

The following are answers to questions Brand USA has received to the RFP for Consumer Research - Sample, Fielding, and Analysis.

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: Can you please confirm that the research will occur during the same time in all markets? And that is not intended to be a tracker (over time)?

A: The research may or may not occur during the same time period in each market. Some consumer research projects are performed on an annual basis and some will be entirely new. For those that are performed annually, we will want to compare findings with our historical data (which Brand USA will provide).

Q: Can we assume the questionnaire structure will be identical across the markets?

A: Yes, the questionnaire will be virtually identical across all markets

Q: Can you give any further guidance on the questionnaire contents (e.g., Equity, Communications, etc.)?

A: We will provide you with a draft/existing copy of the questionnaire. Only minimal changes will need to be made in order to launch and field most surveys.

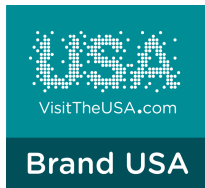
Q: Apart from age, there are three criteria for the target group. Do we need to assume respondents will need to meet them all to qualify (i.e. Have traveled internationally for leisure in the past 2 years AND Likely to travel internationally for leisure to a long haul destination (6+ hours via plane) in the next year AND Plays an active role in planning trips) or only one of them or a combination of both? This will make a difference in terms of effective incidence rate.

A: Yes, we will require them to qualify for all three of the criteria you mentioned.

Q: Can you confirm if the incidence rate among the target group is 100%?

A: We do not understand this question.





Q: Are there any quotas we need to consider? We would propose a national rep outgo, but the returning as per natural fallout. Please let us know if this is in line with your expectations.

A: No, there are no quotas. We do not understand the second part of your question regarding proposing “a national rep outgo.”

Q: What number and what type (brand or full) of open ended questions should we assume? Will they need to be translated into English or just coded?

A: Assume that approximately 5 of the ~60 survey questions will be open ended in nature. Most of the open ended responses will be only a few words in length. Responses will need to be translated fully into English, not just coded.

Q: Will there be any stimuli in the survey? If so, please let us know the number and the type (video, stills, logos?)

A: Yes, there will likely be 2 images/videos. Each video is approximately 30 seconds in length.

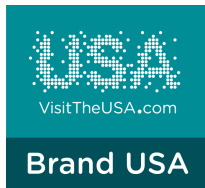
Q: It is mentioned in the RFP document that the you will need Excel tables. Can you please confirm if we need to assume only need 1 set of tables (for each market) or will an extra set for a global roll-up be needed? Any other guidance on the number of files?

A: We will need one Excel file for each market, one SPSS file for each market, and one PowerPoint (containing the analysis) for each market. A global roll-up (comparison) is not necessary.

Q: Is there an expected budget for this research?

A: Past projects of this nature ranged approximately from \$35,000-\$55,000 (depending on the specific scope of the project).

Q: The RFP and charge for the proposal does not specify the intention or learning plan parameters around the research needed. Due to the general nature of the RFP, would you be able to provide any insight into the types of research (qualitative, quantitative, methodologies) or intention for the research needed for this program? We would typically hold a workshop or consultative session around your learning plan that this research is based on thus giving us a better understanding of what we should recommend. Any specificity regarding your intention for this program would be greatly appreciated. That said, if the intention is to identify your ‘goto’ partner for your adhoc needs, we would surely understand how we need to proceed for this proposal.



Consumer Research - Sample, Fielding, and Analysis Q & A

A: Correct, this RFP is primarily about identifying a “go to” partner for general and adhoc research. Currently, we do not have a specific research project in mind that could be scoped or outlined. Once we identify a vendor, we would plan on having a “kickoff” meeting where we would discuss the specifics of what we are trying to learn, the type of research methodology to be employed, etc.

