



4/23/2024

Social Media & Content Creation RFP

Q&A

Proposal

- If bidding for both the social media marketing and content creator marketing, are we expected to contain our entire approach within the 30-slide limit or would we deliver two 30-slide proposals (1 per requirement)? **If an agency is bidding for just one piece (either social media OR content creator), their proposal must be no more than 30 slides. If an agency is planning to bid for both pieces (social media AND content creator), they may create **two separate proposals**, each should be no more than 30 slides. Please be sure to clearly label your proposal so we know which piece of the RFP you are responding to.**
- Does the 30 slides include the title slide, end slide, and attachment 2? **The slide limit is inclusive of the entire presentation. You may include an appendix, however we cannot guarantee everything will be reviewed.**
- Do 30 pages include all case studies or can we link out to a website or specific assets? **You may link out to a website or specific asset. Any additional material is appreciated but not guaranteed to be fully reviewed.**
- What is the file size limit? **There is no file size limit. If the proposal is unable to be sent via email, please work with the RFP admin on a way to deliver it. Proposals must be delivered electronically and be downloadable. Links to assets that cannot be downloaded and stored by Brand USA will not be considered.**
- Will the finalist interviews be virtual or in person? **This is still to be determined. Brand USA will communicate the interview method with the finalists when it is decided.**
- How much emphasis are you putting on agencies to have case studies related to your key international markets? **Brand USA is looking for case studies that demonstrate an agency's ability to fulfill the responsibilities outlined in the RFP. As an organization that exclusively markets internationally it will be helpful to understand an agency's capabilities in our international markets.**

- Do we need to supply resumes for proposed staff? Brand USA wants to know a staffing plan with the specific individuals who will be on the account. While understanding their background and experience may be helpful, resumes are not a requirement.

OPERATIONS

- You have stated that you are looking for agencies with social media and/or content creation capabilities. Are both equally important and needed? Are you considering multiple partners? Both are equally important and needed. We understand that this is a wide ranging scope and therefore are open to considering multiple partners. An agency may be able to provide only social media capabilities, only content creator capabilities or both. Additionally, an agency may have global capabilities or only market-specific capabilities. Brand USA is looking to build out its social structure to allow us to scale depending on our global and/or market-specific needs.
- Who are the key Brand USA stakeholders for social and content creators globally and what are their roles and responsibilities? Brand USA's internal social team will oversee both the social and content creators strategy. Our social team reports to the Sr. Director of Brand at Brand USA. Brand USA also works with an Inter Agency Team (IAT), which is a robust roster of agencies for work including, but not limited to, social media, influencers, paid media planning & buying, brand strategy, campaign development, creative services, etc. The expectation is that the selected agency(ies) for this RFP will collaborate with the social team, the wider brand team at Brand USA and other agencies in the IAT.
- Are you currently working with an agency for content creation and social media management? If so, what is the reason for considering changing agencies? As standard practice, we review all of our agency relationships every 3-5 years.
- Is there an exclusion for firms that have previously or currently work with Brand USA? No.
- How does the team structure work in the local markets - will there be a collaborative process with the local markets to agree the local SOW or would we be executing a global level strategy and cascading this through the local channels? A global level strategy that cascades to the local channels– the global strategy should clearly consider the local/market content needs and objectives.
- Are you only accepting submissions from US agencies? Where would you prefer the team to be based from an HQ standpoint? Brand USA is open to working with any global agency. There is no preference for the HQ location. However Brand USA would expect the agency to be available for calls, meetings, etc. during some East Coast working hours.

