

## Brand USA Regional Director for Mexico RFP

The following are answers to questions Brand USA has received to the RFP for Brand USA Regional Director - Mexico

Thanks to everyone who submitted questions regarding Brand USA's RFP for a Regional Director in Mexico. 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: Please provide, if possible, a Brand USA 5-year or 10-year overall business development plan to use as a general framework to draft an annual strategic plan proposal.**

A: For reports regarding Brand USA's strategies, please see the reports found at this link: <http://www.thebrandusa.com/about/reports>

**Q: Please identify the least developed tourism states or sectors (culture, ecological, musical, sports, gastronomic or others) for the USA.**

A: Brand USA promotes the entirety of the USA to, through, and beyond the gateways. We are seeking your recommendations on opportunities to enhance our marketing efforts in the Mexico market.

**Q: What Fam Trips have been held in the last two years, and what were the target markets, locations, and overall outcomes?**

A: Information about Brand USA familiarization trips can be found in our annual reports located at this link: <http://www.thebrandusa.com/about/reports>

**Q: Please provide a copy of the Brand USA operating guidelines and regulatory framework.**

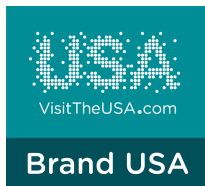
A: See founding and governance documents here <http://www.thebrandusa.com/about/reports>

**Q: What amount of reporting activities are expected every year?**

A: Provide annual marketing plan with budget projections and activities that support assigned KPIs provided by Brand USA; provide quarterly market intelligence report that includes key trends, threats and opportunities, and/or competitive analysis indicating the state of the industry and the impact of overall Brand USA initiatives; provide monthly KPI report for trade activities, marketing campaigns, and press coverage; provide a yearly report with product placement prospectus.

**Q: Is there a Brand USA research team and/or database service available to support the Regional Director activities?**

A: Yes



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**Q: The proposal will apply as Brand USA Regional Director of only Mexico or also Latin America?**

A: In terms of this RFP, this position will cover Mexico only.

**Q: Does the Mexico annual plan cover from November 2017-October 2018 or is it a year term but renewable for more than a one-year term?**

A: The annual plan will cover the 12-month period from October 2017 through September 2018. Contracts signed with agencies are renewable on an annual basis.

**Q: Please clarify if the budget is for a 12-month period.**

A: Yes, budget would be for the 12-month period from October 2017 – September 2018.

**Q: What are Brand USA's objectives and goals for 2017-2018 in Mexico?**

A: The primary objectives are to increase the incremental level of visitation and spend by Mexican travelers visiting the USA, while also promoting travel to, through, and beyond the gateways.

Specific market goals will be determined collectively with the winning proposer.

**Q: Is Brand USA interested in promoting new key hot spots, destinations, products for the Mexican marketplace or Latin America marketplaces? If so, can you provide them and their respective feeder markets?**

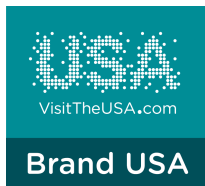
A: We would like your recommendations regarding the best strategies to grow different segments of travel to the USA and what feeder markets you would propose.

**Q: Has the prior RFP for Travel Marketing and Public Relations Services released on April 2017 been canceled and is now replaced by the "Regional Director, Mexico" RFP, or has Brand USA already assigned/selected PR, digital marketing, event marketing, advertising or media buying services/agencies in market and/or for the region?**

A: The original RFP released in April 2017 has been terminated. Brand USA does not have an assigned trade or PR agency in Mexico currently. See RFP page 2 under scope of work for all outlined activities.

**Q: Are there any other active Brand USA RFPs in Mexico currently that will determine who will oversee designing, producing or adapting the creative marketing campaigns and media buys for Mexico?**

A: No



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**Q: Does this proposal include the amplification and strategy designed of digital campaigns and social media, including the creative, or will all creative come from Brand USA or any of its US global or local agencies?**

A: Strategy including content and creative will be directed by Brand USA HQ.

**Q: Does the Brand USA Regional Director for Mexico RFP budget includes “advertising media buying” or just assisting on developing (online, offline, branding and event marketing media strategies)? Please identify if there are any additional funds in the budget for production, media buying, digital/video production and channeling and event marketing production costs?**

A: Brand USA headquarters will manage media planning and buying.

