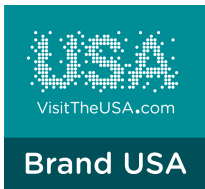
**Q: Are you open to equal investment in each city, or is there a hierarchy of focus?**

A: Yes, but economic realities in certain markets may result in differences in buying power of the dollar which may require a more customized approach to budgets by market.

**Q: Do you have a launch schedule of when the film will be screened in each market? Additionally, should we consider aligning this activity with any of your in-market tradeshow events?**

A: The global premiere is February 15th in DC. The launch schedule after that is TBD. Activity does not need to be aligned with tradeshow schedule.





**Q: Will you be strictly broadcasting the film in IMAX theatres or are you evaluating alternate cinema/broadcast partnerships? Are there any costs associated with the film screenings that we should be aware of?**

A: Year 1 will primarily include IMAX and large screen theatres. In year 2 and 3 we will expand to online streaming and potentially broadcast TV.

**Q: Do you currently work with an Experiential Agency?**

A: No, we currently do not have an Experiential Agency of Record.

**Q: Do you currently work with any other agencies? (Digital, Media, PR, etc)**

A: We have a number of agencies we work with as it relates to creative development, media planning and buying and PR.

**Q: How many agencies were invited to respond to this RFP?**

A: We do not share this type of information.

**Q: How many agencies will be invited for the final presentation/interviews?**

A: We do not share this type of information.

**Q: What is the selection criteria for judging the submission?**

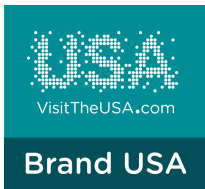
A: See RFP.

**Q: You indicate that the business objective is generate excitement and buzz for the film in five (5) key cities. How will you quantify success around driving awareness and attendance for the film? Do you have numerical targets? Can you share the results from the past campaign re: National Parks?**

A: We will track performance through ticket sales and activation specific metrics. Click here for a recap of National Parks Adventure.

<https://thebrandusa.box.com/s/m5ms0bs8c5a0exqpiohugnce3q09qabz>





**Q: Are you targeting certain kinds of travelers? For example: What kind of travelers bring in certain kind of revenue? ie. long term backpackers that bring in low amount of money over long period of time vs short stay resorts, etc.**

A: See RFP assignment for target audience.

**Q: Regarding the demographic, what does your research show or say about why they do not think 'right now' is the right time to visit the USA? Is there any information on when 'right now'? Where do they currently travel? Why do they currently travel there or what got them to get to point of purchase?**

A: This will be part of a project brief once an agency has been selected.

**Q: Please clarify sponsorship development scope and deliverables for the RFP. What are examples of sponsors that would be a good fit for Brand USA and what would not?**

A: We want to see a recommendation from you regarding sponsors that could be a good fit for your proposal. Please also state where you have the ability to secure certain partnerships.

**Q: How long do you envision executing in each of the 5 markets? (i.e. days, weeks, etc)**

A: This will be part of your recommendation based on the budget.

**Q: Are there specific locations, communities, or neighborhoods that are required for each key city, or are we able to make our best recommendation?**

A: No.

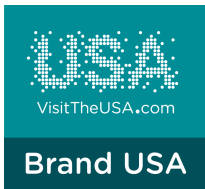
**Q: Is this a contained audience or can the 'viewing' experience be larger than a theater experience?**

A: The film viewing audience will be in a theatre. The activation proposal does not necessarily have to take place in a theatre or a cinema environment.

**Q: What is the ideal views per screening?**

A: It varies based on theatre capacity.





**Q: Is there a travel agency associated or what is the recommendation for 'booking visitors' (a package deal, etc.) or is that up to the agency to determine?**

A: Expedia

**Q: What is the role of the Board of Directors? Will they be a part of the RFP process? Do their travel and tourism sectors directly influenced by experiential and if so how should we prioritize?**

A: Our BOD will not be a part of this RFP.

**Q: What level of creative and execution detail is expected for the first round of proposal? Is there an ideal breakdown for number of slides for each portion (agency overview, staff assignments, case studies, RFP response, client references) out of the total 25 slides?**

A: No breakdown of slide requirements. We want to see a general concept based on the budget and markets provided.

**Q: Regarding the \$1M budget, please clarify the elements to be accounted for within the budget. Is that total for 5 cities? Does it include creative concept and execution of the concepts?**

A: Yes, the budget is the total for all 5 cities and includes concept and execution.

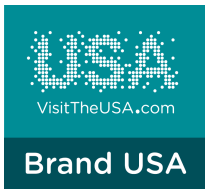
**Q: Is there a paid media budget associated with this project? Should we allocate any within the \$1M?**

A: The budget does not include paid media. Any paid media around the activation will be coming from a separate budget.

**Q: Is content production to be included within our execution budget, or should this be incremental?**

A: It should be included.





**Q: Why is this review being conducted? Problem with current work? A contracting requirement of Brand USA? Lack of agencies capable of multi-market execution outside the US?**

A: There is no incumbent agency. The RFP is being done based on a resource need to execute our 2018 marketing plans.

**Q: You mention that you do not conduct interviews or have conversations prior to selecting finalists. Does that mean an interview is not possible during the strategic/creative phase, but is possible later only for finalists?**

A: Yes, finalist will be invited to present in front of the RFP panel. There will be no Q&A session prior to that.

**Q: Can you provide more specifics regarding "...proposer must submit a realistic pricing matrix, or rate card for content creation by type." ?? Is there a specific matrix we should use?**

A: We want to see a breakdown of any agency fees that we would need to pay out of the \$1 million dollar budget in the RFP assignment.

**Q: For winning agency, what would be the start date? January 1, 2018?**

A: Yes, the winning agency will be briefed on the first project as early as January 1, 2018

**Q: What is length of Brand USA contract? 1-year? 3-years? (Understanding hiring on project basis)**

A: The length of the contract will be 2 years.

**Q: Can you confirm sponsorship sales are not a part of agency SOW?**

A: Sponsorship sales are not a requirement as part of this RFP, but can be a part of a proposal.

