

The following are answers to questions Brand USA has received to the RFP for Travel Marketing and Public Relations Services in Brazil 2017.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Travel Marketing and Public Relations Services in Brazil. 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 clarify and/or give an example of third-party marketing activity costs?**

A: An example of third-party marketing activity costs would be the cost of placing an advertorial in a travel trade publication. Securing, negotiating, and leveraging localized media for consumer use such as digital, print, television, out of home, trade publications. There is a specific plan for this effort.

**Q. Under MEDIA AND PUBLIC RELATIONS SERVICES (pages 7 and 8), the item Corporate Communications describes that the selected Representation Firm will develop an accurate and reliable system of measurement and reporting for all corporate communications activities undertaken on behalf of Brand USA. Should this system be entirely developed by the local agency or does Brand USA have a global measurement system?**

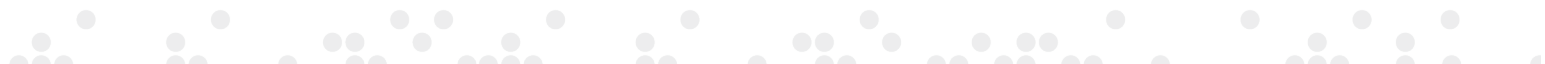
A. Brand USA has a global measurement system. The representation firm may choose to augment this system and methodology with what is customary in market.

**Q. Under SCOPE OF WORK (pages 5 to 9), could you provide clarification regarding the promotions described under item 4. CONSUMER MARKETING SUPPORT. Is the representation firm expected to develop promotions and activations for the end consumer?**

A. The representation firm is to adhere to an overall marketing and communications strategy developed by Brand USA. Generally, the representation firm is expected to localize relevant content for the Brazilian trade and consumer. Representation firms are encouraged suggest interesting promotions or activations for Brand USA consideration.

**Q. Under SUBMISSION DELIVERABLES & SCHEDULE (pages 13 and 14) we do not find a marketing plan for Brand USA activities in Brazil as one of the submission deliverables. Is it correct to assume that proposers do not need to present a detailed marketing plan and should only present the information described under this item?**

A. Correct, please respond to the requirements including the attachments which include a sample budget form.



**Q. Under BUDGET (page 5), the RFP document states that proposers should build out a detailed plan and timeline covering deliverables. Is this a detailed marketing plan or a plan including the information detailed under SUBMISSION DELIVERABLES & SCHEDULE (page 13)?**

A. You must submit a detailed marketing plan according to the scope of work provided.

**Q. Are the Budget Line Items and Name of Programs presented on the Sample Budget Form (attachment 4) fixed or can we modify and include or exclude budget line items and programs? For instance, can we include lines for Partner Marketing Support and Consumer Marketing Support?**

A. The Sample Budget line items can be modified.

**Q. On the Sample Budget Form (attachment 4), under the Budget Line Communications/Public Relations, the Reporting/Clippings item states that this program cost is included. What does it mean?**

A. This is a sample budget form; you may modify the line items as desired, but please maintain format.

**Q. On the Sample Budget Form (attachment 4), one of the budget line items is MICE. Is Brand USA willing to invest in this segment in Brazil? Are there other specific segments that Brand USA is willing to allocate budget?**

A. Brand USA is looking at your organization to determine the best use of budget and resources.

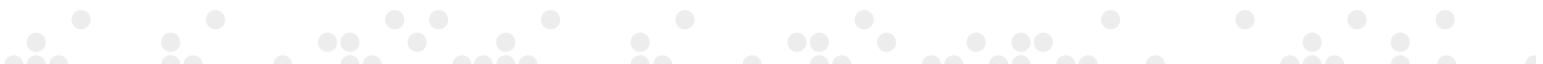
**Q. On the Sample Budget Form (attachment 4), under the Account Administration budget line, could you provide clarification on how to break down the overhead and retainer costs?**

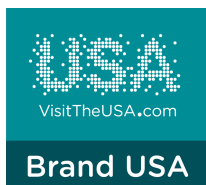
A. Retainer costs should be detailed as 'Staffing Fees' and separate from the Administration expenses such as business and travel expenses.