**Q: Along with the maximum 30 pages of the proposals, can we send “video links” as references of candidate and/or company’s previous work and client cases examples?**

A: Yes. These links would be acceptable, but should be kept at no more than three (3) examples or case studies. Files should be formatted as MP4 and sizes should be no larger than 100MB.

**Q: Do syndicated trend reports for U.S. visitation from Mexico and other research need to be costed on the RFP’s budget?**

A: No.

**Q: Travel costs for Regional Director as a request to Brand USA would be paid in addition to the annual \$450,000 USD fee or does it need to be included?**

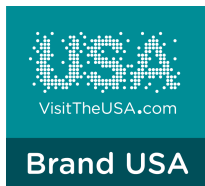
A: This budget reflects all fees and expense reimbursement paid to the contractor to achieve the goals and objectives listed in the RFP.

**Q: Can experience on “increasing visitation to the United States” also be shown by increasing visitation of previous candidates’ or company clients to show the deployment, strategic/creative vision, knowledge of consumer and trade players, and market trends?**

A: Brand USA expects a potential Regional Director to develop and execute trade, PR and co-op marketing programs with key partners in market. Examples may include experience developing and executing these types of programs.

**Q: Does Brand USA headquarters have a current “News Generation Engine” or Dropbox for all destination/destinations press releases, calendar of events, videos, photos, new products, events, and other assets so that the Regional Director can retrieve and adapt to market? Or would the Regional Director be in charge of creating and developing local/regional NGE?**

A: Yes.



**Q: Could you provide the last three years of Mexico visitation, average of stay and trip spent numbers to the U.S. and what segments (business, leisure, MICE) and what are the upcoming 3-year projections for visitation, average length of stay, and spend from Mexico (preferably 2015-2017 to date and projections for 2018-2021)?**

A: Brand USA primarily uses data from the National Travel and Tourism Office within the U.S. Department of Commerce (NTTO). Please see the following link for available NTTO data travel to the United States:

[http://tinnet.ita.doc.gov/outreachpages/inbound.general\\_information.inbound\\_overview.asp](http://tinnet.ita.doc.gov/outreachpages/inbound.general_information.inbound_overview.asp)

**Q: Could you provide the KPIs Brand USA envisions for this program and the Brand USA Regional Director in Mexico (and Latin America if applicable)?**

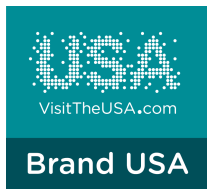
A: While we will look to the Brand USA Regional Director to recommend metrics and track the successful achievement of established targets for programs executed in market, Brand USA does have a metrics plan in place based on the customer journey and expects these metrics to align with and support the achievement of these top line metrics. <https://www.thebrandusa.com/about/reports>

**Q: Since Institutional branding for Brand USA could also be perceived as an extension to the general branding of USA as a country in Mexico, could you share if there are any other PR/lobbying agencies for the USA in Mexico with whom the Mexico Brand USA Regional Director should coordinate strategic communications efforts? Or is the coordination only with the American Embassy and Chamber of Commerce in Mexico?**

A: If you feel that the use of a PR agency is appropriate in achieving the objectives listed in the RFP and otherwise, you may elect to contract with one. All fees for this relationship must be covered within the budget provided in the RFP. The same holds true for any sub-contractor that you feel is necessary to aid you in achieving Brand USA's goals and objectives.

**Q: What is the target market?**

A: Brand USA considers various factors by discipline. We have a detailed Scope of Work that will be developed with the winning candidate that will outline the target market for each of the relevant key deliverables outlined on pages 4-5 of the RFP.



**Q: Please provide the following information to assist in the development of the budget that involve third-party costs:**

**a. Sales Missions**

- **How many are scheduled per year?**

**b. Mega-Fams:**

- **How many are scheduled per year?**
- **What is the estimated number of attendees?**
- **What portion of the cost should be considered in the budget?**

A: Based on the given budget and the KPIs listed above, Brand USA would like your recommendation on how many sales missions and fam trips you would suggest, along with the number of participants you would suggest and how much you would allocate in financial and staff resources to execute the program.

