



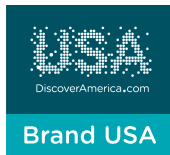
Brand USA



REQUEST FOR PROPOSAL

Global Media Measurement and Analytics

November 18, 2015



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.

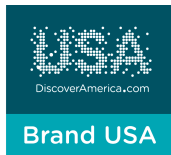
While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism 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.





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?

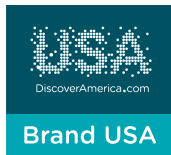
International visitation helps local communities.

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.

Who Pays for It?

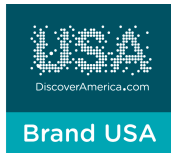
International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These 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.





Request for Proposal

PURPOSE

The purpose of this Request for Proposal (RFP) is to identify a global media measurement company for Brand USA to accurately monitor, measure and analyze both traditional and social media occurrences and sentiment.

SCOPE OF WORK

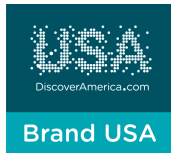
Brand USA seeks to secure an integrated media measurement solution that provides media monitoring results for both traditional (print, online, broadcast, radio and RSS) and digital media while providing measurable results through analytics and reporting. The selected company will:

- Provide human and automated media clippings and media analysis of domestic and international media outlets as requested, by market
- Identify, collect and publish on demand / ad hoc, daily, weekly and monthly reports based on traditional, social media and blog reporting
- Provide strategic level advanced analysis to support the development coordination, integration, synchronization and implementation and assessment of internal and external communications plans
- Track our digital/social media reach (followers), applause (likes and favorites), amplification (shares, re-tweets) and consumption (website traffic, clicks, views).
- Ability to provide translation capabilities for non-English media outlets

QUALIFICATIONS

- Solid company with proven financial backing and proven track record of media analysis
- Ability to meet technical specifications with flexibility to tailor the product to meet our needs.
- Three references from large consumer brands currently utilizing your services
- Excellent support system with fast response times.





Request for Proposal

PROPOSAL FORMAT AND SPECS

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

- Provide background information on your company including current position in the marketplace.
- Identify core competencies and how they differentiate you in the market place
- Outline staffing plan for personnel assigned to this account
- Provide an implementation timeline. This should include set-up, training and execution.

TECHNICAL SPECIFICATIONS

- The platform must include:
 - Copyright protection that secures unlimited internal distribution rights of news articles without additional fees
 - Real-time news measurement and analysis tools that provide circulation, advertising value prominence/impact scoring, sentiment and share of voice
 - Comprehensive media database with local, regional, national and international outlets.
 - System to automatically track journalists' engagement and gauge interest level based on click-through activity
 - Collaborative contact management tool that enables staff to manage and share media lists, relationships and project activity
 - Ability to monitor mentions separately for each country or market
 - Translations tool for non-English language media clippings

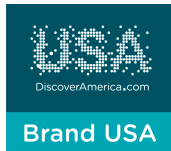
BUDGET

Based on the RFP requirements, the proposer must submit a detailed, pricing schedule and estimated execution timeline.

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 November 25, 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



Request for Proposal

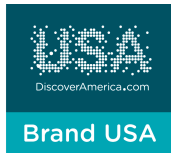
reimbursed by Brand USA.

1. Notice of Intent to Bid (Attachment 1) must be received by December 4, 2015 (due by 5:00 p.m. EDT).

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. RFP Responses must contain the following information:
 - a. Executive Summary.
 - b. 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 four examples of work.
 - 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.
 - f. References: Provide at least three references.
 - g. Budget
 - h. Timeline and/or Project Plan
3. Certification Form (Attachment 2): Must be signed and accompany all RFP Response submission.



Request for Proposal

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	November 18, 2015
B. Written Questions (due by 5:00 p.m. EDT)	November 25, 2015
C. Written Questions Answered and posted to Brand USA Website	December 2, 2015
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	December 4, 2015
E. Proposal Due (due by 3:00 p.m. EDT)	December 11, 2015
F. Notification and Scheduling of Finalist Interviews	December 15, 2015
G. Finalist Presentation/Interviews	December 15-18 2015
H. Notice of Intent to Award Contract and Public Posting	December 21, 2015

DELIVERY OF PROPOSAL

Each bidder is required to deliver a .pdf of its proposal to Brand USA's RFP Admin, no later than December 11, 2015 (3:00 p.m. EDT). The .pdf should be no more than three separate files. The proposal may not exceed thirty pages double-spaced at 12-point font.

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: December 4, 2015

SEND TO:

Brand USA Headquarters C/O

RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

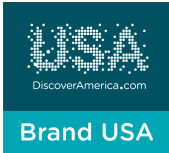
ATTN: RFP - Website Development & Design Phone:

202.536.2060

Email: rfpadmin@thebrandusa.com

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

Request for Proposal



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

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

Official Contact Title

Email Address





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. Ability to provide media clippings (Digital and PDF)	25	
2. Demonstrated media analysis and sentiment evaluation capabilities	20	
3. User-friendly reporting by market	20	
4. Global reach	15	
5. Translation capabilities	10	
6. Cost effectiveness	10	
SUBTOTAL	100	
1. Presentation/Interview	50	
TOTAL POINTS	150	

