



Pop Culture & Screen Tourism RFP Q&A

Target Markets & Audience Insights

- Which specific international markets are the highest priority for Brand USA's pop culture and screen tourism campaigns?
 - These campaigns will be leveraged across all of Brand USA's 16 key international markets, including Australia/NZ, Benelux, Brazil, Canada, China, Colombia, France, Germany, India, Italy, Japan, Mexico, S. Korea, Spain, United Kingdom/ Ireland, and Southeast Asia
- Are there specific countries or regions where set-jetting has shown the greatest traction?
 - Interest in visiting famous landmarks seen in movies or TV shows is particularly high in key source markets such as India, Australia, and South Korea.
- Has Brand USA conducted recent research on international traveler sentiment related to entertainment-motivated travel? If so, can we access it?
 - Yes, Brand USA's in-house research team conducts annual and monthly surveys, and the selected agency will have access to the research results.

Success Metrics & Campaign Measurement

- What specific KPIs will define success for this campaign beyond media impressions?
 - We're looking for strong earned media results—especially in top-tier outlets—through smart PR partnerships and timely story ideas. It's also important that the campaign identifies pop culture moments that create urgency to visit the U.S. and help drive travel decisions. Lastly, projects that can work on a global scale and reach broader audiences will be more valuable than one-off efforts with limited impact.

Previous Campaigns & Learnings

- Can you share examples of past entertainment or pop culture initiatives that Brand USA considered successful?
 - This is a new initiative for us. That said, we value any past experience the selected agency may have had with destinations or travel brands on high-impact campaigns that successfully drove reach and urgency to visit.
 - We've seen the impact of shows like *White Lotus*, *Yellowstone*, and *Sex and the City*, along with global hits like *Barbie* and major music tours. These kinds of pop culture moments clearly influence travel decisions, and we're looking to identify future opportunities with similar potential to drive interest and inspire visitation.

Creative Assets & Content Considerations

- Will Brand USA provide access to existing photo/video assets, or will new content creation be needed?
 - Yes. Brand USA has a robust DAM that the selected agency will have access to.

- Are there any brand guidelines, messaging priorities, or legal restrictions that we must adhere to?
 - Yes. Brand USA's brand standards and key messaging will be shared with the selected agency.

Partnerships & Industry Relationships

- What existing relationships does Brand USA have with studios, streaming platforms, or talent agencies that we can leverage?
 - This is a new remit for Brand USA from a PR perspective. Brand USA's owned TV channel, GoUSA TV, does have existing relationships that we can tap into.
- Are there any upcoming films, TV shows, or cultural events already identified for potential collaboration?
 - We will rely on the selected agency to work with Brand USA to create a Pop Culture and Screen Tourism PR strategy to inform the direction for this effort.
- Are there any existing entertainment partnerships currently in place?
 - No, not at this time.
- Are there any in-progress initiatives the selected agency would need to continue?
 - No, not at this time.

Budget Allocation & Flexibility

- What is the expected breakdown between agency retainer and campaign activation costs?
 - We're open to recommendations. Please propose a creative and well-rounded staffing plan that meets the scope of work—even if that includes full-time team members—while also allowing for a strong allocation toward campaign activations and hard costs.
- Does the \$450-500K budget include expenses for media familiarization trips and hosting?
 - Yes, the budget will include both retainer fees and hard costs, including activations, press trips, etc.
- Is there flexibility to access additional funds for exceptional pop culture opportunities?
 - There may be additional budget allocated for major one-off PR activations in the future, depending on the organization's needs.
- Are there any cost-sharing opportunities with studio or entertainment partners?
 - No, not at this time.
- Are you open to paying talent (content creators, celebrities, etc.) or should any participation be considered earned?
 - The selected agency should work with Brand USA to develop strategic celebrity partnerships that extend beyond traditional talent fees, focusing on earned media and PR-driven collaborations.

Campaign Execution & Scope

- Can you confirm the contractual dates for this campaign?
 - We're looking to build a partnership. Brand USA's fiscal year runs October 1 through September 31.
- What is the breakdown of expected effort between reactive PR opportunities versus planned campaigns?
 - We're looking for a firm to develop a proactive PR strategy that connects U.S. destinations with upcoming film releases, major music tours, and pop culture moments, to ultimately drive international visitation to the U.S. Reactive

opportunities are always welcomed, but the selected agency will work with Brand USA to build a proactive PR strategy.

- How many media familiarization trips should be budgeted for within the annual scope?
 - Depending on the scope of the trip, the selected agency should plan to host 2-5 trips annually.
- Is there an expectation for the agency to secure celebrity endorsements within the stated budget?
 - The budget outlined in the RFP includes both the retainer and any activation or hard costs associated with the partnership.
- How much emphasis should be placed on emerging U.S. destinations versus traditional tourism hotspots?
 - Equal emphasis on gateway and non-gateway destinations is a must.

Approvals & Collaboration Process

- What is Brand USA's approval process, particularly for time-sensitive pop culture opportunities?
 - All opportunities should be presented to Brand USA's in-house PR team and will be signed off on by the Chief Communications Officer.
- Who are the key decision-makers we would collaborate with on campaign development?
 - The agency will report to the Chief Communications Officer.
- How many Brand USA team members will be directly involved in the day-to-day work?
 - Up to 3 members of our in-house PR team will be involved in the day-to-day work.
- How often will progress reports or check-ins be required?
 - We will require a bi-weekly status call between the selected agency and Brand USA's in-house team.

Reporting Requirements

- What is the expected frequency and format of reporting on campaign performance?
 - We will ask the selected agency to provide week-end highlight reports, due by close of business on Friday, as well as a comprehensive monthly report.
- Are there specific reporting tools or dashboards that should be integrated into our workflow?
 - Brand USA will provide our monthly reporting template.

Long-Term Vision & Opportunities

- Is this campaign envisioned as a one-time activation, or is there potential for ongoing entertainment partnerships?
 - We are looking for a partnership to drive an ongoing strategy for pop culture and screen tourism.

Additional Questions

- Is building a crisis management plan to mitigate any potential negative outcomes part of the submission
 - In the event that it's needed, yes, building a crisis management plan in collaboration with Brand USA's in-house team would be part of the partnership