



Global Media Planning & Buying Questions and Answers

The following are answers to questions Brand USA received to the RFP for our Global Media Planning & Buying agency.

Thanks to everyone who submitted questions regarding Brand USA's Global Media Planning & Buying agency. If the answer to the question is already in the RFP; if the answer will not help in responding to the RFP; or if we were unable to understand a question, we did not provide an answer.

Q: Is the Agency expected to have a physical presence in each, or any, of the markets listed on pgs. 6-7 under "Market Allocation"?

A: It is preferred, but not mandatory that there is a presence in each market. It is mandatory that the Agency have market expertise in each market.

Q: Is Brand USA open to agencies partnering with other agencies to provide the desired global scale as outlined on pg. 7 under "Qualifications"?

A: Yes, however a central coordination team should be accountable for all activity.

Q: To help inform the development of the fee structure, what is the historical and projected media spend for this program?

A: FY2015 – FY2017



Spend: Approximately \$15-18MM USD/year

Markets: Ranges 10-14/year depending on Brand USA internal research

Media: Each year includes a combination of traditional, digital, social, SEM, and ad-serving.

Media differs per country based on strategy.

Projected future spend: Assume same range across spend and markets

Q: Are there specific budgets by region, or will campaign be optimized towards performance and need?

A: No budgets per region. Budget is global. Campaigns optimized based on performance.

Market list is determined by Brand USA in collaboration with media agency.

Q: Is the expectation that media will be planned on a market by market basis and channels, partners, etc. will be unique in each (vs. just some nuances and optimizations)?

A: Market by market but leverage efficiencies and partnerships where available (for example: spend with the same publisher across multiple markets). We have worked with both global vendors and market-specific publishers in the past.

Q: For Paid Social and Search, is creative/copy developed by the global media agency or Brand USA's creative agency?

A: Paid social creative is developed by our AOR, mcgarrybowen and social/content agency, Sparkloft.

SEM creative is developed by media (with translations) and checked either by our translation company and/or community managers.



A: Do target audiences vary by market?

Yes.

Q: Will we be driving to/working directly with any other tourism boards (State, local US market, International markets, etc.)?

A: Yes, Brand USA partners with domestic and international travel partners, to include Destination Marketing Organizations, Airlines, Hotels, etc. These partnerships vary by media channel and creative.

Q: Are all markets live at the same time, or are they planned/live at varying times based on seasonality?

A: We have both a global and individual market based media strategy. There will be multiple markets running media at any given time.

Q: Can Brand USA provide examples of Client relationships that could be considered conflicts of interest?

A: International destination marketing organizations would be an example of a potential conflict of interest.

Q: Is there a pre-determined length (period of performance) of this contract?

A: Three years with the opportunity to renew through RFP.

Q: Outside of the base qualifications, what are attributes and characteristics that Brand USA looks for in a successful agency relationship?



A: Strategic, collaborative, innovative, inquisitive.

Q: Page 5: Please confirm if the final Scope Of Work will include both paid and organic search as per the required capabilities stated in the RFP template. Please clarify current organic search requirements if it would be in scope.

A: Yes, paid and organic search would be included as a part of the total scope. SEO requirements would include keyword strategy (in tandem with SEM), semantic data and content rule recommendation, URL mapping, KPI and benchmark development, and reporting.

Q: Please confirm what the maximum ceiling above at least one comprehensive competitive analysis on page 7 would be over the time of contract.

A: At the very least, we would want an annual comprehensive competitive analysis. At the maximum, we would expect monthly monitoring and reporting.

Q: On page 9, does timeline and / or project plan relate to the potential transition/ handover of your assignment, or the overall planning and buying Scope of Work as set out in the RFP?

A: Include both transition onto the business and overall planning and buying scope of work.

Q: 20:1 ROI – how has this been measured in the past and how do you planning on measuring for 2017?

A: Our ROI is comprised of an analysis of incremental visits from each market, long-haul travel from each market, media impressions, online engagement, and the United States' share of travel from each market.



Q: Research- in the RFP you mentioned you have rich data and research on the international traveler. Can you please share this with us so we can match our recommendation to your research?

A: Brand USA consumer data and research will be shared with the selected agency.

Q: Social Media- we know you have another agency who handles social media but are they managing content creation only or are they also buying media? Should we include social platforms in our recommendation?

A: Our social agency manages content creation. Please include social platforms in your recommendation.

Q: Flighting - can you provide what you are looking for on a yearly basis? Are you looking for more tactics and strategy that can be refined or a full media plan with placements and dates on December 21?

A: The scope of this contract includes full media planning and buying (strategy and tactics) for all listed markets.

