



Global Social Community Management Services RFP Q & A

The following are answers to questions Brand USA has received to the RFP for Global Social Community Management Services

Thanks to everyone who submitted questions regarding Brand USA's RFP for Global Social Community Management Services. 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 Can you please clarify the level of content creation that we can expect, including creative capabilities needed and volume of assets currently needed on a monthly basis?

A The Global Community managers will not be creating new assets, but working with assets already provided through Brand USA's various creative agencies. The global community managers, may at times be asked to create ad units, Instagram stories or localize copy to specific markets from existing work.

Q Based on some of the information that is provided in the RFP, can you clarify if your expectation is to have the account manager that we identify for Brand USA to physically be located in the Brand USA office in New York?

A Brand USA is based in Washington D.C. and we'd like to have this role filled by someone with the ability to spend several days each month in the Brand USA office, but otherwise can be based elsewhere.

Q Could you confirm that the Global Social Media Community Management Services you seek will involve project management to ensure that all work related to this RFP is completed in a timely fashion by your in-market teams/vendors throughout the globe?

A This is confirmed. There will be also be some creative aggregation work ie. building out Instagram stories from existing assets, capturing UGC etc.

Q Under the ‘Scope of Work’ section, you mention that the winning bidder will “manage and coordinate the efforts of multiple international teams of in-market community managers. Could you describe the type of personnel constituting this “multiple international teams of in-market community managers?”

A The multiple international teams consist of a combination of International Rep Firms, Creative Agencies and Freelance Community Managers.

Q Could you please confirm if the global agency partners mentioned under the “Purpose” section are currently in each of the 14 markets? Are any of the 14 markets listed not currently served by a global partner?

A This contract at this time would directly manage 2 of the English language markets listed in the 14 markets – Canada and Sweden.

Q Do the in-market agencies already have a process for reporting and project management locally and/or regionally or does the hired vendor have to develop global processes for them?

A There is a process in place.

Q How do your global agency partners currently align for global or regional campaigns and reporting?

A We leverage a social media management tool which manages all processes and reporting.

Q Under ‘Scope of Work’ you mention the need to “oversee the creation of social media assets and deliverables, reviewing to ensure consistency with brand standards and in-market alignment:” Could you please describe the social media assets, deliverables, and format (long/short/video/website content, etc)?

A The deliverables would consist of photos, videos, written copy, canvas units, instagram Stories, and ad units for Social. The global community managers are responsible for reviewing all social content being recommended by in-market reps/freelancers to ensure that it is consistent across markets, that it is localized appropriately and culturally appropriate. The global community managers would not oversee the creation of the original creative, but of the localization/transcreation of creative.

Q How many assets and deliverables are being considered at a global level to be managed by the hired vendor?

A N.A

Q Could you please confirm that the hired vendor will have the responsibility of overseeing the process of creation and the alignment with brand standards and in-market needs, or will they also have to work on the development of some of these materials?

A The hired vendor will not oversee the production of creative assets, this will be done in-house at Brand USA. The hired vendor would be responsible for the localization of these assets to the market.

- Q Under the same section, you ask for “organization and project management of multiple campaigns running at the same time in multiple markets to ensure on-time delivery of all assets.” Who is responsible for managing the budget for those campaigns, the local agencies or does the global agency have to manage that process?**
- A** This is managed in house at Brand USA in collaboration with global creative and media buying agencies. The hired agency is responsible for localizing, community management and reporting via the international rep firms and freelancers.
- Q You specify the need to “work with creative agencies and internal resources to ensure timely production and delivery of social assets. Does this only involve overseeing and project management?**
- A** It also involves the aggregation of existing assets for certain formats such as Instagram Stories or UGC.
- Q How many creative agencies do you currently work with and where are they located?**
- A** N/A
- Q Will the hired vendor be part in any way of strategy creation/validation or are they just expected to ensure proper implementation of an existing strategy in all involved markets?**
- A** They will be mostly responsible for implementation, but also will provide learnings and insights that can be applied to strategic decisions.
- Q Do you work with social media influencers? (is this part of the local campaigns)?**
- A** Yes.
- Q Regarding Account Management: How many calls or meetings do you anticipate with the new global agency per month, and what is your preferred method of reporting?**
- A** There will be ongoing communications as needed. Through our global social media management tool.