



REQUEST FOR PROPOSAL: CHINA CREATIVE AGENCY

Thanks to everyone who submitted questions regarding Brand USA's RFP for Digital Agency for China. 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. What does this RFP include and how can I learn more about the RFP process?

A. The full Request for Proposal (RFP), including process and instructions are available on our corporate website: <https://www.thebrandusa.com/about/rfps>

Q. Bearing in mind current macro-economic sensitivities between China and USA, what is Brand USA's position?

A. Travel transcends politics and there has never been a better time for travelers to visit the USA. Our goal with this initiative is to develop a strategy and campaign to inspire Chinese travelers to experience everything the U.S. has to offer.

Q. Can you provide a summary of previous campaign efforts in China, and are there global platforms and campaign assets we can leverage in China?

A. Brand USA has had a consumer media presence in China since 2013, including paid, owned and OTA channels. We will share all available assets with the assigned agency, but encourage respondents to review our work, which is available on our corporate site (thebrandusa.com), our consumer site (gousa.cn) and our social media channels.

Q. What is the complete list of channels to be managed by the agency who wins the assignment?

A. This assignment will include responsibility for strategic/conceptual development and creative execution for paid, earned and owned channels in China. Focus will be on consumer messaging.

Q. On which digital platforms is Brand USA active?

A. Assessing the continually evolving ecosystem of consumer platforms in China is part of this assignment. Brand USA looks to promote its messaging on the most effective, engaging and efficient channels.

Q. Will continuation of current media programs be a requirement in the overall strategy?

A. Our goal with this RFP is to create a bespoke consumer strategy and campaign for the China market. Continuation of current efforts will be discussed with the agency assigned to this project.

Q. What role will the digital agency in China play in partnerships/partner programs across the industry?

A. Partnerships are a key component of Brand USA's mission. The purpose of this assignment is to create a world class, multi-platform consumer campaign that may eventually be extended to our partners.



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Q. Please specify what a result-oriented agency could bring that Brand USA would find valuable.

A. Our goal is to build a relevant, highly engaging and effective campaign that creates affection for and drives tourism to the United States.

Q. For PR, what is the role of the trade agency versus the consumer agency?

A. Earned media will be a core component of this assignment, including outreach to both consumer and trade media. Our goal is to inspire, engage and enrich journalists regarding campaigns and news related to Brand USA and GoUSA initiatives.

Q. Please provide examples of a Consumer Press Event in the last 12 months.

A. Consumer press events may take many forms, but should focus on creating buzz and "talked about" status that inspires travel and vacation planning to the USA.

Q. Please provide an example of a Trade Press Event that GoUSA has done in market in the last 12 months.

A. Trade press events may take many forms, but should focus on educating and exciting the travel trade related to our consumer and trade initiatives.

Q. Is there a specific destination that Brand USA wants to focus on for Media Tours?

A. Media Tours will be developed on an opportunistic basis.

Q. Is there a spokesperson from Brand USA for media interviews? If so, is he/she media trained?

A. Brand USA has spokespeople available for media interviews. The agency assigned will be required to fully support the PR function, including media training.

Q. How many agency partners of Brand USA are in China and what is their role?

A. Brand USA collaborates with a variety of agencies in different functional areas. The assigned agency for this project will be expected to collaborate with them as requested/required.

Q. Will the contact from Brand USA be based in the U.S. or China?

A. The key contact for this assignment will be based in Washington, D.C. However, the agency selected will also be expected to interact with our in-market team.

Q. Regarding conflicts of interest, can you provide parameters for what constitutes a conflict?

A. Conflicts of interest will be determined on a case by case basis, but certainly include tourism boards competing with the United States for long-haul travel from China. Please provide a client list.



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Q. What is the budget for this assignment?

A. Budget parameters will be shared with the agency assigned to this project. As you're developing your proposal, consideration should be given to development of strategic insight, concept development and social media content creative, management of paid, earned and owned channels and administrative staffing. Costs for campaign creative production will be determined once a marketing plan has been put in place. If requested, media planning and buying will be considered an incremental spend.

Q. Does this assignment also include social media in Hong Kong and Taiwan?

A. This assignment does not include social media in Hong Kong and Taiwan.

Q. What time period will this agreement/assignment cover?

A. Our focus is on the period beginning October 1, 2019 and running through September 30, 2021.

Q. What are your KPIs and measurement metrics?

A. Measurement is of critical importance to all of our initiatives and proposals should display an in-depth understanding of analytics relating to paid media, social media, campaign creative/messaging and on-line travel agent (OTA) apps.

Q. Is this campaign for 2020 or another specific period?

A. The plan for this initiative is to launch a campaign in advance of the Summer 2020 travel season.

Q. Are there any specific promotions, destinations or key messages and milestones Brand USA wants to feature in this proposal?

A. This assignment includes development of market strategy, key messages, milestones and promotional opportunities.

Q. What is the geographic coverage requested in this RFP? Mainland China only or does it include specific cities like, Taiwan, Hong Kong and/or Macau?

A. For the purposes of this RFP, the focus is on Mainland China, including considerations for Tier 1-3 cities.

Q. What is the protocol for overall content approval, including editorial, social media posts, and creative? Is the client lead from Brand USA based in the US or China?

A. Brand USA's Integrated Marketing team, based in Washington, D.C., will be responsible for leading this initiative, including all approvals. We have resources in the China market that will also be close collaborators on this project.



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Q. Will the agency have the right to make communication decisions under critical scenarios if the Brand USA contact person is not available until later?

A. The agency will not have the right to make any communication decisions on their own. A contact plan will be put in place to ensure timely responses.

Q. You've used the term "world class creative agency," please clarify if you're seeking Creative/Advertising support or do you mean creativity in thinking and execution in PR?

A. This assignment includes creative development of assets across all recommended channels.

Q. Will Brand USA provide the content, or will the agency be responsible for creating all content creation?

A. The assigned agency will be responsible for creating original content, curating content from our existing portfolio and/or outside sources, and exploring opportunities with influencers, journalists and user-generated content.

Q. Where are your internet servers located?

A. Our servers are in China and in Taiwan. We also have a content delivery network in both places.

Q. Do you prefer whether the agency is based in Shanghai or Beijing?

A. We do not have a preference as to agency location in China.

Q. Can you share any specific insight into the core Chinese demographic you are seeking to attract?

A. This information will be shared with the assigned agency.

Q. What is the anticipated translation workload / requirement?

A. Translation across paid and owned media is a requirement of this assignment. Workload will depend on final concept plans. Back translation for purposes of Head Office review will be necessary.

Q. Is the creative idea required to be submitted on/before the RFP proposal due date?

A. The proposal does not require a fully-fleshed out creative idea. We are looking for you to demonstrate that you are adept at bringing creative ideas to life to achieve desired results. We are looking for examples of this skill that may be relevant to our company. However, your proposal and all information that you wish to be considered is due July 8th.

Q. Please specify if the in-person presentation should be focused on the creative idea.

A. The in-person presentation should be a balance of agency strengths, market insight, success stories and a strong display of world-class creative skill.



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Q. Can the creative idea exceed the 45 page limit?

A. No. The entire proposal must not exceed 45 pages, (excluding the title page and certification form, which will not be included in the final page count).

Q. Does Brand USA require reference letters or case studies?

A. Both reference letters and case studies are welcome and encouraged.

Q. How many copies of the proposal do we need to provide?

A. Five copies.

Q. During the preparation of our proposal, can we submit further questions?

A. No. The question submission deadline was June 12, 2019.