**Q. On page 11, the RFP document says that Brand USA expects that the contractual term will start on June 1, 2017. Since current contracts are valid until September 30, how and when the transition between current Representation Firms and new Representation Firms be handled?**

A. This contract will begin on June 1, 2017. We will work with the winning firm and the existing representative (if they are different entities) to ensure a smooth transition.

**Q. Under ADMINISTRATIVE INFORMATION (pages 11 to 13), the RFP document states that travel trade activities and partner marketing duties are to be carried out by different individuals. Could Brand USA describe what are the qualifications expected from each of these individuals and how do they differ from each other?**





## BRAZIL- TRAVEL MARKETING AND PUBLIC RELATIONS SERVICES

### Q & A

A. Trade Travel Representative – expert experience and knowledge of working within all aspects of the Brazilian travel trade industry.

Partner Marketing Support – expert marketing and promotional skills across a broad spectrum of the trade and consumer media industry.

**Q. Under ADMINISTRATIVE INFORMATION (pages 11 to 13), the RFP document states that travel trade activities and partner marketing duties are to be carried out by different individuals. At same time, Sample Staffing Form at ATTACHMENT 4 does not include a partner marketing professional. Does Brand USA confirm that this partner marketing professional can be added at the Staff form (since this is just a sample), as well as other professionals as for our recommendation, if applicable?**

A. This can be added, and you may modify the line items as applicable. However, please maintain format.

**Q. Is there any specific format and/or model we should follow for the proposal?**

A. See submission deliverables - Page 13 of RFP.

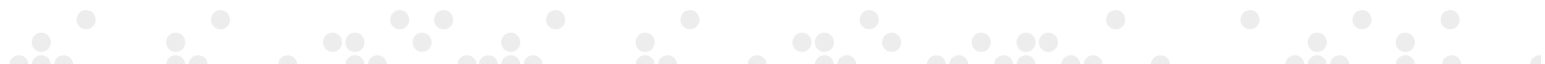
**Q. What is the relationship between Brand USA and the U.S. state tourism boards in terms of cooperation and shared responsibilities? How do you expect that your Brazilian rep will work with other destination marketing organizations with representatives in Brazil (directly with each tourism board headquarter or via their Brazilian rep)?**

A. Brand USA's representative in market is expected to work collaboratively with U.S. tourism boards based in Brazil as directed. The communications process and protocol will be shared in more detail with the selected representation firm.

**Q. Can you please indicate the target percentage of the program/budget represented by each area to be supported?**

Travel Trade  
Media and Public Relations  
Consumer Marketing Support  
Partner Marketing Support  
Activations for Travel Trade Activities

A. We are looking to your recommendations on the best way to allocate resources – financial and labor – to achieve Brand USA's goal of increasing visitation from Brazil and will evaluate each proposal accordingly.



**Q. What level of representation and support should we assume for key travel industry events? For example, will our staff be speakers for Brand USA? Should we plan to provide full-time on-site support for the duration of the event? Or are you looking for media support only? (SOW: “Represent Brand USA at key travel industry events including exhibiting at trade shows and other events”)**

A. We look to the representation firm to assess the level of representation and support needed for key travel industry events in Brazil. Depending upon the event, we will either look to the selected representation firm to represent and/or speak as a representative of Brand USA (when authorized) at the event or work in collaboration on site with other Brand USA personnel.

**Q. What are the deliverables (in addition to appointment setting) expected and metrics that will be used in a sales mission? (SOW: “Develop, promote, and execute at least one Brand USA sales mission in market.”)**

A. We look to your recommendation on how you would evaluate a sales mission in terms of ROI.

**Q. USA Discovery online training program:**

- **Has the USA Discovery online training program already launched in Brazil?**
- **Is there a target for the number of people trained each month?**
- **How many pages does the website have? (for translation estimate)**

A. The USA Discovery online training program has launched in Brazil. While there is no specific target, we look to continually expand the content and the number of active registered agents.

**Q. Do you have a target number of cooperative training programs to be executed over the course of a year?**

A. We look to your recommendation as to what your thoughts are regarding co-operative marketing programs that would be most impactful and bring results.

