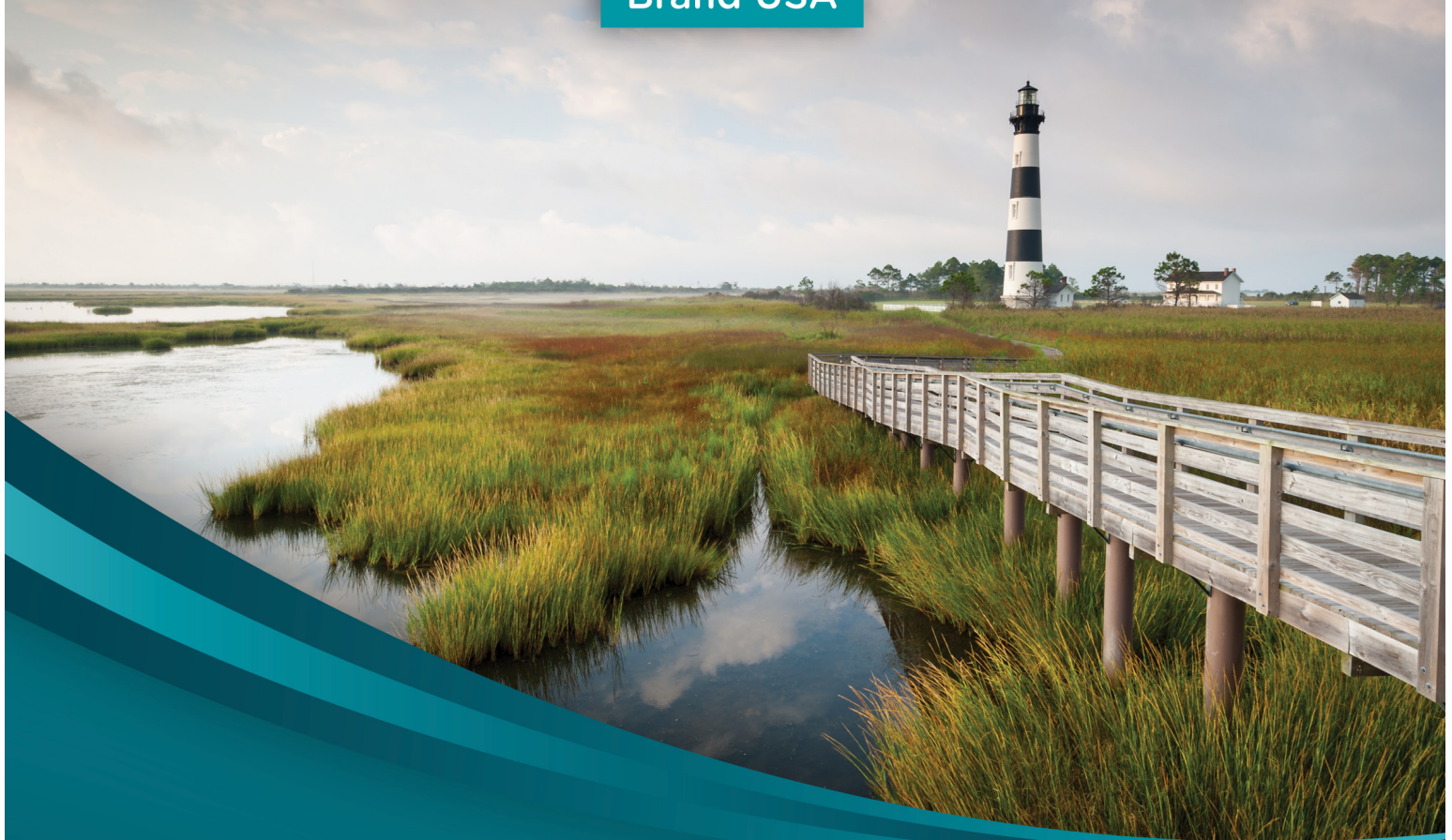


Brand USA



REQUEST FOR PROPOSAL

MARKETING, COMMUNICATIONS & DESIGN SUPPORT

July 28, 2015



Request for Proposal

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.



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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 the USA 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.





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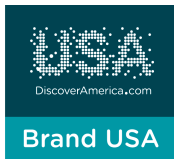
Who Pays for It?

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.



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PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor who can provide Brand USA with marketing, communications and design support to better present itself to industry stakeholders, including city- and state-tourism officials, Federal partners, and private sector travel professionals.

The winning vendor selected will support Brand USA's goals by creating communications materials, including event strategy and management to promote Brand USA's reputation. The winning vendor will help design [partner programs](#), with the goal of clearly articulating programs and attracting partner interest, industry newsletters and other forms of outreach, provide strategy and execution for various events as needed – see the Brand USA events calendar for context, as well as other communications and design work. To do so, the winning vendor will help integrate these communications efforts with Brand USA's coordinated international marketing initiatives and messaging with the goal of better positioning Brand USA as the best in class destination marketing organization.

