



USA

VisitTheUSA.com

Brand USA

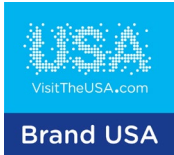


Brand USA

# REQUEST FOR PROPOSAL

RESEARCH RFP

October 2022



## 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.

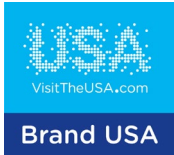
According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

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](http://TheBrandUSA.com). For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

## PURPOSE

The purpose of this Request for Proposal (RFP) is to identify an appropriate vendor (or vendors) who will support Brand USA various research needs. Respondents may apply for all or individual parts of the RFP, and will be evaluated/considered based on each section. The range of research services required will vary upon the objective of each individual project.

The structure of the agreement with the chosen providers will be in the form of a Master Services Agreement, with authorizations or work orders for each project.



## SCOPE OF WORK

Brand USA seeks vendors with global coverage and experience to provide insight and services covering all manner of Brand USA activities. Specifically, Brand USA seeks vendors capable of providing **omnibus research (general population), advertising tracking and brand awareness (targeted population), syndicated data (targeted population), and custom consumer research-qualitative and quantitative (targeted population).**

Successful vendors must demonstrate ability to deliver against some or all of the above desired services through either their own resources or in collaboration with in-market sub-contractors in markets listed below in a culturally relevant way. Sample scenarios for each type of research provided below for context in the developing the proposal.

### I. **OMNIBUS Sample Scenario:**

**Minimum markets:** Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, South Korea and UK. Please provide sample pricing for each market separately if pricing varies.

Possible additional markets: Spain, Italy, Colombia, Sweden, Netherlands, Finland  
Please provide list of other markets where vendor has capabilities.

Study would be conducted once a month in each country over the course of a 12 months period. Sample should include 1,000 completes from general population (n=1,000 adults 18+). If necessary, survey could be targeted to potential travelers from those markets. Sample must be weighted to represent national audience from each market.

Five to ten questions close-ended questions, with possibility of adding one open-ended requiring a response of a few words (assume no translation of responses). The questionnaire could vary month by month to address current topics. Please add cost for each additional question.

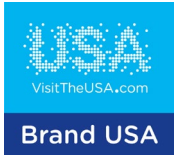
Deliverables (please provide pricing and typical timelines)

- Sample (online panel respondents)
- Translation of questions as appropriate
- Survey programming, fielding, and data collection with raw survey results data delivered in SPSS
- Tabulated survey results in Excel

### II. **Ad Tracking and Brand Awareness Sample Scenario**

These markets serve as the base for market prioritization for Brand USA paid media efforts.

- Canada
- Mexico
- UK
- Germany
- China



- Japan
- South Korea
- India
- Australia
- France
- Brazil
- Italy
- Spain
- Norway
- Denmark
- Finland
- Sweden
- Netherlands
- Switzerland
- Chile
- Colombia

The main objectives of the research are to determine:

- Advertising recall
- Perception of USA as travel destination (Brand perception)
- Influence of advertising on likelihood to visit the USA
- Marketing effectiveness, included but not limited to:
  - Digital
  - Social media
  - Online video
  - Print
  - Out of Home

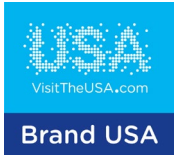
Each study should target at minimum 600 participants obtained from a nationally representative sample every quarter of or just after each advertising campaign. Cadence will vary by market, determined by the media plan.

Functional requirements:

The survey instrument should include the following elements:

- Screening criteria
- Demographics
- Recall of specific advertising
- Evaluation/Impression of the advertising (reaction to creative)
- Past travel behavior (countries visited, frequency, and duration)
- Future desired destinations with associated drivers and motivators
- Perceptions of the USA and competitive set as leisure travel destinations
- What type of post-exposure behavior does it generate (learn more about the destination, increase/decrease intent/interest in visiting the USA)





The screening parameters will vary by market, but will often target respondents with the following criteria:

- Adults aged 20-54
- Have traveled internationally for leisure in the past 2 years
- Likely to travel internationally for leisure to a long-haul destination (6+ hours via plane) in the next year
- Plays an active role in planning trips

Deliverables must include

- Survey instrument
- Tabulated results in Excel
- Raw survey results in SPSS
- Detailed summary of results in PowerPoint

**III. Customer Research: Sample, Fielding, and Analysis Sample Scenario**

Sample scenario (assume survey questionnaire is provided):

- a. Minimum Markets: Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, South Korea, and the UK.
- b. Additional markets: Italy, Spain, Nordic countries, Ireland, Colombia
- c. Sample size: 1,000 per market
- d. Adults aged 20 – 65
- e. Have traveled internationally for leisure in the past 3 years
- f. Likely to travel internationally for leisure to a long-haul destination (6+ hours via plane) in the next 12 months
- g. Plays an active role in planning trips
- h. 20 minutes lengths of interview
- i. Around 60 questions

Deliverables:

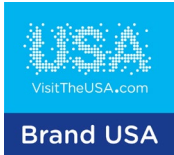
Please provide pricing and typical timelines where relevant for each item separately) must include:

