



The following are answers to questions Brand USA has received to the RFP for China.

Thanks to everyone who submitted questions regarding Brand USA's RFP for China – Travel Marketing & Media/Public Relations Services. 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: (Page 13): Personnel/Management - Would you prefer to have account personnel hold more than one responsibility (example: Media/PR lead may also help with Consumer Marketing and Trade lead may also assist with Partnership Marketing) or to have a dedicated person for each function?

A: We look to your recommendation and should be presented per the Sample Staffing Form within the RFP.

Q: (Page 15): Regarding the submission deliverable under Personnel: "Budget Breakdown - See Attachment 4 - appropriate for the SOW and the Market Intelligence deliverable" -- Can you please clarify what you mean by "Market Intelligence deliverable"?

A: Market Intelligence deliverables are stated on Page 15 of the RFP under the subhead "Market Intelligence, including:"

Q: (Attachment 3): The evaluation criteria states that our Market Insights and Creativity will be evaluated by the "quality or proposed strategies, creativity, detail of plan, and related items." Are you looking for a high-level overview of our marketing plan or more granular details, including a working plan with target markets, marketing co-op partners, suggested timeline, etc.?

A: We look to your recommendation on level of detail to provide.

Q: (Attachment 4): The sample budget form is high-level. Would you prefer us to follow this format or would you like a more detailed budget to coincide with a marketing plan (sales mission locations, partnership details, etc.)?

A: We look to your recommendation on how to present the proposed budget; however, at a minimum your proposal should include the categories listed in the first column of the sample provided.



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Q: We know you used to work with specialty agencies that had the experience for both trade and communication. We have received your RFP and we are a pure play PR and communication agency, does it mean you have a change of strategy or we will not be qualified for the bid?

A: The RFP is for both Travel Marketing and Media/Public Relations Services and Brand USA is looking for proposals that demonstrate expertise in both of these areas.

Q: Is it possible to split the trade part and the PR communication part so we can only pursue one part?

A: No, the RFP is for both Travel Marketing and Media/Public Relations Services. We are looking for proposals from agencies that demonstrate expertise in both of these areas. Firms may include one or more subcontractors in order to present collective expertise in all areas required by the RFP (see the subhead "Subcontractors" on RFP page 14).

Q: Based on your experience, how many full-time staff do you normally need to get the work done? How do you expect we structure the trade people and communication staff (percentage wise, like half-half, or more people on trade)?

A: We look to your recommendation on staffing and allocation of time.

Q: What is the key role and responsibility of Brand USA in China market?

A: Information is provided on the web site under the China RFP section.

Link: <https://www.thebrandusa.com/system/files/rfps/documents/China%20-%20Background%20Information.pdf>

Q: What are Brand USA's business and communication objectives in China market over the next three years?

A: We look to your recommendation.



Q: What is the key issue or challenge for the USA as a travel destination with Chinese consumers?

A: We look to your market experience as to what these challenges may be and how to address them.

Q: Do you have a marketing calendar or activity plan for 2019 you can share?

A: We look to your recommendation.

Q: What is the ratio of trade communication and mass consumer marketing (either budget-wise or the marketing efforts-wise)?

A: We look to your recommendation.

Q: Based on past years' marketing programs or surveys, do you have a target audience profile or demographic you can share?

A: We look to your recommendation.

Q: What is the ratio of tour group and individual travel of Chinese consumers to USA?

A: Based on our market research, we estimate 70% groups and 30% FIT.

Q: There are states or city tourism bureaus which have marketing programs in China (such as New York and California). How does Brand USA collaborate with these types of organizations (i.e., Do you work together or independently)?

A: Brand USA has its own budget to support its China marketing strategies, but also works with city and state destination marketing organization partners in various collaborative efforts, including co-op marketing programs, sales missions, fam tours, and other specialized market programs.





Q: The contact information on the Brand USA website is Contineo Marketing. What is this agency's role with Brand USA in China?

