



USA

VisitTheUSA.com

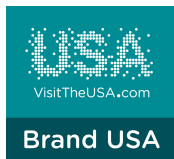
Brand USA



REQUEST FOR PROPOSAL

TRANSLATION SERVICES

April 4, 2018



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 700 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 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.

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.

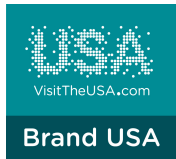
ESTA is an automated system implemented by the Department of Homeland Security in 2008 that determines the eligibility of visitors from 38 international markets to travel to the United States under the Visa Waiver Program (VWP). ESTA authorizations are generally valid for multiple trips over a period 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, 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.

Brand USA with and through the support of more than 700 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:

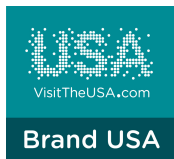
- Established consumer and trade marketing initiatives in more than 30 international markets, which generate 90% of all inbound travel to the United States.
- Expanded our USA consumer campaign to 16 key markets that generate more than 85% of the United States’ international visitors.
- Significantly increased the effectiveness of our consumer campaigns during FY2016 that helped drive increases in international traveler intent to visit the USA ranging from 7% to as high as 99%.
- Established the nation’s largest in-market representation network to work directly with the international travel trade in 20 top travel markets.



- Increased partner program participation in Brand USA cooperative marketing programs by 13% from 245 in FY2015 to 277 in FY2016, which demonstrated value for partners.

According to studies by Oxford Economics, in the past four years alone (fiscal years 2013 through 2016), Brand USA's marketing initiatives are responsible for welcoming 4.3 million incremental visitors to the USA, benefiting the U.S. economy with more than \$13.6 billion in incremental spending; and nearly \$30 billion in total economic impact, which has supported, on average, nearly 51,000 incremental jobs per year.





PURPOSE

The purpose of this Request for Proposal (RFP) is to obtain global translation and acculturation services. The selected firm will be responsible for translation of content and marketing utilized across digital, social, connected television, print and broadcast platforms.

SCOPE OF WORK

Brand USA seeks a translation agency that specializes in adapting content and marketing from English to another language, while keeping tone and context intact. Experiential and engaging content that inspires travel is essential to our consumer messaging strategy in each market. Current needs include translation to Portuguese (Brazil); German (Germany); Spanish (Mexico) (Chile) (Colombia); French (France and Canada); Korean (South Korea); Japanese (Japan); and Chinese (Mandarin) (Cantonese).

Other languages may be added as needed.

Extensive experience translating and transcreating experiential content is a must. Prior work in travel and/or tourism is preferred. Individual articles and messages vary in length from twenty to one thousand words per job. Ability to translate quickly and accurately is vital. Deadlines for bulk transcreation for an entire print publication will vary. Occasionally, Brand USA requires a very fast turn around for emergency travel notifications.

Examples of work include consumer travel articles, marketing materials, advertising creative, advertorials, media releases, press kits, corporate correspondence, B2B marketing, and video subtitles.

Period of Performance: One year with the possibility of renewal.

The awarded provider will be responsible for:

1. Translating to Brand USA's many platforms. See our in-language websites at VisitTheUSA.com; educational sites at USADiscovery.com; GoUSA TV on Roku, Apple TV and Amazon Fire and social media on Facebook, Twitter, Instagram, Sina Weibo, WeChat and other social media platforms.
2. Translating content for Brand USA's annual official travel guide of approximately 200 pages, in eight languages.

3. Translating approximately 15 annual print pieces, 32 pages each in five languages.
4. Translating approximately 300 web pages annually, approximately 1,000 words each.
5. Translating audio from video and providing script(s) for subtitles or narration.
6. Interfacing with our web content management system(s). We currently utilize Drupal 8.
7. Creating and managing translations connector via Drupal 8.
8. Providing input for usage of appropriate verbiage for Brand USA SEM campaigns.
9. Meeting, or exceeding contracted timetables.
10. Project management of translation services for Brand USA's global headquarters and various agencies. This includes file mark-up, processing, administration, client interface, resource management, project delivery, translation memory database creation, billing and maintenance.
11. Implementing Brand USA style guidelines. Vendor to preferably provide:
 - a. Translations memory propagation.
 - b. Quality Assurance within the Drupal 8 content management system, correcting and formatting, while detecting discrepancies, repairing broken links, and ensuring that line breaks are rendered correctly.
12. Ensuring proper tonality in content:
 - a. Use the Brand USA style guide and previous glossary so that translation is accurate and presented as naturally as possible in the target language.
 - b. Post localization reviews from other agencies, when needed.
13. Assisting with proper content tagging and translating words for SEM campaigns.
14. Participate in weekly status calls with Brand USA and other stakeholders as needed.
15. Budget management and other administrative duties.

QUALIFICATIONS

- **Global presence:** Demonstrated worldwide experience in translation and transcreation.
- **Execution and Reliability:** References for consistent performance in delivering quality and timely translation.
- **Local perspective:** Your team – including editors and proofreaders - must consist of native language speakers- who live, or have lived, in the target markets for which they will translate. Team members must be intimately familiar with cultural nuances, sensitivity and interests in their specific market/country.
- **Scale:** Ability to quickly scale-up resources for large projects.
- **Accuracy Assurance:** Must demonstrate successful quality control procedures. Provide detailed description of your QC processes; what happens when a quality issue is raised; how you ensure that quality continues to improve over time.
- **Client Focus:** Prior experience working with international brands and agencies.
- **Technical Acumen:** Proven ability to properly install and utilize a language connector with our Drupal 8 content management system. A staff that can use a Drupal 8 cms for quality assurance/editing.
- **Multi-Platform:** Prior international work in translation across web, social, television, apps and print audiences.