SCOPE OF WORK

The following are tasks that the winning bidder may be required to deliver over the course of the next year. The proposer must describe the methodology and resources applied to projects, as listed below. Please include timelines, case studies and the firm's general approach to effective communications and creative design and marketing. The Budget section provides an opportunity for a deeper dive on two specific projects to help provide further context for your firm's abilities.

- Event and Tradeshows
 - Design and execute creative material (imagery, banners, signage, content, collateral material, promotional items, etc.) for specific Brand USA campaigns/programs/events/tradeshows and online use. See
 - Booth and tradeshow design, support and logistics
 - Promotional item sourcing and management with the development of an ordering/tracking website system
 - Develop and manage microsites for events or other time-limited uses
- Communications and Collateral
 - Develop B2B/partner communications – both design and content, based on project need
 - Design, produce and copywriting collateral/partner materials (digital and print), such as brochures, year in reviews, annual reports, program sheets, and more



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- Design and copywriting (web, social media)
- Develop electronic/print internal and partner resources
- Develop material (messaging, imagery, etc) for targeted email marketing program

Proposers should customize the scope of work with unique and cost-effective recommendations based on their industry expertise.

Requirements

- Must have the necessary staffing in house.
- Must have a key contact identified for daily management on call.

QUALIFICATIONS

- Proven brand marketing experience (10+ years preferred)
- Ability to demonstrate build and design capabilities
- Provide cost-effective solutions to marketing needs with speed and efficiency
- Proven project management experience (10+ years preferred)
- Ability to understand brand identity and translate to integrated outreach campaigns
- Proven tradeshow and booth design
- Experience working with clients with multiple -agency clients
- Expert graphic design team (5+ years preferred)

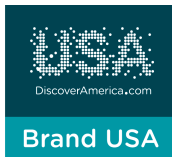
Special Notes

- Brand USA will provide a branding/style guide once the vendor is selected.

PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Case studies (minimum of two) with demonstrated results relevant to Brand USA (industry or scale similarity).



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- Team roles.
- Brief company history, background and services provided.
- Illustration of how we will interact for planning, development, execution and optimization.
- Unique selling proposition over competitors.
- The proposal may not exceed 25 pages double-spaced, 12-point font.

BUDGET

Based on the RFP requirements, the proposer must submit hourly rates on per-project type basis, as well as hourly rates for team roles. Please submit a budget (Feel free to provide a budget range to give us a sense of both your capabilities and the costs associated with such choices) and brief plan for the following project samples:

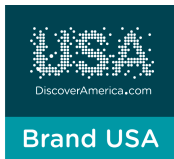
- 1) Design of our [annual report](#)
- 2) Tradeshow booth creative and floor plan design at [IPW](#) to represent Brand USA both as the best-in-class presenter and to facilitate partner integration thematically and practically for business meetings.
- 3) Strategy and execution of an industry event
 - a. 200 attendees comprised of city and state tourism officials, U.S. Federal government officials, private sector tourism industry professionals, and international tourism officials for a day of meetings followed by networking and entertainment.

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 3, 2015 (due by 5:00 pm, EDT), and sent by email to 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 August 13, 2015 (due by 5:00 p.m. EDT). The notice shall be sent by email to rfpadmin@thebrandusa.com at the Brand USA office.



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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. Executive Summary.
 - b. Company Background with Services and Activities: Provide description of the nature of the organization's services and activities. Note when the 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. At least two case studies
 - d. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - e. 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.
3. References: Provide at least three references.
4. Budget
5. Timeline and/or Project Plan
6. Certification Form (Attachment 2) must be signed and accompany all RFP Response submission.

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	July 28, 2015
B. Written Questions (due by 5:00 p.m. EDT)	August 3, 2015
C. Written Questions Answered and posted to Brand USA Website	August 6, 2015
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	August 17, 2015
E. Proposal Due (due by 3:00 p.m. EDT)	August 25, 2015
F. Notification and Scheduling of Finalist Interviews	September 4, 2015
G. Finalist Presentation/Interviews	September 15-16, 2015



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H. Notice of Intent to Award Contract and Public Posting

September 23, 2015

DELIVERY OF PROPOSAL

Each bidder is required to deliver a .pdf of its proposal to Brand USA's RFP Admin, no later than August 20, 2015 (3:00 p.m. EDT). The .pdf should be no more than three separate files. The proposal may not exceed 25 pages double-spaced at 12-point font. Six printed copies of the proposal must be delivered August 20, 2015 to Brand USA, 1725 I St NW, #8, Washington, DC 20006.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills 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 Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



Request for Proposal

ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: August 17, 2015

SEND TO:

Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, D.C. 20006
ATTN: RFP Marketing, Communications & Design Support
Phone: 202.536.2060
Email: rfpadmin@thebrandusa.com

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



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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:

- He/she has read and understands all commitments and terms of this Proposal.
- The information contained in this Proposal is accurate.
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
- 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.

Authorized Signature

Typed or Printed Name

Title

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:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



Request for Proposal

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
1. Demonstrated global brand marketing experience	25	
2. Proven ability to meet specifications & demonstrate project management	25	
3. Appealing design examples (graphic, booth, tradeshow, etc)	25	
4. Cost effectiveness	25	
TOTAL POINTS	100	