**Q. FAM Trips:**

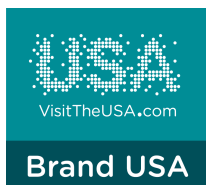
**What is the average duration of a familiarization trip, and how many agency staff are normally required to support?**

A. We look to you for proposed ideas including support staff needed.

**What is the number and duration of the MegaFams planned for the term of this engagement?**

A. We look to your proposed ideas regarding conducting a MegaFam for the Brazilian market.





**Q. Are the Visit USA Association meetings held in Brazil or the USA? What level of representation and support should we assume? (SOW: “Represent Brand USA at Visit USA Association meetings and coordinate all relevant joint marketing activity”)**

A. Visit USA Association meetings are held in-country. Representation and support to be determined in final planning—but will be coordinated with key members of the Brand USA team in Washington, D.C.

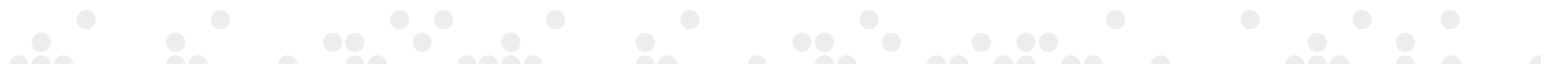
**Q. Who are the main Brand USA partners pertinent to this engagement and, generally, what level of support will be required for these partners? (types of activities, travel, activations, etc.)**

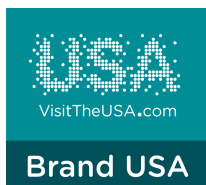
A. Brand USA works with the entire travel trade including the United States government, Visit the USA Association, U.S. partners (destinations, attractions and products) and their representation firms in market, as well as tour operators, airlines, receptive operators, etc.

While we do not disclose information about partner activations, we can tell you the following U.S. destinations are popular with Brazilian travelers:

- Alabama
- California
- Washington, D.C.
- Virginia
- Maryland
- Colorado
- Florida
- Georgia
- Louisiana
- New Jersey
- Minnesota
- Nevada
- South Carolina
- Puerto Rico
- Texas
- Utah

The Representation agency would work under direction from Headquarters to assist in including partners in programs that are designed and led by Brand USA. No direct work with a partner should take place without guidance by Brand USA DC office.





**Q. Page 3 of the RFP indicates “Brand USA does not expect the Representation Firm to do consumer website development, e-marketing, and social media management as part of the scope of work for this contract.” However, a two-month social media content plan is requested in the RFP response (p.13). Can you please clarify what, if any, social media responsibilities should be included in our planning and scope of work?**

A. Please provide a calendar with 6-8 ideas per month of localized content for release on Brand USA social media accounts.

**Q. Do you already contract print, broadcast and/or social media monitoring in Brazil, or will you rely on the selected agency to provide? Should this be considered part of the budget or a third party reimbursable expense?**

A. Brand USA currently has earned media and social media monitoring firms in market. The selected firm may choose to augment the earned media monitoring service Brand USA uses to collect non-digital print and/or broadcast coverage.

Brand USA has Brazil resources in place for paid/owned media planning and buying and community management. You will be asked to work with these agencies on an “as needed” basis. These costs should not be included in the budget.

**Q. Do you already have goals established to measure the overall program results in Brazil? What are the metrics you would like to consider?**

A. While we will look to the Representation firm to determine metrics for success of programs executed in market, Brand USA does have a metrics plan in place based on the customer journey and expects the metrics to align and/or support these topline metrics. The Representation firm will recommend metrics and Brand USA will approve. Please see Brand USA’s annual reports for more information (available on TheBrandUSA.com).

#### **Q. Travel Trade**

##### **Annual brochure analysis**

**Please confirm the firm is to evaluate the Global Inspirational Guide or is it another collateral piece?**

A. Yes, you must evaluate the Global Inspirational Guide.

**Please clarify what is meant by analysis: Content, editorial, and/or distribution methods?**

A. This refers to all aspects of analysis as determined by in-country experts.



**Q. USA Discovery online training program**

**It is our understanding, as of today, the online training program has not been adapted to Portuguese. Please verify this is correct?**

A. The program is in Portuguese. The program is available in Portuguese:

<http://www.usadiscoveryprogram.com.br/>

**If it has not been adapted to the market, should we contemplate the translation costs as part of the allocated budget or will there be a separate funding source?**

A. There should be some budget allocated to translation as we include new material into the program. Provide a scale or rate card based on time or amount (word count) translated or transcreated services.