- How critical is it for the agency you work with to have local offices across all the markets you support? Are localized partnerships and creator relationships sufficient for agency partner consideration? Brand USA is looking to work with agencies that have expertise in all, some, or one of our markets. While a physical presence is not a mandatory requirement, the agency must be able to demonstrate how they can provide a hyper-localized approach within that market.
- How involved do you typically like to be in the day to day running of your organic channels? Does all creative currently flow through approval workflows, and can you explain what this looks like. Brand USA's social team takes an active participatory role in any content activity for organic and paid social. Content calendars should be shared in advance for Brand USA approval, then once scheduled on Sprout the Brand USA team will approve the post before it goes live. Quarterly content plans are also reviewed and approved in advance, likewise for any social video concepts for either organic or paid.
- How much control does Brand USA need/want for content approvals and frequency both globally and locally? Brand USA will approve content calendars as well as final posts once they're scheduled on Sprout for both global and local channels. Brand USA will also review final paid ads proofing links before they're trafficked to the paid media agency.
- Please expand on how your current international social strategy is structured. We have our global channels (FB, IG, and TikTok) through which Brand USA maintains a regular posting cadence in English. Additionally, there's 11 localized Facebook pages for each of our key markets where we post with in-language content. Brand USA is open to collaborating with the selected agency(ies) on creating an optimized structure/strategy. For our FY24 strategy, we created market-action plans that outlined two specific objectives for each market and our content strategy globally and per market corresponds to these objectives.
- How is your organization structured? Is this work managed mainly by a global hub, or are there client-side teams based in each key market? This will be managed by Brand USA's global social team reporting directly to our DC headquarters.
- Is there social-specific / content creator expertise within Brand USA in any of the local markets? The Brand USA global social team oversees all content creator initiatives. Brand USA's in-market reps periodically share opportunities from their respective markets.
- We are assuming that community management does not need to be handled in-market, but that it does need to be in language. Is that correct? Yes, and we do expect our community managers to have local expertise for their market and be able to provide localized insights for content, campaigns, etc.
- Who would be handling the paid amplification and boosting of content? The selected social media agency(ies) would manage the boosting strategy, including campaign set-up

and reporting. The media agency manages the overall paid social strategy, set-up, reporting, etc.

- Does your media buying and planning agency also run other ad formats on social media, besides boosts? Could you please clarify which aspects of paid social campaigns will fall within this scope if there is indeed crossover? **Yes, they do. For paid social campaigns, the social agency(ies) will be responsible for creating the creative strategy, assets, and trafficking– always collaborating with the wider IAT team.**
- How are your in-market rep firms involved in creating, posting social content or doing community management? **Social media is outside the scope of work for our in-market rep firms.**
- What is your current agency eco-system? Which agencies do you work with in which capacity? **We currently have an Inter Agency Team (IAT) that includes agencies for brand strategy & creative, media planning, social media, content creators, creative services and partnership support.**
- Will creator strategy be dictated by the agency that wins the Social Media RFP? How will the strategy overlap between the Social Media Agency and the Creator Marketing Agency? **We expect all agencies within our IAT to collaborate together on strategy development, with each agency providing expertise in their respective business area.**

SCOPE

- Would the social media agency be required to create the content strategy for paid media ads? **Yes.**
- Community managers in 11 localized markets are mentioned twice in the provided RPF. Can you please confirm if these community manager partners are currently in place, or if these will need to be sourced by our team? **These will need to be sourced by the RFP winning agency.**
- Can you define the roles and responsibilities of the community managers? **Under our current structure, community managers are responsible for creating localized content, transcending global content, reactive and proactive community management, and assisting as needed with paid social creative. In addition, community managers are expected to be our ears and eyes on the ground for their respective markets.**
- How many community managers are in each market? Do they monitor and reply to Facebook comments in their respective local languages? **The number needed per market is up to the selected agency and our expectation is that yes, local community managers who are native speakers of the language and understand the local context are responding to Facebook comments for both paid and organic posts.**