- a. Sample (online panel respondents). Company could own panels or have access to third-party panels
- b. Survey programming and fielding with raw results data delivered in SPSS
- c. Tabulated survey results in Excel
- d. Detailed summary and analysis of results in PowerPoint

**IV. Syndicated Data Sample Scenario**

The vendor must be a full-service marketing research and insights organization, specialized in travel and tourism research. The vendor must be able to conduct the survey work in the markets listed below, at least:

- Canada



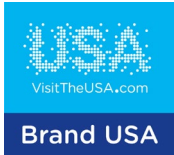
- Mexico
- UK
- Germany
- China
- Japan
- South Korea
- India
- Australia
- France
- Brazil
- Italy
- Spain
- Norway
- Denmark
- Finland
- Sweden
- Netherlands
- Switzerland
- Chile
- Colombia

Overall Project Requirements:

The vendor shall be able to provide syndicated travel and tourism research for various markets, including the markets listed above. Brand USA seeks global data representative for each market to provide travel and tourism trends and competitive intelligence with more specific details and characteristics provided below:

Required Information

1. Panel ownership: The vendor shall be the owner of the panels or have access to third-party panels which allow for recontact of survey participants and fielding on a continuous basis.
2. Continuous panel: The vendor shall continuously field panels year-round for each market.
3. Panel participation: The vendor should ensure at minimum weekly panel participation (fielding), statistically-valid volumes of responses from panel participants for each market
4. Custom user profiles: The vendor shall work with Brand USA to establish custom requirements for participants for each market.
5. Metrics: The vendors shall provide, at minimum, the following metrics for each market selected.
  - a. Brand awareness of the USA as a travel destination
  - b. Perception of the USA as a travel destination
  - c. Consideration of traveling of USA as leisure travel destination
  - d. Intent to travel to the USA for leisure purposes in the next 12 months
  - e. Motivations and drivers to travel to USA.
6. The vendor shall provide the ability of Brand USA staff, as users of the research tool, to query the research tool



Additional/Good to have:

1. Research tool allows to add omnibus questions when needed
2. Research tool allows for retargeting questions

Access to Research Tool and Data ownership:

- Brand USA shall have access to run queries in the syndicated research tool
- Brand USA designated users shall have training and constant support of the syndicated research tool
- Brand USA will have access to aggregated data and will have perpetual use of any data gathered during the subscription period.

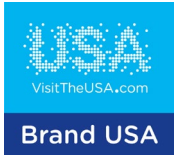
## QUALIFICATIONS

1. Vendor must be able to provide services across all the geographies detailed in the relevant sample scenarios
2. Vendors must be able to provide results within a couple of weeks of the initiation of the study.
3. At least five, and preferably ten years, of experience conducting survey work. Please provide history of the company, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work with an emphasis on the firm's ability to deliver results in a virtual environment.
4. Relevant Education & Certifications

## PROPOSALS DELIVERABLES

Proposals may be rejected if they do not include all deliverables.

- Description of the vendor's qualifications / experience to conduct the work including clients, case studies if available, and at least three client references. Identify and provide background information for any sub-contractor relationships respondent intends to rely upon to demonstrate the ability to cover the markets listed in the Scope of Work phase.
- Proposed staffing (identify at least one contract manager) / other staff resources and description of their experience / qualifications that demonstrate their ability to conduct the work. Please identify the roles they fill within the project plans requested in the bullet below.
- Description of how the vendor expects to conduct the work, including timelines and interim milestones for each market, to complete concept testing. See Scope of Work section for more details on this deliverable.
- Detailed Budget proposal including a brief explanation / rationale.
- Presentations may not exceed 20 per section pages in total. Do not assume anything beyond page 20 per section will be reviewed.



## PROPOSALS DELIVERABLES

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 **October 14, 2022** and sent by e-mail to [RFPAdmin@TheBrandUSA.com](mailto: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.

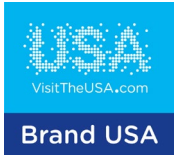
1. **Notice of Intent to Bid** must be received by **October 25, 2022**(due by 5:00 PM EDT).

The notice shall be sent by e-mail to [RFPAdmin@TheBrandUSA.com](mailto: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. Proposal Deliverables (See above)
  - b. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
  - c. Contract Manager/Team: identify one individual on the proposer's account team who will manage the event. Include resumes, or descriptions of anyone to be involved with Creative Concept Evaluation RFP.
  - d. Case Studies.
  - e. Specific Project Budget, either by project or on a monthly/annual basis
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	October 7, 2022
B. Written Questions (due by 5:00 PM EDT)	October 14, 2022
C. Written Questions Answered and posted to Brand USA website	October 18, 2022
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	October 25, 2022
E. Proposal Due (due by 5:00 PM EDT)	November 8, 2022
F. Evaluation by scoring committee	November 17, 2022
G. Notice of Intent to Award Contract and Public Posting	November 22, 2022

## DELIVERY OF PROPOSAL

Proposals should be e-mailed to [RFPadmin@TheBrandUSA.com](mailto: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: [Date]

SEND TO: [rfpadmin@thebrandusa.com](mailto: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 Per Scenario

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

	MAX. POINTS	SCORE
Vendor Experience	10	
Methodology	30	
Qualified staff	10	
Project Management (Timeliness)	25	
Cost effectiveness	25	
TOTAL POINTS	100	