



# Request for Proposal

Artificial Intelligence Consultant

March 6, 2024



## 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

This Request for Proposal (RFP) seeks a consultant to provide expertise and guidance in the field of Artificial Intelligence (AI) for consumer marketing and for use in optimizing our internal office productivity. The priority goal is to leverage AI technology to enhance Brand USA's marketing initiatives, optimize user engagement, and ultimately drive incremental international visitation to the United States.

## SCOPE OF WORK

The selected consultant will:

- Provide strategic advice on how Brand USA can integrate AI technologies into marketing, content and in-office work strategies.
- Identify potential AI products and solutions tailored to consumer marketing objectives.
- Offer insights and recommendations on the current and future state of AI in consumer marketing.
- Identify trends and best practices in AI to increase consumer engagement.
- Provide recommendations on how Brand USA may utilize AI products to increase internal work efficiency for our staff, and the best ways to integrate AI into our daily workflows.

## FUNCTIONAL REQUIREMENTS

- Research and recommend AI products and platforms for personalized content recommendations, chatbots, sentiment analysis, predictive analytics, translation of English to other languages, and content generation for photography, video and articles.
- Provide guidance on the implementation and integration of AI solutions into marketing campaigns.
- Conduct workshops and training sessions for Brand USA on AI technologies and best practices.
- Suggest how we may utilize AI for conducting and analyzing consumer research.
- Analyze and recommend companies who provide consumers an AI product for travel planning to the USA.
- Offer ongoing support and consultation to ensure successful adoption and utilization of AI technologies.



## IMPORTANT INFORMATION

- The consultant may be an individual or an agency.
- Brand USA is committed to diversity, equity, inclusion, and accessibility in promoting visitation to the USA.

## QUESTIONS FOR YOU

- Describe your approach and methodology for identifying AI products and solutions tailored to consumer marketing objectives.
- What is your specific experience in providing AI expertise and guidance for international marketing campaigns?
- How do you stay updated on emerging AI technologies and trends, and how do you incorporate them into your consultancy services?
- Provide examples of successful AI implementations in consumer marketing that you have advised on.
- How do you ensure alignment between AI recommendations and Brand USA's marketing goals and objectives?



## QUALIFICATIONS

We are seeking individuals with a strong background and expertise in both artificial intelligence and marketing.

Ideally, characteristics include:

- **Education:** Advanced degree (Master's or Ph.D.) in computer science, artificial intelligence, machine learning, or a related field preferred.
- **Experience:**
  - Prior experience working in AI-related roles is crucial. We seek a proven track record of implementing AI solutions, advising on AI strategies, and successfully integrating AI technologies into business processes.
  - One or more years of experience working with AI products and providing consultancy services to large brands required.
  - Proven track record of advising on AI solutions for consumer marketing and engagement.
  - Experience working with international clients and understanding of global market dynamics.
  - Ability to provide strategic guidance and expertise in AI integration for marketing campaigns.
- **Technical Skills:** Ideal candidates will possess a proficiency in machine learning frameworks.
- **Problem-Solving Abilities:**
  - Candidates must have excellent problem-solving skills and the ability to think critically about complex problems.
  - Candidates must be able to identify challenges, propose innovative solutions, and adapt the approach based on feedback and data.



- **Communication Skills:** Effective communication is essential. Candidates must have strong verbal and written communication skills.
- **Continuous Learning:** Candidates should demonstrate a commitment to continuous learning and staying updated on the latest advancements and trends in AI technology.

## PROPOSAL FORMAT AND SPECS

- Overview of AI consultancy services offered.
- Two case studies demonstrating successful AI advisory projects relevant to Brand USA's objectives.
- At least two strong references from clients in the marketing and/or travel industry.
- Proposal should not exceed 20 pages.



## **BUDGET**

The proposer must submit a detailed, realistic budget with an estimated execution timeline.



## 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 **March 15, 2024**, 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 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 **March 22, 2024** (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. Executive Summary.
  - 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 Artificial Intelligence Consultant.
  - d. Case Studies.
  - e. 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.
  - f. Specific Monthly/Annual Budget.
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	March 6
B. Written Questions (due by 5:00 PM EDT)	March 15
C. Written Questions Answered and posted to Brand USA website	March 20
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	March 22
E. Proposal Due (due by 5:00 PM EDT)	April 5
F. Notification and Scheduling of Finalist Interviews	Date: TBA
G. Finalist Presentation/Interviews	Date: TBA
H. Notice of Intent to Award Contract and Public Posting	Date: TBA

**UPDATE:** *The RFP for Artificial Intelligence Consultant will be postponed until late summer. Upcoming dates will be announced.*



## 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 Information will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. Submissions will be evaluated based on experience, expertise, proposed solutions, and budget considerations. This Request for Information 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 Information. 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: March 22, 2024

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

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

	MAX. POINTS	SCORE
Ability to meet requirements outlined in RFP	50	
Experience and references	30	
Case studies	10	
Cost effectiveness	10	
TOTAL POINTS		