



The following are answers to questions Brand USA has received to the RFP for South Korea

Thanks to everyone who submitted questions regarding Brand USA's RFP for translation services. 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.

Q: Is the given budget of \$583,500 includes media buying fee and agency management fee.

Could we make a separate suggestion for media buying and management fee?

A: No, media buying and agency cost would be in addition to the budget. We welcome your recommendation for media spend.

Q: We saw 'media & PR services' in the work scope, however if we have to include all these cost(media buying + management fee) in the given budge, it seems bit tight to cover everything.

A: Media buying is not included in the budget. The management fee would be included in the retainer.

Q: Are consumer promotions specific to online channels? Or can they be offline promotions as well?

A: We value your recommendation.

Q: On page 3 of the RFP under "Purpose," you have indicated that Brand USA does not expect the Representation Firm to do consumer website development, e-marketing, and social media management as part of the scope of work for this contract. However, on page 4 and 9 under "Consumer Marketing Support" the scope of work includes Social Media Management. I would appreciate if you can please clarify the work scope of Consumer Marketing in relation to social media and digital marketing, and the level of involvement you expect from the Representation Firm.

A: This RFP is focused on international trade representation and PR. However, there may be a need to execute consumer activities such as social media community management, including development of monthly content calendars, or Experiential events. Ideally the agency awarded this contract will have experience with and available resources for this type of assignment.

