



## Answers to Questions Received for the Translations RFP for April 2018.

Please note: We have condensed and edited the questions received for space or clarity. Additionally, we have removed names and other identifying information of those who posed the questions.

**Q: Is Brand USA looking to appoint just one supplier via this process? If multiple awards are expected, how many language service providers are likely to be selected?**

A: One vendor now. One vendor selected for this RFP.

**Q: Can you provide any information on when you expect the service to go live?**

A: Within one month of a completed contract.

**Q: Do you have existing Translation Memory/terminology/style guide resources for each of the required languages?**

A: Yes. The selected vendor will receive this information.

**Q: Is content likely to be translated equally across all languages, or could there possibly be larger volumes in certain languages?**

A: Most often, content is translated across languages. There are also many exceptions.

**Q: Is all content for localisation currently managed within/via Drupal?**

A: For the websites, yes, it is handled in Drupal through a language connector. Print, video subtitling and social are not handled through the language connector.

**Q: One of the RFP questions asks how many people will be dedicated to the relationship between Brand USA and the supplier. In order to answer this accurately, can you please provide information on estimated number of requestors, their precise location(s) and their requirements in terms of hours of availability?**

A: You will be working regularly with multiple agencies and normally about six people will be involved in the process.

**Q: What are your most common file formats? Presumably typesetting services will be required where necessary. Please can you confirm this?**

A: Depending on the project, for print publications, we would like to either receive bilingual tables (showing original source copy next to translated copy), or word documents. Word documents are more commonly used with our projects than bilingual tables. We don't currently use typesetting services.

**Q: What is the service required for GoUSA TV on Roku, Apple TV and Amazon Fire?**

A: Subtitles.

**Q: Does Global Spanish mean International Spanish that can be used both in Europe and in Latin America?**

A: Spanish for South America. We currently believe that Columbian Spanish may be the best to utilize, but you should offer us your opinion.

**Q: Mention of social media outreach is mentioned. What does this mean?**

A: Brand USA executes social media in many languages and on occasion needs a quick turnaround for short pieces.

**Q: Could you define what your needs are around the “post localization reviews from other agencies.”**

A: On occasion, you will work with one of our other agencies who are suggesting a different/better translation than what you have provided.

**Q: Can you confirm if this RFP is intended only as a benchmarking exercise for your current provider, or do you anticipate award the work to a new vendor (s) as an outcome of this evaluation?**

A: That is not a correct. Everyone who enters the process – including the incumbent - should they choose to do enter - will be evaluated. A winner will be fairly selected by our committee.

**Q: Can Brand USA expand on potential volume of their needs for video subtitling and dubbing? Does Brand USA anticipate those needs increasing in the future?**

A: While it's difficult to predict, but at this time, we believe that subtitling video would be at most in the hundreds for video - mainly under 10 minutes in length.

**Q: What are your main KPIs, online and offline? What are your specific KPI's for your different platforms and channels?**

A: We suggest you look at our ROI study on this website. You will not be responsible for measurement.

**Q: What is the distinction between platform and website?**

A: When we refer to websites in the document, we mean the sites at VisitTheUSA.com. Platforms are referring mainly to social media outlets but could also mean a website like an OTA.

**Q: Is all content treated equally, or is any content considered more important, in terms of speed, price quality, etc? If so, what does that breakdown look like?**

A: For the purpose of this RFP, you should consider all content treated equally.

**Q: How do you define transcreation?**

A: As having a person compose the copy in-language, using English as a guide.

**Q: What is your approach to/your requirements for multilingual web content SEO? To Video SEO? To SEO for documents and PDFs?**

A: You will work with our SEO agency to define requirements.

**Q: What are your typical expected turnarounds?**

A: You tell us when you can deliver based on word count and follow the example used in the RFP.

**Q: What do you mean by content tagging for SEM?**

A: Translating language for SEM purposes.

**Q: What is your approach to ongoing keyword management and gap analysis in SEM? How often do you require unique language SQR (search query report) reviews and periodic account gap analysis and restructuring? What is our relationship and connection to multilingual bid strategists and campaign managers - or, do you require support in bid strategy and budget management for SEM as well?**

A: This is handled by another agency and is not a requirement of this RFP.

**Q: What level of performance reporting by channel is required on a daily, weekly, monthly and quarterly basis?**

A: The translation agency is not responsible for reporting KPIs.

**Q: What is your plan/what are your requirements for multivariate ad copy testing in SEM? How frequently are ads updated – biweekly, monthly, quarterly, etc.?**

A: This is handled by other agencies and is not part of this RFP.

