

The following are answers to questions Brand USA has received to the RFP for Global Media Measurement and Analytics

Thanks to everyone who submitted questions regarding Brand USA's RFP for global media measurement and analytics. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q: Would you be interested in having a monthly and/or quarterly report “pushed” to you or do you prefer to create the reports internally?

A: Yes, we would like monthly and quarterly reports pushed with the ability to create reports as needed.

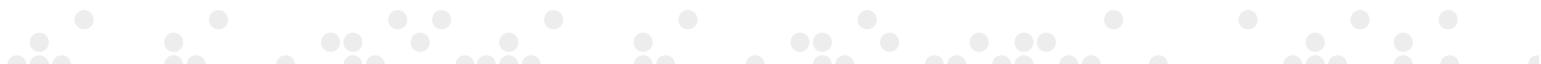
Q: Will the analysis be limited to a targeted list of sources/outlets for more “comprehensive” results?

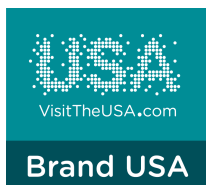
A: The analysis should include all available sources/outlets for each market.

Q: Do you have a targeted list of sources to use for comprehensive analysis?

A: There are specific travel trade, industry and country specific outlets that must be included in the analysis. Here's a brief list of the domestic trade publications, but there are dozens of country specific media outlets that must be included.

1. Travel Weekly
2. Travel Pulse
3. Travel Agent
4. Travel Mole
5. Luxury Travel Advisor
6. Recommend





Q: Do you have an idea of volume (# of articles or hits) for the following?

A: During FY15 we generated 71 total pieces of earned media coverage*

- 68 Online
- 13 Print
- 9 Broadcast

*Some duplicates as most print and broadcast coverage also ran online.

Q: Do you want to see images (i.e. photos of articles for both online and print)

A: Yes, we'd like to see the images of the articles but not always required.

Q: Do you have a list of the keywords? Type of articles you are looking for?

A: Yes, all 50 states, five territories and the District of Columbia in association with Brand USA, as well as our executive staff and board members.

Q: How many recipients for the daily report?

A: Up to 20

Q: Will the daily report be all the news for the day or are you limiting the type of articles for inclusion?

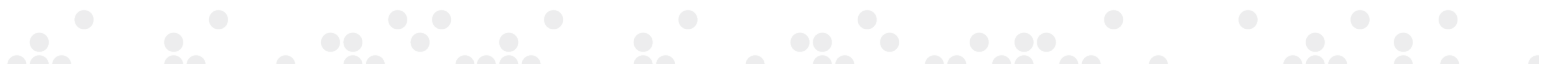
A: All news broken out by geographical locations (markets with Brand USA offices)

Q: If you are limiting the articles, what type of criteria will there be to determine if the articles are included. Is the report divided by country?

A: Yes and or market. For instance our German market representative covers Germany, Switzerland and Austria; the UK includes UK and Ireland.

Q: From the Scope of Work section, can you clarify further on what is meant for "Human Analysis"?

A: If the article is not available electronically, a scan or hard copy of the publication will be provided.



Q: From the Scope of Work section, can you detail further on what is meant by “Provide strategic level advanced analysis to support the development, coordination, integration, synchronization and implementation and assessment of internal and external communication plans”?

A: That the organization provide guidance, direction and recommendations on how to best capture and analyze media impressions, sentiment and other data to support our media strategy.

Q: From the Minimum Requirements section under RFP Responses must contain the following, section C. asks for 4 examples of work. What all should needs to be included in these examples, to ensure that the client’s proprietary account information is also protected?

A: The agency can provide template reports or mock reports.

Q: I understand from the Evaluation Criteria that “Cost Effectiveness” is an important selection criteria, but I do not see anywhere indicated on the RFP of a threshold in terms of price. Is there any price cap the quote must come in under?

A: We want to secure the best product for an equitable cost.

Q: In terms of the finalist interviews/presentations are the dates selectable by preference between December 15th to the 18th? I ask that only because our team will be available only on December 18th.

A: We will try to accommodate all presentations. Keep in mind that presentations can be via webinar.

Q: Do you want the ability to generate these reports on your own, or would you like these written by our analysts? A: In addition to daily, weekly and monthly reports generated by the platform, we would like the ability to generate ad hoc reports.

Q: Would you like to track the penetration of specific key messages? What about spokespeople?

A: Yes, we will track campaigns, spokespeople, partners, etc.





Global Media Measurement and Analytics Q & A

Q: Would you like coverage and conversations categorized into different topic areas?

A: Yes, we should differentiate difference

Q: Can you provide some detail regarding what you would like included in the daily reports? If you currently produce or receive a daily report, would it be possible to send us an example?

A: We do not currently have a measurement system so no samples to provide. However, the daily reports should include: media clips, # of impressions, circulation and sentiment.

Q: Do you want to capture content from Weibo?

A: Yes, with translation.

