



Brand USA Headquarters
1725 Eye Street NW
Eighth Floor
Washington, DC 20006

March 15, 2019

Strategic Communications, Media & Public Relations
RFP ISSUED: December 20, 2018
PROPOSALS REVIEWED/EVALUATED: February 18, 2019

RE: Notice of Intent to Award Project

- Ogilvy Public Relations - Corporate Communications
- Finn Partners - Consumer Marketing

On December 20, 2018 we initiated a Strategic Communications, Media & Public Relations RFP. Following an evaluation of all proposals received, we are pleased to announce our intent to award to Ogilvy Public Relations for Corporate Communications, and to Finn Partners for Consumer Marketing support.

As provided in the RFP, this Notice of Intent to Award is subject to the execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between Brand USA and the apparent successful Bidder.

The Bidder shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to Brand USA is executed. If the apparent successful Bidder fails to negotiate and execute a contract with Brand USA, in its sole discretion, Brand USA may revoke the award and award the contract to the next highest ranked Bidder or withdraw the RFP. Brand USA further reserves the right to cancel this Notice of Intent to Award at any time prior to the execution of a written contract.

Thank you for participating in the competitive selection process.

Anne Madison
Chief Strategy & Communications Officer
Brand USA