**Is it possible for Brand USA to provide a comprehensive site plan of the USA Discovery training program (English version) or may we have access to it? This will help us figure approximate budget.**

A. No. The program is proprietary and only available to approved and registered members of the travel trade.

**Q. Tour Operator advisory board meeting**

**Has the advisory board been activated in Brazil?**

A. No.

**If so, please provide us with list of the organizations that make up the board (TO, OTAs, airlines, etc.)**

A. Not applicable.

**Q. Media and Public Relations**

**Please specify the metrics Brand USA currently uses to measure PR and earned media coverage.**

A. At a minimum, Brand USA evaluates and measures earned media coverage based on the following:

- Proactive, Reactive, or Organic coverage
- Category: Trade, consumer, business
- Coverage Type: Editorial, blog, column, op-ed/letter to editor
- Channel Type: Print, broadcast, website-only, print + website, broadcast + website, all channels)
- Estimated Reach (impressions)



- Overall Sentiment/slant (negative, neutral, positive)
- Message Alignment

**Brand USA's Visiting Journalist program.**

**Please provide description of current program including goals/objectives.**

A. The Visiting Journalist Program is primarily focused on working with influential travel writers who write for influential and well-respected media outlets (print, digital, and broadcast) that reach consumers. All journalists are fully vetted and pre-approved for participation in the program.

**Objective 1:**

Amplify Brand USA programs & initiatives with cohesive messaging and credibility of earned media.

**Objective 2:**

Maximize and increase direct to consumer (majority) and some trade through VJP messaging in order to increase traveler inspiration to visit the USA.

**Objective 3:**

Promote U.S. destinations and attractions in line with objectives.

**Objective 4:**

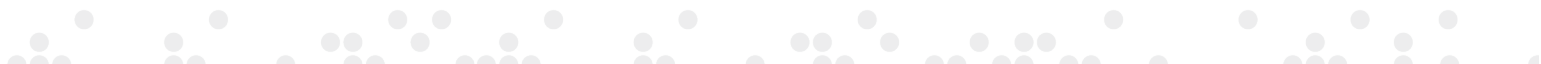
Demonstrate the clear value of the Brand USA effect through targeted media placements and reporting or results.

**Q. Social Media**

**The firm's current clients work with social media influencers as part of their integrated PR strategy. Does Brand USA view it as part of the overall PR or a social media strategy?**

A. There are two tracks for social media: corporate and consumer. The corporate program is led by the communications and public policy team. The consumer program is led by the consumer marketing team. These two teams work in collaboration to ensure consistency in messaging.

**Q. Should or shouldn't the firm consider activating influencers under PR tactics for this RFP.**





A. We are seeking your recommendations.

**Q. Partner Marketing Support**

**Please elaborate how engaged the firm would have to be involved with partner marketing support and specify level of involvement.**

A. The Representation firm would be as involved on an as needed basis. The firm will be responsible for facilitating and coordinating meetings with local publishers and broadcasters to negotiate, develop, and manage the resulting media plans.

**Please provide an example of a strategic partnership program/project executed in market.**

A. Through working with our in-market rep firms, Brand USA has developed partnerships with national news publications and broadcasters on projects that provide Brand USA with paid content (video vignettes and advertorial) and free advertising space to promote travel to the United States.

**Please clarify what falls under the category of assets and in-kind contributions for partner marketing programs?**

A. Some examples would be: complimentary accommodations, flights, attraction passes for familiarization programs; advertising space, and event sponsorship benefits.

**Is it correct to assume Brand USA also expects firm to develop and execute new partner marketing programs?**

A. Brand USA expects a potential representation firm to develop and execute tactical cooperative marketing programs with key trade partners.

