



REQUEST FOR PROPOSAL: INFLUENCER PROGRAMS

Thanks to everyone who submitted questions regarding Brand USA's RFP for Influencer Programs. 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.

QUESTIONS & ANSWERS

- Q. We'd like to submit the following questions to inform our research for the Brand USA RFP: Are influencer talent fees included in the \$400-500k?**
- A. Yes. The budget above covers all costs, including management fees and associated travel costs – flights, lodging, ground transportation, meals, etc. – for the paid, earned, and opportunistic influencer programs for a year.
- Q. What are the key KPI's for success for the annual campaign?**
- The KPI's will be defined in partnership with the agency and would vary based on the nature of the influencer and market.
- Q. Is there a specific quantity of content required annually?**
- A. Using the budget above we are looking for bidders to provide Brand USA with the best strategy to make the biggest impact – content and engagement or other KPIs agreed upon between Brand USA and the winning bidder - in the markets listed in the RFP.
- Q. Are there any specific messaging points Brand USA would like reflected in the creative?**
- A. To be defined in partnership with the influencer agency selected.



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Q. Will the storytelling content be expected to live solely on the influencers' social channels? Does Brand USA have any expectations re timeline or frequency of paid influencer posts?

No, the content should/will live across several platforms including owned Visit The USA platforms and potential sub-license opportunities to other industry partners. .

Q. Does Brand USA expect one macro creative campaign that extends to multiple influencers, or should each influencer have their own creative direction, separate from one another.

A. To be defined in partnership with the influencer agency selected. We are looking for your strategic insights in the best way to make use of the budget to drive impact given Brand USA's mission.

Q. Do you have any existing specific consumer studies or identified specific challenges per market regarding their perception of the US when it comes to tourism?

A. We would provide these to the selected agencies when developing a global influencer strategy in partnership with Brand USA.

Q. Would you only require to implement the earned/opportunistic influencers strategy on the following markets : Italy, Spain, Southeast Asia, and HK? Or should we also try to develop this strategy in the "always-on markets"?

A. We are seeking only earned – no paid or opportunistic (?) - influencers – in the markets you list above. We are interested in securing earned influencers in all markets.

Q. Is the Indian market to be included in the opportunistic & earned influencers strategy or in the "always-on" strategy?

A. India should fit into the always-on strategy, and can incorporate, paid, earned and opportunistic influencers.

Q. Would the creation, submission and approval of all influencers' itineraries be centralized by Brand USA or would we have to manage it with each state tourism offices?

A. Centralized with Brand USA.



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- Q. Could you confirm your priorities with the 50 states to highlight (or classify them per important according to your objectives)?**
- A. We must market the 50 states, 5 territories and D.C. equally across all of our marketing programs, but would provide any priorities to the selected agencies when developing a global influencer strategy in partnership with Brand USA. We are looking for your expertise in demonstrating where you think the budget will be best utilized from source markets to US destinations to drive the biggest impact.
- Q. Can the 6 printed copies of the proposal be sent on September 13th or do they have to be received by that date latest?**
- A. Digital versions of the proposal are due on the 13th and print versions must be shipped by the 13th.
- Q. Are you already doing this always-on program ? If yes, can you share with us the report of the previous years or semesters**
- A. We would provide these to the selected agencies when developing a global influencer strategy in partnership with Brand USA.
- Q. Can you confirm your definition of influencer tier 1, 2, 3 ?**
- A. Please refer to the RFP – these are defined as Paid, Earned and Opportunistic.
- Q. Of the markets you have listed as primary markets, are there any on that list that you would prioritize higher than others given restrictions?**
- A. We are looking for agencies to demonstrate where they think the budget can be best used to drive the biggest impact.
- Q. What are your true focus markets? (The RFP has, in one bullet listed India, UK, Canada, Mexico, Brazil, China, France, Germany, South Korea, Japan, Australia, and another instance it lists all of those minus India and also Japan, Spain and Italy.**
- A. See above.



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- Q. Do you have examples of past influencer work that Brand USA has done in other countries?**
- A. Please follow #UnitedStories – there are a number of pieces of content that is created in partnership with influencers here.
- Q. Re: Opportunistic influencers, please clarify what “we can identify and look to extend/improve their trip to the USA”**
- o Does this mean your brand partners will provide accommodations, excursions, etc.? If so, what will the influencer be required to do on behalf of your brand partners?
- A. These extended or improved trips may be paid for with the budget provided in the RFP. If brand or destination partners provide benefits we would discuss any requirements as part of a holistic strategy with the selected agency partner.
- Q. Are you open to having various influencer agencies owning their respective markets?**
- A. We are looking to consolidate to become more strategic with the agency partners who best help us globally.
- Q. Do the influencers need to be US citizens?**
- A. Please refer to the brief. They need to come from our markets listed above,
- Q. RE: earned influencers – what do you mean by broader Brand USA thematic itineraries? Can you please provide examples of themes?**
- A. Past thematic areas of focus have included the great outdoors and music/culture. Future thematic itineraries will be developed and shared with the winning bidder.
- Q. Please clarify Brand USA’s various destinations and travel-industry partners – who are these partners and what are the destinations?**
- A. For more information on Brand USA’s role in the travel industry and our partners please refer to www.thebrandusa.com



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- Q. Can you confirm that on-site producers are required for all influencer trips (and incorporate those costs into the proposal)? Or will Brand USA be providing this? And/Or can some/all experiences be self-guided?**
- A. On site producers are not always required. Brand USA staff travel costs are not considered part of the budget provided in the RFP.
- Q. Is the assumption that for Earned influencers, that the trip itself should be their “payment” and that they shouldn’t require any additional fee to participate?**
- A. Correct.
- Q. Whilst the remit is very global and covers multiple markets, do you have a preference for the influencer agency to be based in the USA?**
- A. A necessary requirement of the RFP is for a bidder to have offices in at least two of Brand USA’s key international markets.
- Q. What role will your 14 established offices have with influencers? Will they also be targeting influencers for tactical activity?**
- A. The agency will work direct with the Brand USA head office who will provide the liaison between the 14 International offices. The objective of this RFP is to create a more holistic and strategic global influencer strategy.
- Q. How does your inbound itinerary planning work? Do you have a central planning resource or will the always-on agency be required to contact relevant stakeholders for itinerary support e.g., states, hotels, car hire, etc.**
- A. A core component of the job is the management of influencer itineraries, though final strategic development and resource sharing will be arranged with the winning bidder(s). We are looking for you to articulate your abilities in itinerary building and management.



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Q. We noticed that the list of 11 target countries included India – but it was not listed in the “Questions” portion of the RFP that outlines Paid vs. Earned/Oppportunistic markets. Can you please clarify?

A. India is included.

Q. Does Brand USA expect access to the technology platform for its own team or other agency partners?

A. Brand USA Central Team.

Q. Based on past programs, do you plan for any of the developed content to be published on, or curated to, VisittheUSA.com or other Brand USA owned digital and social properties?

A. Yes.