

Presentation and General

- What format would you want this RFP submitted in, a presentation deck?
 - The RFP can be submitted in any format that the agency feels appropriate.
- Does the agency have to be based in Canada?
 - Yes, the Canada PR agency must be based in the market.
- The RFP mentions a global social media agency. Can you provide clarity on their purview vs what you expect of the Canadian agency?
 - The Canada PR agency would be additive to the social media work we have currently with Edelman. Influencers and others in the lifestyle space are important to Brand USA and we want to capitalize as much as possible on this 'currency.' It would also be coordinating from time to time with other social media driven projects that impact the Canada market.
- The RFP mentions a preference for agencies with tourism marketing experience. While the focus seems to be on consumer PR and influencer relations, does this include a travel trade component, and if so, to what extent?
 - This remit is for PR/communications, not travel trade, though the agency may support travel trade engagement activity and trade events in the market from a comms perspective.

Activation

- The USA is broad with many unique offerings. The RFP references this and indicates that the vendor would be responsible for identifying angles that appeal to Canadian travelers. What resources are available to support coordinating fam trips? Are there suggested itineraries and is there support in coordinating logistics with accommodations, ground transportation, etc. or is this all the responsibility of the vendor?
 - FAMs would be a collaborative process, coordinating with head office and harnessing all resources.
- Do you have any Canada/American brand partnerships that are already in place? Does Brand USA have preferred Canadian partners (e.g., tourism boards or airlines) for brand partnerships at events?
 - Brand USA currently has a partnership with the Toronto International Film Festival (TIFF) – we are in year two of a two-year partnership.

Results

- How much emphasis should be placed on promoting lesser-known U.S. destinations versus iconic landmarks?
 - Brand USA promotes travel to, through and beyond the gateways. Focusing on “beyond the gateways” is of particular importance.
- What KPIs do you use to measure success? How does Brand USA define success in the Canadian market?
 - Tourism levels to the USA from Canada; number of media placements including the quality and tone of coverage. Feature coverage is important of course.

Budget

- How much should we allocate towards events and activations from the budget, can you provide parameters?
 - We would like to see your proposal of how you would allocate resources.
- Do you require the inclusion of a comprehensive budget showing the breakdown of team salaries, events, activations and FAM's?
 - Top-line budget breakdowns are appreciated.