**Q. Please verify that consumer targeted travel trade programs developed by the firm are currently contemplated out of the same budget or is it a separate funding source?**

A. Funding for consumer-facing activation is not part of this budget and will be authorized either directly with the publisher/media buyer or through a separate Scope of Work and Budget with the representation firm.

**Q. Consumer Marketing Support: Please confirm that in 2017 Brazil's marketing campaign will have a localized approach. Is that the intent for 2017-2018 as well?**

A. Yes.



**Q. Development of content calendar**

**Please verify that the editorial calendar is to be aligned with in Brand USA's overall PR strategy?**

A. Yes.

**Postings should focus on key market events; please specify exactly where Brazil, USA or both?**

A. Postings should focus on key market events in Brazil unless there is a key, relevant event in the USA that may be determined to have merit to release.

**Q. Is it possible to please provide KPIs that are included in monthly report?**

A. To be determined by Brand USA upon review of strategic marketing strategy and plan.

**Q. If selected as a finalist, where does Brand USA plan to conduct interviews: Washington DC – Brand USA Headquarters or São Paulo?**

A. São Paulo.

**Q. On page 4 of the overview of responsibilities under the chapter Consumer Marketing Support, it is mentioned that consumer marketing team currently manages media campaigns, in-language websites, and social channels in its target markets based on its core "Visit the USA" call to action. Is this related to your in-house team or an external and local agency?**

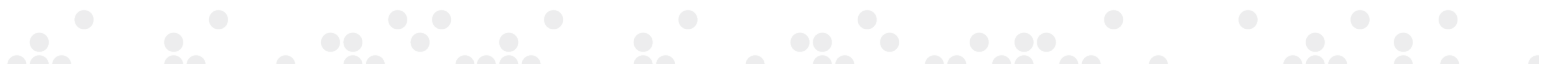
A. This is related to Brand USA team and agency in Washington D.C.

**Q. On page 9 regarding promotions, do you expect the agency to register contests and promotions through the right government entities in Brazil? How many promotions per year? Will the agency have a role in developing/create content for these promotions?**

A. The Representation Firm will advise Brand USA HQ on the development and implementation of promotions to be offered throughout the year. The representation firm will work with Brand USA HQ to ensure that all promotions and contests comply with local laws.

**Q. On page 9 as well, regarding Travel trade website: how often does the websites' content update happen? Will the agency oversee developing content and or visual assets for these websites?**

A. Reps will not be responsible for website content updates.



**Q. On page 13 under Submission Deliverables & Schedule, one of the items relates to Market Intelligence and we understand these as foundation for our strategy thinking and plan development in terms of Trade Marketing, PR efforts and Consumer Marketing. Are you expecting a well thorough developed marketing plan including specific PR activities, events calendar, Trade marketing executions, training plan design etc.....? or are you expecting an overview of our strategy thinking and overall plan?**

**If the answer to the question above is YES, would you send specifics of the special assignment?**

A. Please refer to the scope of work for our expectations on deliverables.

**Q. Does Brand USA have any late and updated research data or marketing studies in market (Brazil?)**

A. Not for disclosure as part of the RFP process.

**Q. What exactly has worked and what hasn't in Brazil? Any case studies?**

A. Brand USA expects the respondents to apply their knowledge of the market to develop a comprehensive proposal filled with tactics it believes will further Brand USA's mission of increasing visitation to Brazil.

**Q. Can we have access to any brand guidelines or graphic assets that can help us build a more suitable proposal to your branding expectations?**

A. Brand USA will share this information, as appropriate, with the Representation Firm upon selection.

**Q. On page 14 you are asking for 3 to 5 case studies to prove success in representing a destination. Could it be not only in terms of Trade and PR solely but also regarding Media (offline/online) and Advertising as well as Social Media, Influencer Marketing and Consumer and Digital Marketing efforts?**

A. We are leaving this up to your discretion and recommendations.

**Q. As far as budget goes, we understand the budget does not include any content production or event participations or production costs, any localization or translation costs, as well as any pay media if needed are not included, correct?**

A. This budget reflects retainer and all program activations in market. Activation does not include paid media – either B2B or B2C – of any kind. Any such activations will be authorized from other budgets either directly with the publisher or through additional Scopes of Work with the representation firm.

