



Consumer Marketing Project Manager RFP Q & A

The following are answers to questions Brand USA has received to the RFP for Consumer Marketing Project Manager

Thanks to everyone who submitted questions regarding Brand USA's RFP for Consumer Marketing Project Manager. 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 What is your expectation regarding the number of hours per week the selected vendor will work?

A 30+ hours

Q Can you elaborate on the makeup of your existing internal team (marketing, PR, media, analytics, partnership/sponsorship, etc.)?

A Our Marketing team is made up of 3 groups. These groups are Partner Marketing, Global Trade and Integrated Marketing. This position will work in the integrated marketing group that is responsible for all brand led consumer marketing including advertising, paid media, digital/social, sponsorships/partnerships and Consumer & Trade PR.

Q Can you elaborate on the various brand partners / external partners that the selected vendor will be working with?

A Brand Partners will fall into the following categories.

- DMOs – Other US state and city destination marketing organizations
- Endemic Travel Partners – Airlines, OTAs, Hotels, Rental Car companies, attractions and other travel related corporate partners.
- Non-endemic Partners – Brands outside of the travel industry that we partner with around different marketing initiatives. This could be brands across a variety of categories from CPG, technology, automotive, retail to sports, music, film, entertainment, fashion and media.

Q How was the budget for this RFP determined?

A Budget was determined based on scope of work and type of experience needed.

Q In the event of scope changes or extends, how will this be managed? (i.e. who approves scope changes, how is budget determined and approved, etc.)

A Any changes to scope must be approved by both Brand USA and the selected vendor. Based on changes to the scope, the vendor will need to provide Brand USA with an estimated cost of new services. Once approved new/updated SOW will be signed by both parties.