



**Brand USA**



# Request for Proposal

GoUSA TV Management  
July 27, 2020



## PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor to supply management and backend services for Brand USA's digital television network, GoUSA TV. Our objective is for continuous improvement in providing a world-class travel entertainment channel to international consumers via Over-The-Top Television (OTT), YouTube, Transit, Airlines, Hotels and other distribution avenues.

## BACKGROUND

GoUSA TV is available globally on-demand via app on Roku, Apple TV, Amazon Fire, Android TV, Google Chromecast, iOS and Android; a curated YouTube channel; airlines; plus launching soon – live linear streaming channels and a WiFi system on a large transit system. Ideally, distribution for GoUSA will continue to expand and scale to new platforms for greater organic growth. GoUSA TV will soon exceed more than one-hundred hours of content. Shows vary in length from two-minute shorts to full-length feature films.

## SCOPE OF WORK

The selected vendor will provide a tool with the ability to:

- Host, manage and maintain video storage and streaming services, including pass through to playout vendors.
- Provide overall project management, acting as lead agency for GoUSA TV. This includes at least two weekly conference calls with Brand USA staff, consultants and other agencies.
- Provide technical support for issues/bugs.
- Generate measurement metric feed(s), to provide understanding of performance. At minimum to include by date, country and device/platform: Channel installs, video views, watch duration, completion rate and other relevant points that explain the user journey through the GoUSA TV eco-system.
- Assist in synchronizing content programming with advertising and public relations campaigns.

## Functional Requirements

- Retrieve assets from Brand USA's digital asset management system, then encode/upload into the OTT video platform and content management system, maintaining meta tags, titles and descriptions.
- GoUSA TV is currently served out of Brightcove. Accedo is the tool utilized for content management. WURL is our playout vendor. If deemed necessary - moving/transfer/set-up of video assets and/or vendors are required in the submission budget, with a proposed timetable.
- Create and regularly modify playlists and schedules for video on demand and clocks for linear streaming.
- Create and regularly modify clocks for linear channel streaming/playout vendors.
- Media storage, licensing of software/hardware products and bandwidth fees included.
- Highly responsive customer service during eastern time zone (USA) operating hours. Emergency contact needs to be available for outages or major issues, 24/7.
- Close to one-hundred percent up-time.
- Interface regularly with GoUSA TV content team and consultant.
- Upgrade software and apps to latest versions.
- Execute regularly scheduled push notifications through mobile apps.
- Assist in keeping Airtable current with pertinent information.
- Light video editing, adding GoUSA TV intro(s), bug and occasionally modifying videos.
- Insertion of tags as needed in linear feed(s).
- Proactively suggest UX/UI improvements and continue to educate the collective group about new developments in connected television.



## QUALIFICATIONS

The selected vendor will:

- Have a minimum of three-years' experience managing a consumer targeted video channel, preferably in entertainment, travel, or culture.
- Have a solid understanding and demonstrable knowledge of the OTT/CTV landscape.
- Be a solid company with proven financial backing.

## Questions For You

Please address:

- What is your unique selling proposition compared to others in this space?
- What are a few of the greatest challenges you've solved in managing a video channel?
- Do you outsource development and if so, to whom?
- What is your development approach/methodology?
- Do you use third-party vendors for services you propose providing to Brand USA? If so, who are these supporting vendors
- Will you provide full service during regular eastern-time zone business hours?
- What is your maintenance schedule?
- How do you meet custom requirements?
- How would you improve GoUSA TV?



## PROPOSAL FORMAT AND SPECS

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

- Case study or studies- (minimum of one) - with demonstrated results relevant to Brand USA (travel, or scale similarity in another industry).
- Resume or background description of the staff at your company with whom we will have the most day-to-day contact.
- Company history and background.
- Answers to the questions in the preceding section.
- Presentations may not exceed 30 pages in total. Do not assume anything beyond page 30 will be reviewed.

## BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic budget with an estimated execution timeline.

## MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than August 14, 2020 (due by 5:00 PM EDT), and sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.



Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **August 18<sup>th</sup>, 2020** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **RFP Responses** must contain the following information:

- a. Executive Summary.
- b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
- c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the event. Include resumes, or descriptions of anyone to be involved with GoUSA TV.
- d. Case Studies.
- e. Direct answers from the "Questions For You" section. Include the question and your answer. Do not assume we will locate answers to these questions spread throughout your proposal. Failure to provide direct answers may negatively impact your submission.
- f. Specific Monthly/Annual Budget.

3. **Certification Form**: Must be signed and accompany all RFP Response submissions.



## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	July 27, 2020
B. Written Questions (due by 5:00 PM EDT)	August 7, 2020
C. Written Questions Answered and posted to Brand USA website	August 14, 2020
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	August 18 2020
E. Proposal Due (due by 5:00 PM EDT)	August 24, 2020
F. Notification and Scheduling of Finalist Interviews	Sept 9, 2020
G. Finalist Presentation/Interviews	Sept 16 & 17, 2020
H. Notice of Intent to Award Contract and Public Posting	Sept 22, 2020

## DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto:RFPadmin@TheBrandUSA.com). We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.



## 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: August 18, 2020

SEND TO: [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.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
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:

\_\_\_\_\_  
Official Contact Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Official Contact Title

\_\_\_\_\_  
Facsimile Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
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
Demonstrated success developing and managing video entertainment channels	50	
Demonstrated success with complex project management	15	
Qualified staff	15	
Cost effectiveness	20	
<b>TOTAL POINTS</b>	<b>100</b>	