QUESTIONS

Answers Required:

- Do you have a web-based project management tracking system?



- Are you able utilize translation memory we've already gathered, or must you start a new glossary with your company?
- What is your process for onboarding and orientation?
- What is your quality assurance process? (If it is not included in your rate, please state cost).
- How do you safeguard proprietary information?
- What is your process for certifying and testing translators?
- Do translators work for you full-time, or freelance?
- Where do your translators live?
- Do you have a connector that works with Drupal 8 and if so, what is the cost for integration across all of in-language websites.
- How many people will be dedicated to our relationship either full, or part-time?
- Can your team work weekends during an emergency?

PROPOSAL SPECS

- Proposal format is open to presentation style and delivery. Your response must contain:
- Executive Summary.
- Description of your organization's services.
- Company history, focusing on translation experience for global brands. Note when the business was established. List office location(s) from which the work on this contract will be performed. Include any organization certifications, or affiliations.
- Overview of process and methodology.

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- The name of the person who will manage the Brand USA account and state roles of each team member. Include resumes.
- At least three references from international brands.
- The proposed budget, including specific services, hourly rate and/or word rate (See below).
- Examples of your project management model/plan with a description of how this relates to Brand USA's scope of work.
- Examples of prior international translation services (minimum of three) relevant to Brand USA (industry, geographic, and scale).
- Explanation of the technology utilized to create, manage and measure your translation process. Include details about your Drupal 8 language connector and any other relevant licensing information and cost.
- Description of risk management and process for dealing with translation errors.
- Illustration of how your team, Brand USA and partner agencies will interface.
- Proposed budget, inclusive of services, software and tools – everything that has a price tag.
- Pricing for translation by the word for these languages: Portuguese (Brazil); German (Germany); Spanish (Mexico) (Columbia) (Chile) (Global Spanish); French (Canada and France); Korean (South Korea); Japanese (Japan); and Chinese (Mandarin) (Cantonese. Also include your rate for transcreation by the hour.

BUDGET

- Proposer must submit a realistic budget with a timeline and plan for translation of 50, 300, 500, 1,000, 5,000, 10,000, 15,000, 20,000 and 25,000 words. Explain how you might add jobs together to determine a timeline. For example, if we give you five jobs of 1,000 words in two days, do you count that as one 5,000 word job, or as five 1,000 word jobs delivered at that word rate.

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 **April 10 2018** (due by 5:00 pm, EST), 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 **April 13** , 2018 (due by 5:00 p.m. EST).

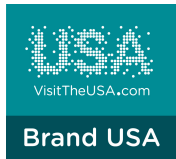
The notice shall be sent by email to **rfpadmin@thebrandusa.com** at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **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	April 4, 2018
B. Written Questions (due by 5:00 p.m. EST)	April 10 2018
C. Written Questions Answered and posted to Brand USA Website	April 12, 2018
D. Notice of Intent To Bid Due (due by 5:00 p.m. EST)	April 13, 2018
E. Proposal Due (due by 5:00 p.m. EST)	April 23, 2018
F. Proposal Evaluation by scoring committee	April 30, 2018
G. Notification and Scheduling of Finalist Interviews/Demos	May 1, 2018
H. Finalist Interviews/Demos	May 7 - 9, 2018
I. Evaluation by scoring committee	May 11, 2018
J. Notice of Intent to Award Contract and Public Posting	May 14, 2018

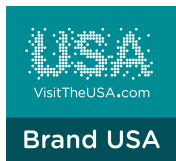


DELIVERY OF PROPOSAL

Six copies of your proposal should be sent to the address below by the deadline.

Also email one .pdf version to: RFPadmin@TheBrandUSA.com.

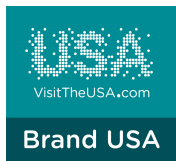
Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, DC 20006
ATTN: RFP – Translation Services
Phone: 202.536.2060
Email: RFPadmin@TheBrandUSA.com



EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best 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.





ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: April 13, 2018

Mail to:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

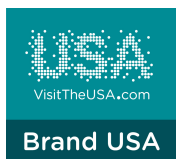
Washington, DC 20006

ATTN: RFP – Translation Services

Phone: 202.536.2060

Also email this completed form to: rfpadmin@thebrandusa.com

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



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.

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

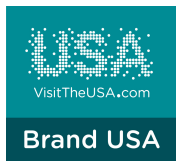
Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



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
Ability to provide accurate, culturally appropriate translation	50	
Personnel qualifications	20	
Process and tools	20	
Cost Effectiveness	10	
TOTAL POINTS	100	

ORAL INTERVIEW / DEMONSTRATION CRITERIA

The evaluation committee may, if it deems necessary, select certain proposers for oral interviews and/or demonstrations. Interviews/demonstrations apply only to the top finalist(s), as determined by the evaluation committee. The oral interviews/demonstrations will allow finalists to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP. The evaluation committee reserves the option of conducting the oral interviews/demonstrations via teleconference, at the Brand USA office, at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews/ demonstrations, if needed, so that grading of oral interviews/demonstrations may be done by fewer than the entire committee.

If interviews/demonstrations are not required, the maximum number of points is 100. If interviews/demonstrations are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview/demonstration date, the evaluation committee reserves the right to disqualify the finalist as non-responsive. The following criteria will be used for scoring the oral interview/demonstration:

	Points	Score
1. Confirmation of qualifications	25	
2. Ability to meet Brand USA's needs	25	
SUBTOTAL POINTS	50	
TOTAL POINTS	150	