



## Answers to Questions Received for Brand USA's Graphic Design Support RFP

The following are answers to questions received regarding Brand USA's Graphic Design Support RFP.

**Please note:** We have condensed and edited the questions received for space or clarity. In addition, we have removed names and other identifying information of those who posed questions.

### Q. Can you share with us any previous work that falls under collateral design for our review?

- PDF Examples of previous Business Plans and Annual Reports can be found here:  
<https://www.thebrandusa.com/about/reports>
- PDF Examples of Market Guides can be found here: <https://www.thebrandusa.com/research-analytics>
- PDF Example of our Building on Success (About Brand USA) Brochure can be found here:  
[https://www.thebrandusa.com/system/files/files/BuildingOnSuccess\\_August2018\\_digital.pdf](https://www.thebrandusa.com/system/files/files/BuildingOnSuccess_August2018_digital.pdf)
- PDF Example of our Partner Program Brochure can be found here:  
[http://milesahead.milespartnership.com/acton/attachment/5789/f-036e/1/-/-/-/-/Brand\\_USA\\_Partner\\_Programs\\_Overview.pdf](http://milesahead.milespartnership.com/acton/attachment/5789/f-036e/1/-/-/-/-/Brand_USA_Partner_Programs_Overview.pdf)
- PowerPoint Presentation examples: <https://www.thebrandusa.com/media-events/webinars>

### Q. With regards to the aforementioned RFP, I wonder if you could clarify if you are open to non-US agencies?

A. We prefer for all bidders to be based in the USA.

### Q. Will Brand USA provide all photos and text, or does the agency need to include a line item for purchase of royalty-free images?

A. All Brand USA agencies will have access to our Digital Asset Management system. Brand USA can also provide images, but there may be cases where we will need royalty-free images sourced for us. Brand USA

will also provide text design projects. We will inform the agency if we will need any copywriting or editing services.

**Q. Will we receive the translated text content or must we provide multi-language support? If we do provide it, do you have a preferred way to handle this (Google translate vs native translator)?**

**A.** We will work with our international reps to provide translated content for any international/ in-market assets.

**Q. Is a branding or style guide available?**

**A.** Once a firm is selected, Brand USA will share all of our official branding style guides.

**Q. Does the agency need to quote for a combined or separate Annual Report/Business Plan?**

**A.** The Annual Report and Business Plan are two separate projects.

**Q. Would you consider amending the formatting requirement to 25 pages, single-spaced, in 10 or 11 pt font?**

**A.** We prefer double-spacing and 12-point font, but to insure that the page limit requirements are met, you may adjust formatting to how you see fit.

**Q. What does not count towards the 25-page limit?**

**A.** The following does not count towards the 25-page count:

- printed samples/work examples

**Q. Do you require three presentation templates, three redesigns, and three infographics, or only three examples total, i.e., one of each?**

**A.** Please provide 3 examples each of presentation templates, redesigns, and infographics. If you do not have 3, please provide 1-2 examples of each. These images can be provided via a link.

**Q. Page 12, 2E of the RFP states "References: Provide at least two references." On page 9, number 5 asks to include at least three not-for-profit corporate client references. Please clarify. Are you looking for two or three references? Are all references required to be not-for-profit corporate clients?**

**A.** This language has been updated in the RFP. We do not specifically require not-for-profit references. Please provide three general client references.

**Q. Do you have existing assets that you want the agency partner to build from or do you want to start from scratch?**

**A.** We will likely ask the vendor to work from existing assets, but as we continue to evolve our brand and collateral, it is likely that we will ask the vendor to start from scratch on certain projects.

**Q. What has worked well and what has not worked as well in the past in terms of design, tchotchkes, VIP gifts, premium items/giveaways?**

**A.** We often receive positive feedback on our promotional items; however, our goal is to work with an agency that will not only understand our vision to provide innovative and relevant promotional items, but will offer recommendations for gifts and giveaways that will be beneficial to our stakeholders, partners, and VIP audiences.

**Q. Is the representative pricing estimate meant to be hours and fees only or should it include the production of the items as well?**

**A.** The representative pricing estimate should cover the fees for design, work hours/staffing labor, and hard costs. Any volume discounts for either should also be noted e.g., if we order 100,000 branded USBs vs. 1,000 or if we staff 10x hours as opposed to 5x.

**Q. Regarding pricing, is the ask outlined on Bullet 4 of Page 9 'deliverables' the only deliverable in terms of Page 12 reference to 'budget'?**

**A.** The only deliverables that we are seeking pricing for are those listed on page 11 under "Representative Pricing"

**Q. Do you have a total annual budget for this work?**

**A.** Because this RFP covers a variety of services, we are not able to provide the annual billable value of this RFP.

**Q. Will all potential agency partners have the opportunity to present? If so, when do you anticipate this happening?**

**A.** The bid consideration process can be broken down into 2 phases. In Phase 1, we review all written proposals received by the due date of 12/20/18 and select the best of these for inclusion in Phase 2. In Phase 2, the vendors associated with the selected proposals are invited for oral presentation at our office in January. Our evaluation of the various oral of the various oral presentations will determine the ultimate RFP

winner(s).