- How would this scope integrate or partner with stakeholders/agencies managing channels outside this remit (China with a Weibo, WeChat, Red, and Douyin account)? *At the moment, this would not be part of the scope or IAT collaboration.*
- When it comes to community management, are you looking for the agency to provide proactive and reactive community management? Are there any internal teams that support community management? *No internal teams are currently providing community management and we do expect our agency(ies) to provide proactive and reactive community management.*
- The RFP asks about content capture capabilities. Is Brand USA open to having dedicated social-first shoots through the social agency? Is there an estimated budget? *Yes, we are open to this. Budget will be determined based on strategy and social content needs.*
- Does Brand USA need paid media support from the vendor? From executional or strategic standpoint? *Brand USA currently has a media planning and buying agency that would be responsible for paid media planning on social media. The selected agency(ies) would be expected to closely collaborate with our media agency to ensure alignment with our social strategy/content strategy and our media strategy.*
- Would the social media agency be required to upload social media ads - beyond boosting - to Meta and TikTok creative hubs? *Yes, the social agency is responsible for the creative strategy for paid social ads and for building and trafficking the ads to the media agency.*
- Does transcreation support include review and editing of content beyond social media content - specifically, partner content, brand-led production, and other materials? *Yes, on as needed basis and typically these requests require the community managers to review a transcreation for local accuracy.*
- Under the scope “Client Services and Project Management”, what does Brand USA consider as a “major campaign” vs. “small campaign extensions”? *Typically, a “major campaign” would be considered a social-first or social-only initiative that features/highlights one of Brand USA’s key moments of impact (e.g., Copa America) with its own social production budget. A “small campaign extension” would be the social execution of a larger initiative leveraging and/or repurposing existing assets. This initiative is not necessarily social-led and would have many other components (e.g., full paid media plan, PR, etc.).*
- How many campaigns do you generally activate on an annual basis/would you be looking to activate? *Brand USA will typically activate on 3-4 campaigns in a year in addition to our always-on efforts. These campaigns may be global and/or market-specific.*
- We’re assuming that the agency would be responsible for content publishing and community engagement for each of the handles/ markets you listed. Is that correct? *Yes.*

- If so, what coverage hours do you require for publishing and moderation across your owned social channels? [1-2 hours per day per market and for global channels. We are open to evaluating based on organic and paid needs.](#)
 - Is this the same across all key markets? [Yes, but each market will have a different influx/needs.](#)
- What turnaround time do you expect for moderation or 1:1 community management responses? [24 hours during working days.](#)
- Can you confirm that these are languages you require community management to be conducted in: English, (Canadian) French, Spanish, (Brazilian) Portuguese, Korean, Japanese, Hindi-Urdu, Mandarin, Cantonese, German and French? [We do not require Hindi-Urdu, Cantonese, or Mandarin. The languages that we do need are: English \(India, Canada, UK\), French-Canadian, French, Spanish, Portuguese, German, Japanese, and Korean.](#)
- Should we assume, this contract would include management of the main English channels as well as destination channels? [Yes.](#)
- We see that creative production of short-form vertical videos for organic and paid social campaigns is within this scope. Will your brand and creative agency also be creating any videos for broader campaigns that the awarded agency will be expected to publish on organic social? [We work with many creative agencies and the content they create may need to be posted on our social channels. It is our expectation that the awarded agency\(ies\) will help us with this. We would also look to the awarded agency\(ies\) to provide input and guidance on the best way to optimize creative for our social channels.](#)
- Would we be responsible for handling the content calendar, scheduling and setting the content live in each of the local markets? [Yes.](#)
- Does the creator marketing scope include identification and management of influencers who attend Brand USA-planned influencer trips? [Yes.](#)

STRATEGY:

- Are you able to provide some insight into your wider marketing strategy initiatives beyond social? [Please refer to thebrandusa.com for our annual business plan. There are also past webinars available to view that share more detail about our wider marketing initiatives.](#)
- What does a successful agency relationship look like to you? [Brand USA is looking for a collaborative partnership. This agency\(ies\) will become a key player in our Integrated Agency Team and will work closely with our other agency partners. We are looking for an agency who can act as our eyes and ears on the ground in our key markets, and continue to provide us with expertise in a quickly evolving space.](#)

