

Questions Received for Mexico Trade and PR Representation RFP

Q: What percentage is to be allocated to travel trade and what percentage to PR? And what is a rate card?

A: This is an opportunity for your company to showcase how you would distribute the funds based on our proposal request, considering the list under firm responsibilities (page 3) and scope of work (page 4) and market value for such services. Agency rate card are your established rates for in-market representation for each role (Trade & PR)

Q: Is the \$1M budget from March 2024-September 2024? Will this budget be increased as per the FY2025 annually?

A: Brand USA's fiscal year starts on October 1st to Sept 30th.

The stated budget is annual (12-month plan). Upon completion of this RFP the budget will be prorated to an 8-month contract (Feb 1st until Sept 30th, 2024). For FY2025 (Oct 1, 2024-Sept 30, 2025), any revisions (+/-) to the budget would be based on results achieved, market needs and the FY2025 proposal.

Q: What is the ideal staffing you would like to have allocated to the account Mexico based?

A: This is up to your company to decide based on the scope of work we included in our RFP.

Q: On previous Brand USA market RFP's Brand USA would prefer the selected agency not to work with any other US destination and airlines to prevent bias strategies or tactics, as a possible conflict of interest. Could you please describe more specifically what type of accounts/clients would represent conflict of interest for Brand USA in Mexico?

A: Conflict(s) of Interest Proposer shall not have direct or general interest in tour operator or tour wholesaler companies, travel agencies, airlines, or other travel trade organizations based in Mexico or other countries. We will consider companies representing other U.S. destinations. We will not consider companies that are involved in direct sales with the in-market Travel Trade. The proposer must declare and provide details of any actual, potential or perceived conflict(s) of interest.

Q: Who will be part of The Brand USA evaluation committee?

A: Senior management in Marketing, Trade & PR.

Q: Are you expecting to conduct a MegaFAM in 2024/2025?

A: This is not confirmed, but it is possible.

Q: Is Brand USA contemplating an important marketing/advertising launch during 2024/2025 to take into consideration such as previous screenings of films and documentaries, or advertising worldwide campaigns?

A: The marketing campaign will start at the end of 2023.

Q: What international communications pillars should be prioritized for 2024-2025 along the nation?

A: The 2024 and 2025 pillars have not been communicated yet. 2025 will not be released until November 2024. However, the main themes will be luxury, sports, arts and culture.

Q: To implement the Brand USA's Visiting Journalist Program in market, what could be done to invite Mexican journalists to visit the USA when most of them currently only have a tourist visa and not a journalist visa?

A: We need to actively encourage journalists to get an i-Visa as well as work with tour operators and airlines to provide complimentary flights.

Q: We do not see a request to elaborate an action plan, please clarify if there is a need to elaborate a plan or not.

A: The below is part of the RFP:

The Representation firm will be required to develop either a single plan for travel trade or public relations or an integrated proactive plan for travel trade and public relations programs. The plans must work in concert with market priorities and any other plans for the market and provide partnership and consumer marketing support in conjunction with, and as directed, by Brand USA staff. 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.

Q: Proposer shall not have direct or general interest in tour operator or tour wholesaler companies, travel agencies, airlines, or other travel trade organizations based in Mexico or other countries. The proposer must declare and provide details of any actual, potential or perceived conflict(s) of interest. Can you please clarify this point better and does it apply to US suppliers based in Mexico?

A: We will consider companies representing other U.S. destinations. We will not consider companies that are involved in direct sales with the in-market Travel Trade.

The proposer must declare and provide details of any actual, potential or perceived conflict(s) of interest

Q: The contract and all activities will commence on February 1, 2024, and last for seven months, so it will expire on August 31, 2024, correct? Does the scope of work and budget need to be planned for one year, even though the contract lasts 7 months?

A: The plan must be for a 12 month period, however the budget will be prorated to 8 months (February 1st until September 30th, 2024)

Q: The Financial Statement section states that the statements must be submitted in a sealed envelope. We would like to know the deadline for sending it and the recipient's name and address.

A: Proposal Due (due by 3:00 p.m. EDT) November 17, 2023 (must be received before that date) (Digital copies provided by email in .pdf form to RFPAdmin@thebrandusa.com are acceptable in lieu of hard copies. If you would like to submit print copies they can be delivered to Brand USA 1725 I St. NW, Suite 800, Washington, DC 20006. The deadline is the same for digital and print versions.)

Q: Within the request for proposal the MICE sector is mentioned 2 times at page 5 and also at page 18 Attachment 4 budget sample, as following: Does this implicate we need to incorporate a MICE strategic annual plan too, or just add targeted MICE initiatives among the trade proposal?

A: MICE initiatives as part of the Trade proposal

Q: Are you considering initiating a campaign or film for the year 2024? If so, please provide information on which we can build.

A: No.