



USA

VisitTheUSA.com

Brand USA



# REQUEST FOR PROPOSAL

Program Case Studies

February 2019



## INTRODUCTION

Brand USA is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide. Established by the Travel Promotion Act as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Brand USA works in close partnership with more than 800 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

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 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 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 proposal. 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 proposal. 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 \$4,400 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 about 1.2 million American jobs and added over \$180 billion to the U.S. economy. Overseas arrivals represent around 50% of all international arrivals, yet account for over 85% of total international travel spending. (Source: US Travel Association and NTTO 2016 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— no U.S. taxpayer dollars are used to fund Brand USA's marketing efforts. Instead, the organization is supported by contributions from partnering organizations that are matched by fees paid by international travelers to the Electronic System for Travel Authorization (ESTA) program.

ESTA is an automated system implemented by the Department of Homeland Security in 2008 that determines the eligibility of visitors from 38 international markets to travel to the United States under the Visa Waiver Program (VWP). ESTA authorizations are generally valid for multiple trips over a period of two years or until the traveler's passport expires, whichever comes first.

## BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, global marketing and advertising consumer campaigns, 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.

Brand USA with and through the support of more than 800 partners worldwide has made notable progress towards our mission of increasing international visitation to the United States and by all accounts, our efforts are working. Since we began operations in 2011, Brand USA has:

- Generated 5.4 million incremental international visitors to the USA over the past five years (2013 through 2017) over the past five years, which has benefited the U.S. economy with \$38.4 billion in total economic impact and supported, on average, more than 51,000 incremental jobs a year (Source: Oxford Economics).
- Executed the USA consumer campaigns in key international markets that generate more than 80 percent of all international visitation to the United States.
- Established consumer and trade marketing initiatives in more than 40 international markets, which generate 90% of all inbound travel to the United States.





- Kept overhead expenses to approximately 10 percent each year since its founding—ensuring that 90 percent of Brand USA’s resources are devoted toward marketing and programs to the organization’s mission to increase international visitation to the United States.





## PURPOSE

The purpose of the Request for Proposal (RFP) is to identify a vendor to examine key Brand USA partner programs and produce case studies detailing the quantitative and qualitative impact of these programs on both the Brand USA and Partner. The case studies will help Brand USA tell the story of their success with industry partners and assist the organization in recruiting more and deeper industry partnerships.

## SCOPE OF WORK

The selected candidate will produce a set of case studies (approximately 4-5 pages per study) that include a concise narrative around key Brand USA marketing efforts, programs and/or partnerships.

- Narrative to include quantitative results and qualitative impacts from the partner perspective. The successful vendor will not be responsible for calculating quantitative results but rather gathering and aggregating based on available information.
- Narrative to be accompanied by quality infographics as well as potential web and/or sizzle reel integration as budget permits.
- Each case study is bespoke and the content will depend upon the particular partner and program(s) selected for review.

Ideally, the successful bidder can deliver at least three and as many as five such case studies on a rolling basis between March and October.

An example of what we seek in a case study is as follows:



**Example: A case study on Brand USA partnership with the Myrtle Beach Area Convention and Visitors Bureau**

- Would cover the impact of travel and tourism (ideally with an international breakout) on the local community.
- Would reference the breadth of the partnership between Brand USA and Myrtle Beach but focus on 1-2 specific programs that have been the most impactful. Those 1-2 programs would be explained and then their qualitative and quantitative impacts would be explored.
- **On the qualitative side**, this would include what the partnership has meant/or the community/CVS (e.g., allowed them to gain exposure in 8 new international markets; allowed them to maintain a year-round presence in the International marketplace; allowed them to connect with worldwide partners and distribution channels that would not otherwise be available; etc.).
- **On the quantitative side**, the actual programmatic results would be explored (e.g., incremental Impressions; attributable increases in visitation, spend, hotel occupancy/RevPAR, tax receipts; measurable destination awareness, etc.). Finally, the case study would include high-quality infographics that could be used across a variety of mediums as well as hyperlinks to examples of programs and/or video-ready graphics and images.





## RESOURCES AVAILABLE TO COMPOSE CASE STUDIES

- The topic to be covered in each case study provided by Brand USA.
- Interviews with Brand USA staff and In-market representatives.
- Interviews with staff from partners covered by each case study.
- Brand USA programmatic and partnership documents and results.
- Brand USA macro-level and market-specific research and analytics, including documents, webinars, and more.
- Partner testimonials where available.
- Other documents and resources upon request (if available)

## RESPONSES TO THE RFP SHOULD CONTAIN

- A detailed quote in U.S. dollars
- A quick summary of or framework for your approach Ideas or concepts to be used
- Experience conducting similar work with samples of such work

## QUALIFICATIONS

- A proven track record in evaluating partnerships from a qualitative and quantitative perspective.
- Ability to balance multiple projects and workflows from start to finish to ensure timely implementation and delivery of marketing materials
- Meticulous attention to detail and high-quality standards, with an overall curiosity about and passion for marketing improvement







## MINIMUM REQUIREMENTS

Please submit your response electronically, via email. Every RFP submitted must contain the following information:

- Company history, background, and key staff biographies.
- Project Management: Please provide a timeline, standards for review, staffing structure, and anything else you may need from Brand USA to complete the task.
- To the extent allowed, examples of similar projects or methodologies the vendor has completed in the past.
- Three client references for companies that the vendor has provided similar work.
- Recommended budget.

Certification Form (Attachment 2) must be signed and accompany all RFP Response submissions.

## 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.

A. Proposal Released	<b>February 13, 2019</b>
B. Written Questions (due by 5:00 p.m. EST)	<b>February 22, 2019</b>
C. Written Questions Answered and posted to Brand USA Website	<b>February 25, 2019</b>
E. Proposal Due (due by 5:00 p.m. EST)	<b>March 1, 2019</b>
F. Proposal Evaluation by Scoring Committee	<b>March 6, 2019</b>
I. Notice of Intent to Award Contract and Public Posting	<b>March 11, 2019</b>



## DELIVERY OF PROPOSAL

Proposals must be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com) and a hard copy sent by courier such as Federal Express, UPS, etc. to:

Brand USA Headquarters  
C/O RFP Administrator  
1725 Eye Street NW, Suite 800  
Washington, DC 20006  
ATTN: RFP – Program Case Studies  
Phone: 202.536.2060  
Email: [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com)

## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfill the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the Selected vendor to better define, elaborate upon, and fix the vendor's final Scope of Work and general Terms and Conditions.





## 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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Phone Number

---

Official Contact Title

---

Facsimile Number

---

Email Address

---

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:

	MAX. POINTS	SCORE
<b>Overall Experience:</b> evaluation will include an assessment of professional experience as it relates to the requirements within this RFP.	25	
<b>Capabilities:</b> evaluation will include an assessment of relevant work, including samples of similar work.	25	
<b>Budget</b>	25	
<b>Project Management</b>	25	
TOTAL POINTS	100	

