

The following are answers to questions Brand USA has received to the RFP for Ad Tracking Research 2016.

Thanks to everyone who submitted questions regarding Brand USA's RFP for translation services. 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: When does the campaign start and end?**

A: TBD

**Q: What types of media are we tracking, TV, Print, Digital?**

A: Digital and TV

**Q: Can you share spend per channel?**

A: No

**Q: How many ads are being tracked?**

A: There are 2 distinct ads being tracked in each market.

**Q: Will both China and Mexico require a pre wave?**

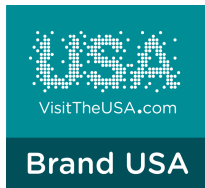
A: No, the markets will not require a pre and post wave. Brand USA is only performing post wave research in each market.

**Q: You mention 800 per market or in total- is that 400 pre and 400 post wave?**

A: There will be one wave per market, consisting of 800 respondents.

**Q: Do you want a pre-wave report in PPT, or would you be open to an excel topline on a few KPI's to bring down costs? Or would one pre wave report (to include Mexico and China) be sufficient?**

A: We are not performing a pre-wave, only a post-wave. Two reports (one for each market) will be the final deliverable.



**Q: Do you want two separate final reports (including pre and post wave) for each market or is one final report with both countries ok to report on?**

A: Yes, 2 separate reports will be required.

**Q: Do you have an income requirement?**

A: No, there is no income requirement. The only qualifiers are the travel related screeners listed in the RFP.

**Q: Do you want non USA rejecters as part of the sample requirement?**

A: No

**Q: Will Mexico and China be fielded at the same time (dependent upon campaign dates)?**

A: TBD

**Q: Are there any other subgroups or quotas like gender and campaign recognizers we need to consider? How about geographical quotas?**

A: We would prefer roughly a 50/50 split for the gender quota. Within China, we would prefer a wide geographical mix where a healthy percentage of respondents reside in Tier 1 and Tier 2 cities. Brand USA will provide you with a list of these cities. Within Mexico, we would prefer a wide geographical spread of respondents.

**Q: Would we need to compare results from the previous years for any reason?**

A: No

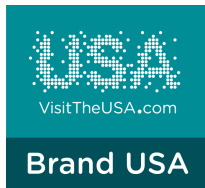
**Q: What is the expected length of the survey?**

A: Approximately 75 questions.

**Q: Is awareness measured by forced exposure in the survey? If so, how many advertising assets will be included and tested?**

A: Yes, two advertising assets will be tested. One half of the respondents in each wave will see one asset and one half of the respondents will see the other asset.

**Q: Could you provide copies of the past surveys used?**



A: Yes

**Q: Can we see past reports from similar ad tracking research efforts?**

A: Yes, the selected vendor will be provided with past surveys and reports.

**Q: What types of communication vehicles are used in each campaign and would be required for measurement (e.g. TV only, TV + Digital, TV + Digital + Out of Home/Transit/Print)?**

A: Digital and TV

**Q: How many pieces of creative would be measured per campaign, per country? Does this differ by country?**

A: Two pieces of creative will be measured per campaign, per country. One half of respondents in each wave will see one piece of creative, and one half will see the other. The creative may be slightly different in each country.

**Q: Can you confirm for the main portion of the proposal is limited to Mexico and China, with an addendum for the other market prices?**

A: Yes, Mexico and China are the primary focus of the proposal.

**Q: Do you have incidence figures for the leisure travel target by country?**

A: No

**Q: Do you have any gender balance requirements by country?**

A: We would prefer roughly a 50/50 split.

**Q: What is the current solution? What is working and what is not?**

A: Our current vendor has supplied us with satisfactory work.

**Q: What critical business decisions will the team be looking to action against based on this research?**

A: We look to track general ad effectiveness in order to learn how our marketing is being received in each country and to determine what impact our marketing is having on making people want to visit the USA.

**Q: What does success look like?**

A: A successful project will have a quick and efficient fielding process, followed by a robust, insightful deliverable that contains a detailed analysis of key findings. Vendors will actively communicate with Brand USA throughout the project, identify any and all challenges/problems in a proactive fashion, and will adhere to the timelines agreed to at the onset of the project.

**Q: What is the budget for this research?**

A: Approximately \$45,000 per market.

**Q: In reviewing the Ad Tracking Research RFP, we wanted to understand more of the macro-level intention for this proposal to focus on the Ad Tracking vs. an all-encompassing approach to the Ad Tracking in combination with the 'Consumer Research – Sample, Fielding and Analysis' efforts. Any specificity regarding your intention for this program as it relates to the exclusivity of the program outside the other research RFPs would be greatly appreciated. If Brand USA is keeping the Ad tracking Research separate from other research efforts, any information you can share with us on your perspective for doing so would be greatly appreciated. A somewhat related inquiry is around what if the same partner is awarded both RFPs? Do you have any metrics or insight regarding the volume of research expected to be in addition to the Ad Tracking Research? Conversely, can you give any perspective on what Brand USA would expect of the different vendors if these two RFP's are awarded to two different partners? What is the expectation for the relationship between the vendors? Assuming they would work together for a consistent research experience across all potential projects, what role would Brand USA play in that configuration?**

A: We treat the ad tracking research as a “standalone” project that is used to determine the marketing effectiveness of specific ads in specific countries. It is a well-defined project, and is treated totally separate from the various other types of consumer research we perform. The same vendor could potentially perform both projects (ad tracking and general consumer research). If two different vendors are selected, they will not have any interaction and would not need to maintain any sort of relationship. Brand USA will manage these two projects totally independent from one another, regardless if one vendor or two vendors perform the research.