

USA

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Brand USA



Brand USA

## REQUEST FOR PROPOSAL

Creative Concept Evaluation

April 19, 2021



## INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs\* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

## PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor to support Brand USA by providing virtual qualitative and quantitative testing services through focus groups, surveys, and other research. Specifically, Brand USA expects to conduct creative concept testing, identify travel interests, and other motivations or concerns through testing.



## SCOPE OF WORK

### **Qualitative: Exploratory/directional research**

- With the use of online board discussions/ online focus groups explore travel interests, emotions, motivations, perceptions for international travel and travel to the USA.
  - o First Project: Focus group insight into what a potential traveler's ideal next international trip would look like

### **Quantitative: Creative concepts testing**

Creative concept testing to identify the concepts that resonate best with the travelers and why. Resonate means driving the viewer to take action on their desire to travel.

Concept testing:

- Features/imagery
- Believability/Trustworthiness
- Clarity of message / what is trying to convey
- Emotions evoked
- Influence desire to visit

### **Market Reach**

Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, South Korea and the UK.

Please provide sample pricing and project plans (or timelines) for each market separately as part of this RFPs Deliverables. Brand USA will determine if testing needs to be done in some or all markets.

Sample:

- Online discussion boards: 20 participants per group
- Creative concept testing: a min of 100 completes per market

Audience:

Adults aged 20 to 64 who:

- Have travel internationally for leisure to a long-haul destination (6+ hours via plane) in the past 3 years or are likely to in the next year (any international vacation for Canada and Mexico)
- A mix of past and non-USA visitors

Survey instrument to include:

- International travel motivations, preferences and behaviors
- Interest in visiting the US
- Response to creative content that encompasses a range of testing variables
- Media consumption



Deliverables (please provide pricing and typical timelines where relevant for each item separately):

- Discussion guide
- Survey instrument/testing design
- Sample (online panel respondents)
- Survey programming and fielding with raw survey results data
- Tabulated survey results in Excel
- Detailed summary and analysis of results in PowerPoint

## QUALIFICATIONS

The vendor must be able to conduct, either through its own resources or in collaboration with in-market sub-contractors, the survey and focus group work in the markets listed above in a culturally relevant way.

Company history and background: At least five, and preferably ten years, of experience conducting survey and focus group work. Please provide history of the company, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work with an emphasis on the firm's ability to deliver results in a virtual environment.

Relevant Education & Certifications.

## PROPOSAL DELIVERABLES

Proposals may be rejected if they do not include all deliverables.

- Description of the vendor's qualifications / experience to conduct the work including clients, case studies if available, and at least three client references. Identify and provide background information for any sub-contractor relationships respondent intends to rely upon to demonstrate the ability to cover the markets listed in the Scope of Work phase.
- Proposed staffing (identify at least one contract manager) / other staff resources and description of their experience / qualifications that demonstrate their ability to conduct the work. Please identify the roles they fill within the project plans requested in the bullet below.
- Description of how the vendor expects to conduct the work, including timelines and interim milestones for each market, to complete concept testing. See Scope of Work section for more details on this deliverable.
- Detailed Budget proposal including a brief explanation / rationale.
- Presentations may not exceed 20 pages in total. Do not assume anything beyond page 20 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 **April 23, 2021**, 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 **April 29, 2021**(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. Proposal Deliverables (See above)
  - 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 Creative Concept Evaluation RFP.
  - d. Case Studies.
  - e. Specific Project Budget, either by project or on a monthly/annual basis
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	April 19, 2021
B. Written Questions (due by 5:00 PM EDT)	April 23, 2021
C. Written Questions Answered and posted to Brand USA website	April 26, 2021
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	April 29, 2021
E. Proposal Due (due by 5:00 PM EDT)	May 10, 2021
F. Evaluation by scoring committee	May 13, 2021
G. Notice of Intent to Award Contract and Public Posting	May 14, 2021

## 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: April 29, 2021

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
Vendor Experience	25	
Methodology + Timeline	25	
Qualified staff	25	
Cost effectiveness	25	
<b>TOTAL POINTS</b>	<b>100</b>	