



USA

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Brand USA



Request for Proposal

Social Media Aggregation Tool
December 20, 2018



INTRODUCTION

PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor to supply a software as a service product to aggregate and manage user generated content from social media platforms. Our objective is for continuous improvement in curating and surfacing user generated content on our social media platforms, websites and publicly facing screens.

SCOPE OF WORK

The selected vendor will provide a tool with the ability to:

- Capture images and video utilizing hashtags, names, and topics from all major social media platforms.
- Display user generated content on websites and screens. We require both automated live feeds and curated publication.
- Obtain image rights from users creating content on social media platforms.
- Generate analytics to provide understanding of content performance.
- Easily curate social media posts.
- Publish to major social media platforms.
- Use image recognition to search photos to locate similar content.
- Filter searches by keywords.

Functional Requirements

- Advanced aggregation tool with a simple interface.
- Flexibility to tailor the product to meet Brand USA needs.
- Highly responsive customer service during eastern time zone (USA) operating hours.
- Close to one-hundred percent up-time.



QUALIFICATIONS

The selected vendor will have a minimum of four years' experience with:

- Delivering a world-class SAAS tool to clients with an international footprint.
- Solid company with proven financial backing.

Special Notes

- Brand USA utilizes: Instagram, Facebook, Twitter, YouTube, Weibo, WeChat.

Questions

Please address:

- What is your unique selling proposition compared to your direct competitors?
- What are typical support response times? What are your after-hours response times?
- Do you use third-party vendors for any services you propose providing to Brand USA? If so, who are these supporting vendors?
- Will you provide full service during regular eastern-time zone business hours?
- What is your maintenance schedule?
- How do you meet custom requirements?
- What is your development approach/methodology?



PROPOSAL FORMAT AND SPECS

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Case studies (minimum of two) with demonstrated results relevant to Brand USA (travel, or scale similarity in another industry).
- At least three links to websites that utilize your tool to surface user generated content.
- Resume or background description of the person at your company with whom we will have the most day-to-day contact.
- Company history and background.

BUDGET

Based on the RFP requirements, the proposer must submit a detailed, realistic budget with an estimated execution timeline.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the Deliverables. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than January 2, 2019 (due by 5:00 PM EDT), and sent by e-mail to RFPadmin@TheBrandUSA.com.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **Notice of Intent to Bid** must be received by **January 7, 2019** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

2. **RFP Responses** must contain the following information:



- a. Executive Summary
 - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. Contract Manager: Identify one individual on the proposer’s account team who will manage the event.
 - d. Case Studies
 - e. Working Links: Provide at least two links of websites utilizing your product.
 - f. Cost
 - g. Answers to all questions
3. **Certification Form**: Must be signed and accompany all RFP Response submissions.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	December 20, 2018
B. Written Questions (due by 5:00 PM EDT)	January 2, 2019
C. Written Questions Answered and posted to Brand USA website	January 4, 2019
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	January 7, 2018
E. Proposal Due (due by 5:00 PM EDT)	January 14, 2019
F. Notification and Scheduling of Finalist Interviews	January 21, 2019
G. Finalist Presentation/Interviews	January 24, 2019
H. Notice of Intent to Award Contract and Public Posting	January 28, 2019

DELIVERY OF PROPOSAL

Each bidder is required to **deliver** four printed copies of the proposal to Brand USA’s office at the address listed below, no later than **January 14, 2019 (5:00 PM EDT)**. Proposals should also be e-mailed to RFPadmin@TheBrandUSA.com



Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Suite 800
Washington, DC 20006
ATTN: RFP – Social Media Content Aggregator
Phone: 202.536.2060
Email: RFPadmin@TheBrandUSA.com

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: January 7, 2019

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, DC 20006

ATTN: RFP – Social Media Content Aggregator

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Demonstrated success as social media aggregation tool	70	
Appealing interface	15	
Cost effectiveness	15	
TOTAL POINTS	100	