

The logo consists of the letters 'USA' in a white, pixelated font, set against a solid blue square background.

VisitTheUSA.com

Brand USA



Brand USA

REQUEST FOR PROPOSAL

Translation Services

April 25, 2023



INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit TheBrandUSA.com.

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.



PURPOSE

The purpose of this Request for Proposal (RFP) is to obtain global translation and acculturation services. The selected firms will be responsible for translation of content and marketing utilized across digital, social, smart television, print and broadcast platforms.

SCOPE OF WORK

Brand USA seeks translation agencies who specialize in adapting content and marketing from English to another language, while keeping tone and context intact. Experiential and engaging content that inspires travel is essential to our consumer messaging strategy in each market. Current needs include translation to Portuguese (Brazil); German (Germany); Spanish (Mexico, Chile, Colombia, and Spain); French (France and Canada); Korean (South Korea); Japanese (Japan); and Chinese (Simplified), (Traditional).

Other languages may be added as needed.

Extensive experience translating and transcreating experiential content is a must. Prior work in travel and/or tourism is preferred. Individual articles and messages vary in length from twenty to one thousand words per job. Videos vary in length from :06 to full length movies.

Ability to translate quickly and accurately is vital. Deadlines for bulk transcreation for an entire print publication will vary. Occasionally, Brand USA requires a very fast turnaround for emergency travel notifications.

Examples of work include consumer travel articles on our VisitTheUSA websites, marketing materials, advertising creative, advertorials, media releases, press kits, corporate correspondence, B2B marketing, and video subtitles/closed captioning or dubbing.

Period of Performance: One year with the possibility of renewal.

The awarded provider will be responsible for:

1. Translating to Brand USA's many platforms. See our in-language websites at VisitTheUSA.com; GoUSA TV on XUMO, Plex, Samsung TV Plus, LG Channels, Roku, Apple TV, Amazon Fire, plus others, and social media on Instagram, Facebook, TikTok, Sina Weibo, and WeChat.
2. Dubbing audio for video content for GoUSA TV in Spanish. We have over 150 hours of content. Episodes often have multiple voices having conversations.



3. Translating content for Brand USA's annual official travel guide of approximately 200 pages, in up to eight languages.
4. Translating approximately 300 web pages annually, approximately 1,000 words each.
5. Translating audio of video and providing script(s) for subtitles or narration.
6. Interfacing with our web content management system(s). We currently utilize Drupal 9.
7. Creating and managing your translations connector via Drupal 9.
8. Providing input for usage of appropriate verbiage for Brand USA SEM campaigns.
9. Meeting or exceeding contracted timetables.
10. Project management of translation services for Brand USA's global headquarters and various agencies. This includes file mark-up, processing, administration, client interface, resource management, project delivery, translation memory database creation, billing and maintenance.
11. Implementing Brand USA style guidelines. Vendor to preferably provide:
 - a. Translations memory propagation.
 - b. Quality Assurance within the Drupal 9 content management system, correcting and formatting, while detecting discrepancies, repairing broken links, and ensuring that line breaks are rendered correctly.
12. Ensuring proper tonality in content:
 - a. Use the Brand USA style guide and previous glossary so that translation is accurate and presented as naturally as possible in the target language.
 - b. Post localization reviews from other agencies, when needed.
13. Participate in weekly status calls with Brand USA and other stakeholders as needed.
14. Budget management and other administrative duties.



QUALIFICATIONS

- **Global presence:** Demonstrated worldwide experience in translation and transcreation.
- **Execution and Reliability:** References for consistent performance in delivering quality and timely translation.
- **Local perspective:** Your team – including editors and proofreaders - must consist of native language speakers- who live, or have lived, in the target markets for which they will translate. Team members must be intimately familiar with cultural nuances, sensitivity, and interests in their specific market/country.
- **Scale:** Ability to quickly scale-up resources for large projects.
- **Accuracy Assurance:** Must demonstrate successful quality control procedures. Provide detailed description of your QC processes; what happens when a quality issue is raised; how you ensure that quality continues to improve over time.
- **Client Focus:** Prior experience working with international brands and agencies.
- **Technical Acumen:** Proven ability to properly install and utilize a language connector with our Drupal 9 content management system. A staff that can use a Drupal 9 CMS for quality assurance/editing.
- **Multi-Platform:** Prior international work in translation across web, social, television, apps and print audiences.



