



Creative Concept Evaluation RFP Q & A (UPDATE)

The following are answers to questions Brand USA has received regarding the Creative Concept Evaluation RFP.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Creative Concept Evaluation. 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 Where are you at in the current creative development process? Is the qualitative phase meant to inform initial ideation for concept development or to help refine / maximize current concepts already in development?

A We are going to continue with our current campaign; however we want to see if we need to develop new creative content that address any changes in the travel interest due to the pandemic. The qualitative is to inform initial ideation.

Q How many creative concepts are you anticipating testing in the quant? We ask to help inform recommended sample size per market.

A It will vary and will depend on results from qualitative phase. We might be testing around 4 concepts per market, but this number could change.

Q In that same vein, are there certain sub-groups you'd like to analyze?

A As part of the quantitative phase we would like to analyze the data between type of travelers (first international/first US trip) and by age groups (millennials, gen x, etc.)

Q Who is the internal audience that will be using the insights (brand, marketing, partner programs, etc.)?

A Marketing team and creative agencies

Q In regards to reporting, do you need one global report or global + individual market reports / deep dives within?

A We would like to see a global report that highlights similarities and differences; and a report at the market level that should be more granular.

Q What are your key criteria factors for a successful research program / partnership?

A Methodology
Global capabilities
Timeline
Pricing

UPDATE CLARIFICATION: The global capabilities refer to being able to perform the research in all of the eleven markets (Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, South Korea and the UK) if needed. There are no requirements to have offices in those markets.

Q The RFP says there is a limit of 20 pages for the proposal – is that in Word or PPT?

A Proposal can be in either format, Word or PowerPoint.

Q Timing: Do you intend to conduct all markets at once, or is it possible you will stage this out? (This has implications for how we present timing, one or two countries will take less time than 8 at once.)

A This project will be divided in two phases the qualitative and the quantitative. Timing will be different for both phases. With those phases we will determine the markets, it might be four at once or more. It all depends on ability of those markets to be open to travel international and our interest. However, the company should be capable of fielding, mainly the quantitative phases in all 11 markets at once, if necessary.

Q Do you happen to have incidence figures by market?

A We could share with the awarded company the intent to travel in the next 12 months in each of those markets.

Q Page 2 – Audience: What do you mean by “(any international vacation for Canada & Mexico)”? Are you saying that Canada & Mexico travelers do not have to have traveled 6+ hours, they just have to have traveled internationally or intend to soon?

A We define long-haul travel/overseas travel as a trip that is outside of the region. For example, for France and the other European countries we are looking for those trips outside of Europe. However, for Canada and Mexico, we need to make sure that the US is included in that international trip.

Q Qual: The RFP mentions 20 participants per group. What do you mean by group – market/country, or does this refer to USA vs. non USA travelers per market? We are assuming market/country.

A It refers to the group/session, not to the USA and Non-USA visitors but we do expect a good mix of travelers and potential travelers; as well as a good mix of age groups.

Q Qual: Do you want a report after the qual stage to help with concept creation, or would you prefer one report at the end with all qual & quant findings?

A The qualitative and quantitative phases will be treated as independent but complementing projects. We expect reports after each phase.

Q **Concept creation: What is your plan for creating concepts? Do you expect to have initial concept ideas that you'd like to get reaction to during the qual phase, or will concepts come from the qual research insights? Who will be responsible for writing these concepts? Will you need our assistance with this process? Do you know how much time will be needed between qual and quant to develop these concepts?**

A For the qualitative phase we will not be showing any initial concepts. This is an exploratory exercise and we expect to develop concepts after this phase. Concepts will be developed by Brand USA and the creative agencies that we have partnered with already. We will not need assistance in this matter. The time between the qualitative and the quantitative phase could be around two months but it could vary.

Q **We assume that all research will be conducted in the native language of each country (for Canada that would be English and French Canadian) – is that correct or do you envision that the research would be in English for each country?**

A Yes research should be conducted in native language.

Q **Are the creative concepts in English or will they be in the native language of each country?**

A Creative concept are expected to be in native language.

Q **In what form is the creative: conceptual ideas, storyboards, animatics, static images, etc.? And, how many creative concepts are envisioned for assessment? Are they the same for each market or will each market have a different concept?**

A This can be flexible. We'd like to work with our research partner to understand what the best format is to use depending on the testing.

This will range depending on where we are in the creative process, but it could be between 3 to 5 max. It will be the same concept for each market.

Q **If qualitative interviews are in native language for each market – either discussion boards or online focus groups - will Brand USA representatives or agency partners observe/attend? Should we plan for simultaneous interpretation and translation?**

A Simultaneous interpretation or translation of live sessions is not required. However, Brand USA representative should be able to attend/observe during the qualitative phase.

Q **In past creative concept testing did Brand USA use online discussion boards or online focus groups, or some other preferred method?**

A Qualitative research have been done through in-person focus groups in market.

Q **Should we factor in specific markets/cities within each country in terms of recruiting and screening, or are these national for each market? E.g. focus on certain areas/cities (and languages) within India or China? Or will you rely on our recommendation?**

A We will discuss markets/cities with the market prioritization for each of the phases.

Q Is there an expectation of including resumes/bios/descriptions of any 3rd party that would be sub-contracted to moderate the discussion boards?

A It will be ideal but could go over those in due course.

Q What will Stage 1 Qual provide information and input toward? Is the intention that this work will lead to the development of marketing strategy? Or have marketing strategies already been developed and this research is intended to help refine those strategies and springboard into creative briefs for advertising?

A The marketing strategy has been developed already and the research is meant to help define creative brief and creative concepts.

Q What are the expectations for debriefing coming out of Stage 1? How much cross-market synthesis is expected from the research partner?

A A full report is expected from the qualitative phase. Both phases should be treated as independent projects.

Q Are stakeholders open to seeing options for each phase of research? Or is it requested that we provide one recommended approach for each?

A Brand USA is open to seeing options based on the objectives for each phase.

Q After the contract is awarded, what is the overall estimated timeline for the work? Specifically, the timeline between Phase 1 and Phase 2?

A Phases will be signed as independent projects. We are estimating around 2 months between the two phases.

Q Will you be testing the same creative concepts across all geographic markets, or will there be different concepts by market?

A This might vary depending on the results from the qualitative study

Q Do you anticipate testing one concept, or using the research to choose between multiple concepts?

A Most likely we expect to test multiple concepts, unless the research tell us something different

Q While the RFP clearly states that online discussion board of 20 participants per group, qualitative work can be done in a wide variety of ways. Discussions can be held in real time with platforms like Zoom, they can be done through chat rooms, or they can be done longitudinally or over time. Is there a specific online approach that is preferred?

A The qualitative phase is not meant to be longitudinal.

Q Other online tools have emerged recently which allow for the capture of qualitative input in new and different ways. Are you open to considering alternative qualitative tools?

A Yes, we are open to consider alternative qualitative tools