



Program Case Studies RFP Q & A

The following are answers to questions Brand USA has received to the RFP for Program Case Studies

Thanks to everyone who submitted questions regarding Brand USA's RFP for Program Case Studies. 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, or if we were unable to understand a question, we did not provide an answer.

Q Will potential agency partners have the opportunity to present or will all be submission? If presentations, when do you anticipate those happening?

A Brand USA does not intend to conduct oral presentations to determine the successful vendor for this RFP. The submission requirements listed in the request for proposal will be sufficient to determine the right partner for the organization for this project.

Q Have you created case studies in the past? If so, do you have examples and/or feedback on what has worked well or has not worked well?

A Brand USA has not undertaken a case studies project like this in the past. However, we work with other vendors to help determine the overall impact of Brand USA work to macroeconomic outcomes such as incremental visitation and spend by visitors to the USA and with certain partners to track the performance of specific marketing programs.

Q Do you have a total annual budget for this work? Or an estimate budget per Case Study?

A Brand USA looks to the vendors that respond to this RFP to detail the proposed budget for this project. The estimated budget could be listed on a per case study basis or for a total number of case studies. Please note that the "scope of work" section of the RFP (page 6) notes that "[i]deally, the successful bidder can deliver at least three and as many as five such case studies on a rolling basis between March and October."