



Global Advertising Agency of Record

RFP Issued: November 17, 2014

Thank you for responding to our request for proposals (RFP) to select a Global Agency of Record for Brand USA.

On December 16, President Obama signed into law H.R. 83, known to most as the Omnibus spending bill. The bill was approved with bipartisan support from the House and Senate, respectively, on December 11 and 13. Included in the bill was the reauthorization of Federal funding for Brand USA through September 30, 2020.

Subsequent to the good news of our reauthorization, the Brand USA board of directors also approved management's decision to conduct an executive search for a Chief Marketing Officer (CMO) for the organization. As a result, we have decided to hold our review and ultimate decision on the selection of the Global Agency of Record to occur after the CMO has been appointed. The CMO search is currently underway, and we expect an announcement on this front by the end of February—at which point we will resume the Global Agency of Record review process with a target date for making a selection by the end of March.

We have received many thoughtful responses to the Global Agency of Record RFP, including the one your organization provided.

To confirm your continued interest in being considered when the RFP review process resumes at the end of February, please email us at rftadmin@thebrandusa.com.

Thank you again for your interest and your RFP response.