**Q. How many agencies do you anticipate responding to this RFP?**

**A.** We have no way of determining the amount of submissions. We look forward to a fair and competitive bidding process for all who submit.

**Q. Walk us through a “typical” month of your ideal workflow as your agency? We could use some clarity specifically on these processes:**

- **Project Management Process. Do you have a preferred PM process you’d like us to adhere to (for example, an agile PM process)?**

**A.** A typical month of ideal workflow with a potential agency consists of weekly check-in and status report meetings with our assigned project managers. If we come up with additional project requests outside of these meetings, we will send a detailed request to our project managers via email or basecamp. Our project manager will keep us updated on the status of these requests until completion.
- **Schedule requirements. We understand there will be a need to allocate scheduled hours for rush projects but do you have a tentative schedule of deliverables for non-rush projects?**

**A.** We typically ask to receive non rush deliverables in hand within 3-4 weeks of the request.
- **Pacing. How do you define rush work/extreme timelines? Are you thinking you will need assets delivered within a 24-hour period or is it longer?**

**A.** Rush work can consist of assets needing to be delivered within a 8-hour period (if requesting something like a quick chart, infographic, or presentation clean up), or 5-7 day shipping period collateral or promo items.

**Q. How many points of contact should we expect to interface within a given quarter? Please explain the approvals process, including how many stakeholders will be involved.**

**A.** You should expect to interface with roughly four primary contacts each quarter. All artwork will need to be approved by one of the 4 primary contacts, and in many cases, our Chief Strategy & Communications Officer.

**Q. Can you provide us with an example of how you best deliver feedback for projects?**

**A.** We best deliver feedback for projects either in conversation during status calls, in-person meetings, or via email/basecamp.

**Q. What level of creative freedom will we have? Are you looking for a production-only agency or a strategic partner?**

**A.** We would like our agency to have as much creative freedom as possible, providing that they are compliant with our branding guidelines. We are looking for a production agency that is also willing to offer strong recommendations that will assist in developing the best creative assets for our organization.

**Q. Do you know, on average, how many copies of each you will require? What does this workflow look like for you, ideally?**

**A.** We currently request quantities based on the event. For example, we could request 300 copies for an event, and at other times we may need 1,000 copies shipped for another. As we continue to evolve our workflow, we are looking to begin ordering a large bulk order of collateral that will fulfill collateral deliverables for all events throughout the year.

**Q. Do any of these need to be editable by your design team? If so, what level of expertise in design editing does your team have?**

**A.** We ask that we receive design files for all artwork in case we need to make edits. We have an in-house graphic designer who manages all design-related assets, and will be able to make any necessary edits on our organization's behalf.

**Q. Are you looking for an agency that can provide presentation design only or are you also looking for support with your content and structure?**

**A.** We are looking for an agency that can provide presentation design and also offer suggestions for content support and structure.

**Q. Do you have a preliminary schedule of events for which you will need our full presentation support?**

**A.** We will be able to provide a full schedule of events, once an agency is selected.

**Q. Will you be able to identify evergreen content vs editable content for the templates we create?**

**A.** Yes.

**Q. Do any of these presentations require leave-behind documents?**

**A.** Typically, the only documents that are left behind Brand USA presentations are collateral such as the Annual Report, Business Plan, Building on Success brochure, Partner Programs brochure, and/or Market Guides.

If you are referring to the RFP finalist presentations please note that while we do not require leave-behind material, we do find samples and supporting documents to be helpful references during our final selection process.

**Q. Are you leaning in any particular way when splitting work between Prezi, Keynote, and PowerPoint?**

A. We've only used PowerPoint for our presentations and templates, however, we are looking to begin using Prezi and Keynote to enhance specific presentations.

**Q. For larger keynotes/conferences - will you require on-site support?**

A. We will only require on-site support for event set up, including film premieres, booth and activation installments, and staffing for interactive booth elements.

**Q. Do you have a preliminary vision for the iconography and infographic library you're requesting?**

A. Icons and Infographics will often be requested on an as need basis. Both should follow our standard branding guidelines.

**Q. RFP mentions 'Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies.' Are you able to share more details on these campaigns as well as how much you want the design to lean into these existing strategies?**

A. The selected agency will not directly work on consumer-facing projects and events, however many projects will need to reflect our consumer branding. For example, our promotional items typically use our consumer logos, our Market the Welcome campaign artwork is always approved by marketing before installation, and our booth images and design are approved by our marketing teams.

**Q. What kind of experiential design and installments have you done in the past? What kind of booth experience would you want to create in the future if there were no limitations? Share with us your vision. What's the engagement goal with these booths?**

A. In the past, we've utilized 4,000 square feet of booth space with one to two-story installations, 34x9 tiles video wall, VR interactive zones, a 360 Photo booth with props, social media towers, and 6ft photo op letters. Our goal is to engage passersby with immersive and interactive experiences, facilitate more than 500

appointments, and tell the story of the 50 states, territories, and the District of Columbia through our booth design.

**Q. What resources do you typically have available to you? These may include electricity, Wi-Fi, AV, etc.**

A. In regards to tradeshow and events we are usually fully stocked with technological resources, including Wi-Fi, electricity, and A/V support.