

Global Media Planning and Buying RFP  
Public Questions and Answers

1. Is there a page limit on the proposal?

Respondents are free to deliver proposals as lengthy as they feel is necessary to demonstrate their abilities and to answer the specific questions within the RFP.

2. Can we include scannable QR codes or outbound links in the proposal that links to a separate website (i.e. case study site or links to videos?)

Links or QR codes must not just provide visible access, but also be downloadable for storage and record keeping. Brand USA is not accepting print copies.

3. Does Brand USA evaluate or score preferentially for minority-, women-, or American Small Business?

Brand USA will provide 5 additional points to companies that qualify under those standards set by the Small Business Administration.

4. How is success measured?

Brand USA's goal is to increase international visitation to the United States. Brand USA tracks intent media objectives and tactical objectives and corresponding KPIs that ladder up to or are interpreted as having an impact on an intent to visit metric. KPIs for campaigns will be set as appropriate for the campaign objectives. Brand USA's measurement tools and KPIs evolve along with the tactics we deploy. We currently are focused on increasing awareness as indicated by impressions, engagements, video views, website visits, view through rates, time on site, amongst others. Ultimately, Brand USA is trying to ensure that its marketing spend makes the greatest impact on travel to the United States. We expect our media buying agency to be a partner in helping evolve our appreciation of the impact our work has on the travel landscape.

5. Can you define or give an example of conversion of the lower funnel in the context of Brand USA business? Will lower funnel tagging be accessible to measure conversion (either Brand USA or partners)?

Please refer to the brief provided by email.

6. How have you rationalised the use of linear TV vs other media channels in the past? - Assume campaign objective driven i.e., global launch

We're open to all channels as necessitated by our objectives and allowed by our budgets. Brand USA expects the winning agency to help us determine the appropriate media mix to ensure our marketing efforts and budget provide the greatest impact.

7. Who are your competitors?

Brand USA's competitors vary by market. For example, we may compete with France in China, but not in the United Kingdom. Context matters, and we want to make sure that we're comparing apples-to-apples, particularly when it comes to long-haul travel decisions.

8. How do you budget for your tiers? Can you please share any segmentation/ definition work that goes beyond what you currently share on the website under the "Resources, Market Guides" section.

Brand USA has a multi-factor market selection model, which includes a media / business component. We are seeking an agency to apply their expertise to help guide the budgeting process to ensure that our budget is well utilized. We are looking to understand how to achieve breakthrough in a defined market, for defined tactics as aligned with our marketing objectives.

9. The markets in the market list and in the market priorities don't necessarily match – can you confirm that the list is correct?

The brief includes a smaller subset of markets we're focused on right now. The market model is entirely quantitative and doesn't include other qualitative factors that shape decision making and budget allocation.

10. We assume all marketing assets are local language specific as are the digital landers?

The majority of marketing assets are localized to our priority markets and landing pages are geo-targeted and in language.

11. Will you use US assets trans-created for each market?

Brand USA expects the winning agency to help align current creative to the appropriate channel in each market and identify any material gaps.

12. Do you have a list of current technology tools used for digital measurement?

Brand USA measures its digital efforts using the following: Sprinklr, Arrivalist, brand lift studies within channels (Meta, YouTube), Google Analytics, and independent ad tracking and brand awareness studies.

13. Who do you work with and how might we expect to interface with them?

Edelman - public relations and social media management with alignment on social campaigns.

Beautiful Destinations – occasional creative and paid media alignment.

Miles Partnership – content development and some cooperative media alignment.

Ykone – influencer management with possible alignment for paid media campaigns.

14. Is Brand USA looking to have 1 agency cover all of the priority markets? Does the winning agency need to have physical local representation in all of the markets?

Brand USA is seeking one agency to cover its global buying, though China is not a required market. If you have China market expertise please include background in the proposal. The majority of Brand USA's media over the last few years is search and social focused. Please see prior Annual Reports published to the corporates site ([www.thebrandusa.com](http://www.thebrandusa.com)) for more detail on prior budgets.

Respondents do not need to have physical locations in the markets.

15. Are we permitted to add affiliate agency partners to our roster, and under our control, where we don't have an existing footprint in a territory but where we believe that on the ground knowledge and execution is an imperative?

Brand USA seeks an agency, including affiliates, that understands the markets that we want to reach and help us be as effective as possible.

16. Are there patterns in our business that you want respondents to take into account?

We expect the agency to have an understanding of the travel landscape and of consumer behaviors around the travel lifecycle.

17. Is organic social traffic generation part of the responsibility? Can you clarify what is meant by organic and what is the expectation of understanding the organic landscape? Also wanted to confirm if any execution/implementation of organic content would be required?

Organic traffic generation and content implementation are not part of this proposal.

18. Where you mention multi-brand messaging in the main RFP document, is this referring to individual USA DMO partnerships?

Brand USA works with individual DMOs and well as other media and travel-industry companies that may require collaboration.

19. What is the consumer natural hierarchy between VisitTheUSA.com, GoUSA-TV and does this differ by territory?

Visit the USA is our consumer-facing brand in all markets excluding China, Japan, South Korea, and India. Go USA is our consumer-facing brand in China, Japan, South Korea, and India. Go USA TV is Brand USA's consumer-facing streaming TV channel.

20. Do you have global Meta or Google account support? Would you expect the agency to manage Google and Meta through BUSA existing accounts or new ones via the agency?

Yes and possibly.

21. How much of the media buying is in relations to trade media support buying

None.

#### Media and Budget

22. Is the \$14m budget in the brief for the Q2 task only or is it an annual figure?

Just for the quarter.

23. Can you share media mix investment for 2022 by market? What was the media mix previously between digital and traditional media? What is the digital media mix?

In FY22, we had an always on approach and primarily focused on OLV and social. We also had direct partnerships with select traditional and digital media. In FY23 and beyond, we are looking for the winning agency to recommend a robust media mix across multiple platforms, based on our objectives and assets.