



USA

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Brand USA

Brand USA

REQUEST FOR PROPOSAL

Media Attribution RFP

December 2024



INTRODUCTION

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers.

The organization's mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA.

According to studies by Oxford Economics, over the past 11 years, Brand USA's marketing efforts have generated 8.7 million incremental visitors, nearly \$28.8 billion in incremental spend, more than 36,800 incremental jobs supported each year, \$8.3 billion in federal, state, and local taxes, and early \$63 billion in total economic impact.

For industry or partner information about Brand USA, visit TheBrandUSA.com or follow us on [Facebook](https://Facebook.com/BrandUSA), [LinkedIn](https://LinkedIn.com/BrandUSA), and [X/Twitter](https://X.com/BrandUSA). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website VisitTheUSA.com; follow Visit The USA on [Facebook](https://Facebook.com/BrandUSA), [TikTok](https://TikTok.com/BrandUSA), and [Instagram](https://Instagram.com/BrandUSA); and watch travel shows on [GoUSATV](https://GoUSATV.com).

PURPOSE

The purpose of this Request for Proposal (RFP) is to identify an appropriate vendor (or vendors) who will support Brand USA in providing media attribution services for our destination marketing efforts promoting the USA. As a destination marketing organization (DMO), we do not directly sell travel products or services, making traditional conversion tracking more challenging. A significant portion of our marketing efforts focuses on the upper funnel (e.g., awareness and consideration stages). We aim to better understand and report on the incrementality of our efforts, while recognizing that other entities are also promoting the USA as a destination. The selected vendor will help us determine the impact of our digital advertising campaigns on international visitation by comparing exposed and unexposed target audiences, as well as providing insights on visitor behavior once they arrive in the USA.

SCOPE OF WORK

Brand USA seeks vendors with global coverage and experience to provide comprehensive media attribution and incrementality analysis for tracking international visitors to the USA, including both leisure and MICE (meetings, incentives, conferences and exhibitions) travel segments. This includes data companies and third-party vendors capable of measuring the effectiveness of our marketing efforts.

The vendor will be responsible for:

1. **Tracking and attributing international visitation:** The vendor must track international visitation to the USA based on media exposure, considering the challenges posed by the DMO's lack of direct sales. Tracking should extend beyond the first touch in the USA to capture the visitor's complete travel journey.
2. **Attribution Across Multiple Channels:** Measure the effectiveness of digital advertising efforts across multiple channels (e.g., display, social, video, search, etc.) and across the entire marketing funnel, particularly in the context of upper-funnel efforts.

3. **Solving for incrementality:** Identify the unique impact of the DMO's efforts amidst other advertisers promoting travel to the USA. The vendor should provide a clear methodology for solving for incrementality and defining control groups, outlining how exposed and unexposed target audiences will be compared.
4. **Defining international travelers:** Clearly define the criteria and elements used to identify international travelers for accurate attribution.
5. **Analyzing visitor behavior:** Analyze visitor behavior to include at least:
 - Length of stay.
 - Areas visited within the USA.
 - Visitor travel patterns across different regions within the USA.
6. **Providing insights on travel dispersal:** Deliver insights on how visitors move throughout different regions of the USA after arrival.
7. **Comprehensive reporting:** Provide detailed reports on the impact of advertising on visitation, covering leisure and MICE (meetings, incentives, conferences, and exhibitions) traveler segments, along with insights into visitor behavior. Reports should be broken down by market, channel, and other relevant criteria. Annual reports are required, while monthly and quarterly reports should be provided as regularly as the data remains meaningful. Programmatic access (e.g., via API) to the anonymized visitation data and reports is strongly preferred, where available.

QUALIFICATIONS

The selected vendor should possess the following qualifications:

1. **Global Coverage Expertise:** Demonstrated experience in tracking and analyzing international visitation, with the ability to provide coverage across multiple global markets. Vendors must be able to provide services across all relevant geographies detailed in the sample scenarios, with a minimum coverage of key markets by region, including:
 - **Americas:** Mexico, Canada, Brazil, Colombia, Argentina
 - **APAC:** Australia, Japan, South Korea, India
 - **Europe:** United Kingdom, France, Germany, Nordic Countries
 - **Africa:** Nigeria, South Africa
 - **Middle East:** UAE, Saudi Arabia

Demonstrated experience in tracking and analyzing international visitation, with the ability to provide coverage across multiple global markets. Vendors must be able to provide services across all relevant geographies detailed in the sample scenarios.
2. **Marketing Attribution Experience:** Proven success in media attribution analysis for industries that face conversion challenges due to the absence of direct sales or a direct call to action. Vendors should provide a summary of the company's history, including length of existence, types of services provided, and any technical details that make the firm uniquely qualified for this work, with an emphasis on the firm's ability to deliver results in a virtual environment.
3. **Incrementality and Control Group Methodologies:** Expertise in solving for incrementality, with a clear methodology for defining control groups and accurately distinguishing exposed versus unexposed target audiences.
4. **Multi-Channel Digital Attribution:** Strong capabilities in measuring the effectiveness of digital campaigns across various channels (e.g., display, social, video, search, Connected TV (CTV), and other non-traditional TV formats), with experience in all stages of the marketing funnel.
5. **Visitor Behavior Analysis:** Experience in tracking and analyzing visitor behavior, including length of stay, areas visited within the USA, activities engaged in, and travel patterns across different regions.