QUESTIONS FOR YOU

Answers Required:

- What is your experience dubbing translation to video? Do you use actors or artificial voices? How do you handle the music and sound effects that go with the dubbed voices?
- How long does it take you to deliver dubbing for 10 hours of video content?
- How do you utilize artificial intelligence, and will this change your cost structure in the near future?
- Are you able to utilize translation memory we've already gathered, or must you start a new glossary with your company?
- What is your process for onboarding and orientation?
- What is your quality assurance process? (If it is not included in your rate, please state cost).
- How do you safeguard proprietary information?
- What is your process for certifying and testing translators?
- Do translators work for you full-time, or freelance?
- Where do your translators live?
- Do you have a connector that works with Drupal 9 and if so, what is the cost for integration across all of in-language websites?
- How many people will be dedicated to our relationship either full, or part-time?
- Can your team work weekends during an emergency?



BUDGET

Proposer must submit a realistic budget with a timeline and plan for translation of 50, 300, 500, 1,000, 5,000, 10,000, 15,000, 20,000 and 25,000 words. Explain how you might add jobs together to determine a timeline. For example, if we give you five jobs of 1,000 words in two days, do you count that as one 5,000 word job, or as five 1,000 word jobs delivered at that word rate.

Detail your process for video dubbing and review with a timeline for 150 hours of translation. Priced by the minute is preferred.



MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than **April 28, 2023** (due by 5:00 pm EST), and sent by e-mail to RFPadmin@TheBrandUSA.com. Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

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 **May 5, 2023** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com. 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. Description of your organization's services.
- d. Company history, focusing on translation experience for global brands. Note when the business was established. List office location(s) from which the work on this contract will be performed. Include any organization certifications, or affiliations.
- e. Overview of process and methodology.
- f. Contract Manager/Team: identify one individual on the proposer's account team who will manage the account. Include resumes, or descriptions of anyone to be involved with Translation Services.
- g. At least three references from international brands.



- h. The proposed budget for specific services, hourly rate and/or word rate for text and for dubbing.
 - i. Dub these videos into Spanish for Mexico/South America:
 - 1. [America's Musical Journey](#)
 - 2. [United States of Sports: Welcome to the South](#)
 - j. Examples of your project management model/plan with a description of how this relates to Brand USA's scope of work.
 - k. Examples of prior international translation services (minimum of three) relevant to Brand USA (industry, geographic, and scale).
 - l. Explanation of the technology utilized to create, manage and measure your translation process. Include details about your Drupal 9 language connector and any other relevant licensing information and cost.
 - m. Description of risk management and process for dealing with translation errors.
 - n. Illustration of how your team, Brand USA and partner agencies will interface.
 - o. Case Studies.
 - p. Direct answers from the "Questions for You" section. Include the question and your answer. Do not assume we will locate answers to these questions spread throughout your proposal. Failure to provide direct answers may negatively impact your submission.
 - q. Proposed budget, inclusive of services, software and tools – everything that has a price tag.
 - r. Pricing for translation by the word for these languages: Portuguese (Brazil); German (Germany); Spanish (Mexico, Columbia, Chile) (Global Spanish); French (Canada and France); Korean (South Korea); Japanese (Japan); and Chinese (Simplified), (Traditional).
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	April 25, 2023
B. Written Questions (due by 5:00 PM EDT)	April 28, 2023
C. Written Questions Answered and posted to Brand USA website	May 1, 2023
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	May 5, 2023
E. Proposal Due (due by 5:00 PM EDT)	May 16, 2023
F. Proposal Evaluation by scoring committee	May 22, 2023
G. Notification and Scheduling of Finalist Interviews	June 7, 2023
H. Finalist Presentation/Interviews	June 8 - 9, 2023
I. Evaluation by scoring committee	June 12, 2023
J. Notice of Intent to Award Contract and Public Posting	June 13, 2023

DELIVERY OF PROPOSAL

Proposals should be e-mailed to RFPadmin@TheBrandUSA.com. We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

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: May 5, 2023

SEND TO: 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 developing and managing video entertainment channels	50	
Demonstrated success with complex project management	15	
Qualified staff	15	
Cost effectiveness	20	
TOTAL POINTS	100	