

Research RFP
Public Questions and Answers

- 1. While the RFP states companies may bid only on some scenarios, will Brand USA give additional weight to a participant based on the number of scenarios the company can fulfill?**

Companies will be evaluated based on the criteria relevant to the RFP section that the company is responding to. No additional points or weight will be given if companies are able to fulfill more than one type of research

- 2. Are there incumbents performing any or all of the scenarios currently? Assuming there are incumbents, to these firms have any advantage or disadvantage in the proposal process?**

Incumbent companies will have equal opportunities than new companies.

- 3. Is Brand USA open to participants engaging a partner firm (other than sample vendors and companies providing routine data processing functions) in order to provide a specific scenario?**

If company relies on third-party vendors for panel services, it will need to disclose the name of the company(ies) and their panel structure as Brand USA needs to make sure our vendors are in compliance with GDPR rules.

- 4. Qualitative methodology. In the initial scope of work qualitative research is included but we don't see qualitative research mentioned in any of the research scenarios. Will qualitative research be needed**

A qualitative study scenario was not provided in the RFP, however, companies with qualitative studies capabilities should stated as some qualitative studies, like concept testing could be done as part of the custom studies.

For example, Brand USA is interested in learning about a company's capabilities with online board discussions and online focus groups.

- 5. List of markets and target audience provided in different scenarios.**

The list of markets provided in the different scenarios are markets where Brand USA has a greater interest due to those markets high propensity to travel to the USA. However, market selection may vary by project depending on the scope of the project based on objectives.

Markets were listed to understand if companies had access to those markets

Brand USA needs in China cover mainland and timing of studies will be determined by Brand USA research needs.

India: All studies in India will be conducted in English.

Target audience. For custom studies the target audience will be adults between 20 and 65 years of age, who play an active role in planning their trips who have traveled internationally in past 2 to 4 years and are planning on taking an international trip in the next year.

In some studies, we will only be interested in targeting those who have taken and are planning on taking an international trip outside of their region (e.g., Europeans traveling outside of Europe), for which in one of the scenarios the “Likely to travel internationally for leisure to a long-haul destination (6+ hours via plane) in the next 12 months

6. In general, should we assume, all countries will be included in each research project, or will there be a situation where the study would only be fielded in one or two countries, for example?

Sometimes studies will be conducted in large multi-country waves, while others will happen on an individual market basis. Please provide the individual country information and describe any differentials in pricing and timing for multi-country waves.

7. For scenarios involving research services, do sample questionnaires need to be provided or only proposed approach/methodologies + applicable case studies?

Companies do not require to provide questionnaires as part of the proposal. Only proposed methodology and applicable case studies.

8. How will the reporting need to be done given multiple countries will be involved – one report per country or one report containing all country insights? Is there a past example or two that you can send to us?

Companies should base it on individual country analysis

9. In general, will your research partner be responsible for creating the questionnaire for each research engagement, or will Brand USA lead? Or will it be dependent on research scenario?

In general, Brand USA will lead but it will depend on the research project.

10. For the custom consumer research scenario, can you please let us know more about the business questions and/or the types of research you'd potentially be interested in?

Among the custom studies Brand USA will be market intelligence studies to understand travel behavior, intent to travel; as well as content and creative testing.

11. Would you like the proposal to be submitted in PowerPoint format?

There is no preference. Proposals can be submitted either in Powerpoint or Word.

12. Will Brand USA be able to share details of the media plan and executions within each country?

We cannot share the exact plan, but it includes social media ads (including OLV), billboard, and digital display ads

13. Will the stimuli be a combination of images and video? Anything else?

Correct, the stimuli will be a combination of short videos and images for the Ad tracking studies. Those will be provided for ad recall.

14. Do you intend to show the actual ads in video/image format to the survey respondents in order to measure their evaluation and impression of the advertising?

Correct, we will provide the ads to measure evaluation and impression of the ad.

15. What is the expected length for which contracts will be awarded?

Brand USA is looking to be able to work with vendors for the next three years with possible extension to three more years.

16. What is the expected award date and start date for the projects?

The expected award date is November 22, 2022. 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. The starting date will depend on each specific project, as they are fielded through the year.