A: Brand USA has a contract with Contineo Marketing to provide certain strategic and oversight services for Brand USA activities in China. These services can relate to, but do not replicate, the work that is expected of the in-market representation firm sought in this RFP.

Q: Do you prefer the team be based in a specific city in China from where all marketing support is provided or would you like the team represented in in other tier 1 cities?

A: We look for your recommendation on staffing and locations.

Q: How do you define a conflict of interest? For example, do airlines or other travel organizations pose conflicts? Or does this specifically refer to clients that are similar destinations to the USA?

A: Representation of countries or destinations that compete with the United States for outbound Chinese travel would be considered a conflict of interest. Representation of some travel entities, particularly if they are state run or state affiliated, may pose a conflict as well.

Q: On Attachment 3, "Proposal Evaluation Criteria," what does "Market Insights and Creativity" specifically refer to? Is it the content creativity or is it open for us to propose creative consumer campaigns besides your existing marketing program?

A: The evaluation will be based on the quality and creativity of the strategies and the detail of the plan and all related items that you propose as part of your response to the RFP. See the "Scope of Work" section beginning on page 5 of the RFP and the "Submission Deliverables and Schedule" section beginning on page 14 of the RFP.

Q: Does "Administrative expenses" on page 5 of the RFP include cost for translations for all project-related documentation, including those for materials provided by Brand USA in English that require translation for internal or external use?



A: Brand USA contracts a separate company to provide the majority of translations. However, the appointed agency would be required to provide a final review for translations to ensure accuracy and appropriate use of 'travel' terminology.

Q: Who currently manages the USA Discover online training program mentioned on page 6 of the RFP? Will management of the program be transferred to the winning agency?

A: Brand USA's office in Washington, DC manages the overall worldwide USA Discovery Program, and each market agency is responsible for the day-to-day promotion and reporting.

Q: Please provide the anticipated size (# participants) of the two-travel trade FAMs, as well as the number of size (# of participants) for the MegaFams mentioned on page 6 of the RFP.

A: There is no set limit on the number of participants for the two-travel trade fams as we place more emphasis on quality of participants than the number of participants. However, all participants should be product decision makers. The MegaFam is subject to an airline providing seats for 50 to 100 travel agents / product decision makers. MegaFams are typically held yearly or every two years.

Q: Who currently manages your WeChat B2B channel mentioned on page 6 of the RFP?

A: The Momentum Group

Q: With respect to press releases mentioned on page 8 of the RFP, approximately how many press releases do you expect to issue each year? Are these press releases created by Brand USA in English?

A: We look to your recommendation.

Q: With respect to the events mentioned on page 8 of the RFP, how many events were held in 2017 and 2018 and do you have an expectation for the number of events in 2019?





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A: A yearly Sales Mission and a separate U.S.-China Tourism Leadership Summit are held every year (the Summit alternates between a U.S. and China destination). The winning agency would have a significant role in either managing or coordinating these efforts as well as others you may recommend.

Q: With respect to the communications flow and issues surrounding corporate communications and public policy mentioned on page 8 of the RFP, are these communications related strictly to China-outbound travel issues and can you provide a sense of topics, situations, and/or frequency that occurred in 2018 and what you expect in 2019?

A: The topics, situations, and frequency of communications vary. We are looking for your demonstrated experience in travel-related corporate and public policy communications.

Q: Can you further define the level of support needed for each item listed on page 9 of the RFP, and provide an overview of what was required of the current agency in 2017 and 2018?

A: We look to your market expertise to define what support you would need for these related programs.

Q: Regarding the storage and maintenance of Brand USA collateral and promotional items referenced on page 9 of the RFP, how many items (# boxes) would require storage within any given period? Also, will materials be provided in Mandarin or will they require translation?

A: In 2018 we shipped 21,000 inspiration guides to the office in China for distribution. These are printed in China in simplified Chinese.

Q: Please confirm exact URL where answers to questions will be posted on January 9.

A: <https://www.thebrandusa.com/about/rfps>