



Australia and New Zealand - Public Relations Services RFP Q&A

Scope and Strategic Direction

- Would you prefer a unified regional strategy for ANZ or distinct approaches for Australia and New Zealand?
 - Brand USA envisions a unified PR strategy for Australia and New Zealand to ensure consistency in messaging and direction, while recognizing the unique media landscapes and traveler behaviors in each market. A collaborative, region-wide approach - leveraging synergies and adapting tactics to local nuances - will deliver efficiency, cohesion, and strong results across both markets without the need for separate offices or dedicated staff.
- For 2026, are there priority gateway and/or beyond-the-gateway destinations?
 - Brand USA's goal is to highlight all 50 states, the five U.S. territories, and the District of Columbia, ensuring broad representation of the United States' diverse experiences. While gateway cities remain important entry points, we continue to emphasize airlift accessibility, connectivity, and new route launches from Australia and New Zealand as key enablers for visitation and regional dispersal.
 - We also seek to encourage travel during the shoulder and off-peak seasons, emphasizing the benefits of fewer crowds and unique seasonal offerings, while advancing sustainable and balanced tourism growth across the United States.
- Are there any existing brand or communications strategies the PR program should align with?
 - Yes. This month, Brand USA is launching *America the Beautiful* - a new, organization-wide platform which unites all aspects of our work under a single, cohesive vision. It will serve as the foundation for our storytelling, marketing, and partnerships - bringing together consumer, trade, and media engagement strategies. The PR plan should align with this platform to maintain a unified voice and reinforce Brand USA's positioning in the Australia and New Zealand markets.

- Can you share a list of key tentpole or priority events for 2026?
 - Key events for 2026 include America250, the FIFA World Cup, and the Route 66 Centennial, among others that will highlight U.S. destinations and cultural milestones. We recommend visiting the Brand USA Press Room for the most recent announcements and [AmericaTheBeautiful.com](https://www.america.thebeautiful.com) for additional details on Brand USA's initiatives and upcoming programs.

Events, Partnerships & Trade Collaborations

- Is there any trade component attached to this brief, or is it a separate RFP?
 - This RFP focuses solely on public relations activities. However, Brand USA takes an integrated approach to all marketing efforts and expects the appointed agency to collaborate closely with our Global Trade Development teams and partners to ensure alignment, consistency, and amplification across all initiatives.
- Are there established events or activations we should integrate into, or would you like new ideas proposed? If so, should new ideas stay within existing budgets or include extension options?
 - We welcome new, creative ideas that build on existing efforts while elevating Brand USA's presence in the markets. The plan should emphasize earned media, PR-led partnerships (within limited budgets), and compelling consumer-facing storytelling across travel, lifestyle, business, pop culture, and fashion and design outlets. New ideas should fit within current budgets, with extension options considered where they clearly add strategic value.

Travel Segments & Audience

- Which traveler segments should be prioritized in AU/NZ (e.g., families, luxury, adventure, repeat visitors)?
 - In alignment with Brand USA's *America the Beautiful* campaign, priority segments in Australia and New Zealand include luxury travelers, families, arts and culture enthusiasts, outdoor and wellness seekers, and sports and entertainment fans, along with those motivated by value and affordability.

Measurement, Evaluation & KPIs

- How does Brand USA define success for this PR program (e.g., media coverage, engagement, partner collaboration, consumer awareness)?
 - Tourism levels to the USA from Australia and New Zealand; number of media placements including the quality and tone of coverage. Feature coverage is important of course.

- How is cost effectiveness defined and measured in the evaluation process?
 - Cost effectiveness is evaluated based on the strategic use of resources to deliver measurable impact. We assess how well proposed activities align with Brand USA's objectives, the quality and reach of earned results, and the agency's ability to maximize earned media coverage through creative out-of-the-box thinking, partnerships, and efficiency.

Ways of Working & Governance

- What is the reporting structure for the ANZ team, and who do they report to locally?
 - The Agency will report directly to Brand USA's head office. Oversight will be led by Chris Heywood, while Jennifer Tong will serve as the day-to-day point of contact for approvals and ongoing projects and communication.

Crisis Communications

- Do you have existing crisis communication protocols, or would you like assistance refining or developing these for ANZ?
 - Crisis communications are managed by Brand USA's head office under established protocols. The Agency will monitor and report local coverage to Brand USA, amplify approved messaging, and work collaboratively with the head office to ensure consistent communication across all channels.

RFP Logistics & Evaluation Process

- How will proposals be evaluated, and what factors will be considered in the final selection process?
 - Evaluation will consider both the written proposal and oral presentation, with emphasis on demonstrated success in leading and managing in-market PR, as well as the strength of creative and strategic thinking. Agencies are encouraged to outline their approach, ideas, and recommendations for delivering the PR retainer scope for Brand USA - with creativity, insight, budget alignment, and relevant experience all contributing to the final assessment.
- Can proposals be submitted in any format (e.g., slide deck)?
 - Proposals may be submitted in any presentation style; however, a PDF format is preferred to ensure consistency and ease of review.

- Can you confirm whether the “Questions for You” section will be shared separately or provided at a later stage in the RFP process?
 - Please provide answers to the following questions in your proposal.

Questions For You

1. In a time of continued media consolidation and shrinking newsrooms, how do you plan to effectively reach and engage top-tier journalists across Australia and New Zealand? What strategies will you employ to secure strong earned media coverage for Brand USA?
2. What processes do you have in place to ensure consistent service delivery and account continuity in the event of personnel changes? What is your approach to communicating and managing such transitions with Brand USA?
3. Can you share your experience working with airline partners and provide examples of how you've successfully developed or leveraged these relationships within PR, trade, or marketing initiatives?
4. How do you approach collaboration with other agency partners and Brand USA's internal teams (e.g., Global Trade Development, Marketing, Partnerships) to ensure alignment and maximize impact?
5. Can you describe your experience working with U.S. correspondents based in Australia and New Zealand? How have you established and maintained these relationships to generate meaningful coverage?