6. **Comprehensive Reporting Capabilities:** Capacity to deliver regular reports on a monthly, quarterly, and annual basis, with actionable insights on visitation and media performance. Vendors must also be able to provide results within a couple of weeks of the initiation of the study.
7. **Experience with Large Datasets:** Proficiency in handling and analyzing large datasets, ensuring accurate and timely insights that can guide strategic decision-making.
8. **First-Party Data Management and GDPR Compliance:** Demonstrated expertise in managing first-party data securely and ensuring compliance with GDPR and other relevant data privacy regulations. Vendors must detail their data handling practices, including methods for data anonymization, user consent management, and how they ensure data is stored, processed, and transferred in compliance with applicable privacy laws.
9. **Team Expertise:** A qualified team with relevant experience in media attribution, tourism, data analytics, and global marketing.
10. **Relevant Education & Certifications:** Vendors should demonstrate relevant education and certifications to ensure expertise within their team.

PROPOSAL DELIVERABLES

The selected vendor will be required to provide the following deliverables as part of their proposal. Proposals may be rejected if they do not include all deliverables:

1. **Project Timeline:** A detailed timeline outlining key milestones, phases of work, and deadlines for each stage of the project, including the initial kickoff, data collection, analysis, and reporting. This section must specify how much time is needed to set pixels on websites and campaigns, and outline how the vendor will work with the media agency of record to ensure all marketing efforts are tracked.
2. **Methodology Overview:** A comprehensive description of the methodology to be used for tracking and attributing visitation, including control group definitions, data collection methods, and analytical techniques. This section should also detail how the vendor intends to collaborate with the media agency to ensure comprehensive tracking of all marketing efforts.
3. **Global Coverage Details:** Provide a list of countries covered by region (e.g., Americas, APAC, Europe, Africa, Middle East), specifying which countries the vendor can provide services for and identifying any gaps in coverage. Include explanations for any regions or markets that are not covered and how these gaps could impact the scope of work.
4. **Reporting Framework:** A clear outline of the reporting structure, including the types of reports to be generated (monthly, quarterly, and annual), key performance indicators (KPIs) to be measured, and the frequency of insights delivery.
5. **Sample Reports:** Examples of previous reports delivered to clients that demonstrate the vendor's ability to analyze data effectively and provide actionable insights related to visitor behavior and media effectiveness.
6. **Budget Proposal:** A detailed budget that includes:
 - All costs associated with the project, including data acquisition, analysis, reporting, and any additional services offered.
 - A definition of how many impressions will be included in the budget.
 - An explanation of how the budget would be allocated for future years, including any anticipated changes in costs or scope.
 - A brief explanation or rationale for the proposed budget.

7. **Vendor Qualifications and Experience:** A description of the vendor's qualifications and experience to conduct the work, including previous clients and relevant case studies if available. At least three client references must be provided. Vendors should also identify and provide background information on any subcontractor relationships they intend to rely upon to cover the markets listed in the Scope of Work.
8. **Proposed Staffing:** Identification of at least one contract manager and other staff resources, along with a description of their experience and qualifications that demonstrate their ability to conduct the work. Please specify the roles they will fill within the project plans.
9. **Work Conduct Description:** A detailed explanation of how the vendor expects to conduct the work, including timelines and interim milestones for each market to complete concept testing. Refer to the Scope of Work section for more details on this deliverable.
10. **Presentations:** Proposals should not exceed 20 pages in total for each section. Vendors should not assume that anything beyond page 20 will be reviewed.
11. **Case Studies or References:** Relevant case studies or references from past clients that illustrate the vendor's experience and success in similar projects, particularly in the context of destination marketing.
12. **Technical Capabilities:** A description of the technical tools and platforms that will be utilized for data collection, analysis, and reporting, along with any relevant certifications or partnerships.
13. **Risk Management Plan:** An outline of potential risks associated with the project and the strategies to mitigate those risks to ensure project success.
14. **Continuous Improvement Plan:** A proposal for how the vendor plans to incorporate feedback and improve the methodology and reporting processes over the course of the engagement.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than **January 24, 2025** and sent by e-mail to RFPadmin@TheBrandUSA.com. Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **January 10, 2025** (due by 5:00 PM EDT). The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com. 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. Proposal Deliverables (See above)
 - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the event. Include resumes, or descriptions of anyone to be involved with Creative Concept Evaluation RFP.
 - d. Case Studies.
 - e. Specific Project Budget, either by project or on a monthly/annual basis
3. **Certification Form: Must be signed and accompany all RFP Response submissions.**

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	December 6, 2024
B. Written Questions (due by 5:00 PM EDT)	December 13, 2024
C. Written Questions Answered and posted to Brand USA website	December 20, 2024
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	January 10, 2025
E. Proposal Due (due by 5:00 PM EDT)	January 24, 2025
F. Evaluation by scoring committee	February 7, 2025
[Next three steps if Interviews only]	
G. Notification and Scheduling of Finalist Interview	February 10, 2025
H. Finalist Interviews	February 12-21, 2025
I. Interview evaluation by scoring committee	February 24, 2025
J. Notice of Intent to Award Contract and Public Posting	February 28, 2025

DELIVERY OF PROPOSAL

Proposals should be e-mailed to RFPadmin@TheBrandUSA.com. We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

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.



ATTACHMENT 1
NOTICE OF INTENT TO BID

Due: [Date]

SEND TO: rfpadmin@thebrandusa.com

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



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/they 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

Date

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

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 3
FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria Per Scenario

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Global Coverage	10	
Methodology	40	
Reporting and Insights	15	
Vendor Qualifications and Team Experience	20	
Budget and Cost effectiveness	15	
TOTAL POINTS	100	