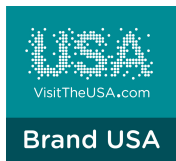




# REQUEST FOR PROPOSAL

Content Marketing Software

November 9, 2016



## INTRODUCTION

Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture its share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.



## WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

## WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

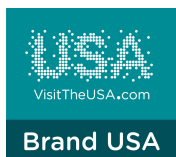
### International visitation helps local communities.

On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

### International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)





### International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.

### Who Pays for It?

International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa-waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

## BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2013, we were fully deployed (consumer, co-op, and trade marketing) in eight markets (Australia, Brazil, Canada, Germany, Mexico, Japan, South Korea, and the United Kingdom)—and delivered a 47:1 return on marketing investment, 1.1 million incremental visitors, \$3.4 billion in direct travel spending, and \$7.4 billion total spending—which supported 53,000 new jobs. In 2014, Brand USA expanded the consumer campaign to China and Taiwan, and in 2015 will be fully deployed in 14 international markets (Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, New Zealand, Taiwan, and the United Kingdom). Every 1 percent increase in travel from these markets fuels the nation's economy by generating 500,000 additional visitors and \$1 billion in international visitor spend a year.



## PURPOSE

Brand USA seeks a central content marketing platform to organize, edit, push publish, and track content including photos, videos, articles, infographics, and advertising creative. This software as a service (SaaS) product will be utilized by Brand USA and our global agencies.

## SCOPE OF WORK AND FUNCTIONAL REQUIREMENTS

The selected vendor's product will:

- Interface with Facebook, Instagram, Twitter, Pinterest, WeChat, Sina Weibo, YouTube and our Drupal 8 websites.
- Allow the sharing of content to vendors working on our behalf.
- Function in English, Spanish, German, French, Japanese, Korean, Portuguese and Chinese.
- Allow for a content approval process at various stages prior to publication.
- Clearly map workflow.
- Schedule postings in advance of time.
- Optimize publishing times for best engagement.
- Track content around specific topics. For example: We should be able to run a report on all content pieces that featured a state.
- Index our content and then search the web and social to source relevant user-generated pieces.
- Contain an editing tool geared toward specific channel push.
- Have the ability to easily edit images including sizing and caption layering in our languages.
- Have a robust cross-channel, collaborative editorial and campaign calendar that allows for different market permissions/layers.
- Have user level permissions, with no limit on number of users.
- Generate analytics. At minimum, reports must track Brand USA posting to social media channels with the goal of generating metrics based on account (keyword), channel name, quantity of posts by dates, reach, shares, clicks, referrers, comments and views.
- Be available for use via a mobile app for iOS and Android. Provide emergency technical support 24/7 for issues and be easily accessible to answer product questions during normal business hours.



- Integrate with our Media Valet digital asset management system.
- Integrate with SDL, our translations provider.
- Have enterprise level security protection and permissions structure.

## Core Objective

- To efficiently manage Brand USA's content marketing across channels.

## Our Questions (Direct answers are required):

- Does your tool offer topic optimization, SEO optimization, or linking suggestions?
- Can your product generate a quiz, or contest?
- It is possible to delete posts and if so, from which platforms?
- Are we able to monitor our brand and others across our international markets? If so, on which platforms?
- Do you offer curated content?
- Does your product integrate with social media advertising platforms?
- Does your product integrate with Google Analytics?
- Is uploading content in bulk – for example, through a spreadsheet, possible?
- Does your tool show permit us to see which author performed a content edit?

## Your Questions

- Questions you have concerning this RFP must be submitted to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) by the date listed in the schedule. Answers to questions will be published on [www.thebrandusa.com](http://www.thebrandusa.com). Company names will be removed. We do not accept questions via phone calls and do not conduct interviews, or have conversations prior to selecting finalists.

## QUALIFICATIONS

- A minimum of three years providing content marketing software as a service.
- A minimum of three years working in a multi-language/international environment.
- Demonstrated experience working with major brands that require an enterprise level tool.



- Significant project management experience.
- Superior references from large consumer brands currently utilizing your services.
- Excellent training and support system with fast response times.

## FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

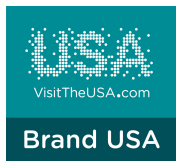
- Provide background information on your company, including a list of current clients,
- Demonstration of an ability to meet the qualifications and specific answers to the questions presented.
- State unique selling proposition over competitors.
- Show case studies (minimum of three) with demonstrated results relevant to Brand USA (scale, industry, and/or similarity).
- Illustrate how we will interact for execution and optimization.
- Describe your experience working in a multi-agency, fast-paced and integrated marketing environment.
- Note employee retention rate.
- Provide three client references.
- Proposal shall not exceed 45 pages.

## BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic pricing matrix. Note that initial engagement will be for a one-year term.

## TENTATIVE SCHEDULE

A. Proposal Released	November 9, 2016
B. Written Questions (due by 5:00 p.m. EDT)	November 18, 2016
C. Written Questions Answered and Posted to Brand USA Website	November 23, 2016
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	December 13, 2016
E. Proposal Due (due by 5:00 p.m. EDT)	January 6, 2017
F. Proposal Evaluation by Scoring Committee	January 17, 2017
G. Notification and Scheduling of Finalist Interviews	January 20, 2017



H. Finalist Presentation/Interviews

February 1 & 2, 2017

I. Notice of Intent to Award Contract and Public Posting

February 7, 2017

## DELIVERY OF PROPOSAL

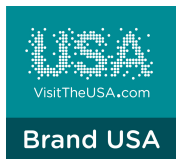
Proposals may be e-mailed to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) and six (6) printed copies must be delivered by U.S. Mail, Federal Express, UPS, etc. to:

Brand USA Headquarters  
C/O RFP Administrator  
1725 Eye Street NW, Suite 800  
Washington, D.C. 20006  
ATTN: RFP – Content Marketing SaaS  
Phone: 202.536.2060  
Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.





ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: December 13, 2016 5pm

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

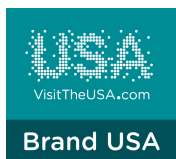
ATTN: RFP - Content Marketing Platform

Phone: 202.536.2060

Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:





## ATTACHMENT 2

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

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Authorized Signature

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Typed or Printed Name

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Title

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Date

Official Contact: Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

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Official Contact Name

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Phone Number

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Official Contact Title

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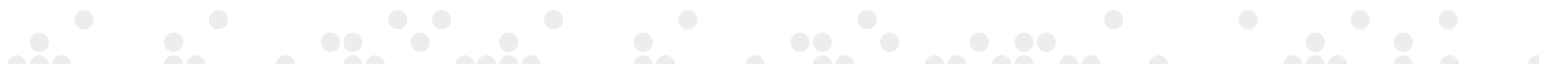
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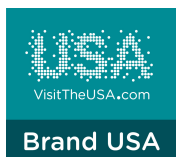
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Email Address

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Street, City, State, Zip





ATTACHMENT 3  
FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

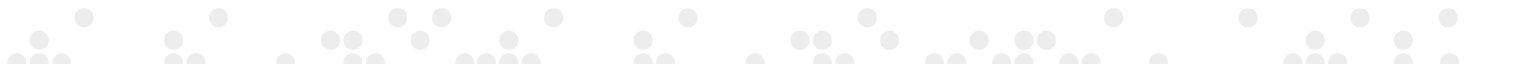
Evaluated By: \_\_\_\_\_

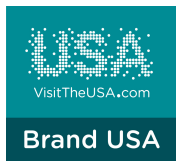
Date: \_\_\_\_\_

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Ability to manage and publish to Brand USA’s desired social and digital platforms	25	
Ability to scale across many users and markets	25	
Intuitive user experience	25	
Ease of configuration	10	
Customer support and training	10	
Cost Effectiveness	5	
TOTAL POINTS	100	





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ORAL INTERVIEW/DEMONSTRATION CRITERIA	MAX. POINTS	SCORE
Provider demonstrations will be judged on the same criteria - pro rated – as listed in Attachment 3 “Proposal Evaluation Criteria”.	50	
TOTAL POINTS	50	