- Boosting is referenced in the brief but are you open to dark ad formats and new ad placements as well as a test-and-learn approach including dynamic creative optimization? [Yes, we do run dark ads formats as part of our overall paid media/social strategy that's implemented by our paid media agency of record. Our social agency is responsible for creating the creative strategy, assets, and trafficking— always collaborating with the wider IAT team. We are open to new ad formats as well as a test-and-learn approach.](#)
- Are there any major strategic changes that you are hoping your new agency will provide going into 2024? [Going into FY25 we expect the RFP winner to increase organic engagements, deliver social-first campaigns for Brand USA's tentpole moments, be timely and responsive to social trends, and collaborate closely with the selected content creator agency\(ies\)and wider IAT team to integrate content creators into our social strategy across organic and paid. For content creators, Brand USA is aiming for increased casting per market with a focus on diversity, strong creative direction for content creators, social-forward and timely content.](#)
- Do you have a current content strategy? Can we see it? [We do have a content strategy for FY24 that will be shared with the RFP winner as part of their onboarding process.](#)
- Currently, all country specific accounts post the same content with in-language translation. Is the goal to keep this model consistent or are we looking to have specialized content per market? [At the moment, we have a mix of localized content that's specific to each market and a selection of transcreations from global posts that are relevant for each market. This may change based on the updated strategy for FY25, but we've found this strategy to be effective.](#)
- Is the strategy to develop national channels for all social platforms? [No, we will maintain our localized Facebook and YouTube accounts, but maintain a global presence on all other platforms. China is the exception and this is managed separately.](#)
- Is there a clear and defined brand voice for both inbound and outbound community management that allows the SMM to engage with content autonomously? [Yes, we have a playbook that is shared with community managers as part of their onboarding.](#)
- Have you done any social specific co-op program with DMO partners? Are you planning to do any in the future? [Yes, we are currently planning a social partner program that will launch in FY25.](#)
- Are you open to work with brand and destination partners (hypothetically) as part of the content creator program? [We are open to it.](#)
- Are there any tentpole moments your team have identified that they are looking to tap into across 2024 and beyond? [While planning for FY25 and beyond is still underway, we have identified a few key "Moments of Impact" over the next few years: Route 66 Centennial Celebration, FIFA World Cup, 250th USA Anniversary.](#)

- How important is it that agencies have experience with international tourism? Brand USA is looking for an agency(ies) that can provide expertise in our key international markets. While not a requirement, having experience with international tourism may be a plus. We've worked with agencies in the past that have not had international tourism experience, our main objective is to tap into agencies that can communicate with our audiences in an effective and impactful way.
- Are you looking to develop and implement a full content and publishing strategy for YouTube in FY25? Does this include a YouTube Shorts strategy? Yes. Yes.

CREATIVE

- What can you tell us about your ideal content creator and/or target demographic? Follower count/tier, age, etc. Through this RFP, we're hoping to identify an agency(ies) who can help us answer this question.
- Re: Route 66 assignment. Are you looking for an idea/ plan that you can sign off and execute immediately? Or are you happy for the idea to illustrate how we think, and subsequent to us winning the work, we could then spend more time developing the perfect idea to be executed? We have no expectation of approving the presented strategy immediately and as is. Brand USA will collaborate with the selected agency(ies) to develop a final strategy and concept for Route 66.
- Do you have any legacy content that we could leverage/optimize to be deployed across channels? Yes. Brand USA has a variety of content sources that can be repurposed and used across social channels.
- Approximately how many influencers and content creators are you interested in activating on a yearly basis? Are you primarily interested in individual creator experiences - or keen to explore group trips? The number of creators we activate on a yearly basis will depend on the strategy. In FY23, we hosted over 50 content creators. We are open to both, individual and group trips.
- In your experience, what size of influencer following has generated the strongest results? Nano, micro, macro, etc? This depends on the objective of the campaign. For example if we're aiming for reach and a splashy campaign launch then celebrity tier 1 influencers align better but if the objective is content creation or reaching niche audiences then nano and micro content creators are a better fit for Brand USA.
- In reference to the content creator's purpose against various business functions - Can you give us the full list of business functions? For the purposes of this proposal, please consider Paid Media and PR / earned media.

- Are you looking to leverage creator partnership for influence (reach) or craft (expert content development) or both? [We are looking for a mix of both reach and content development.](#)
- For content production, do you require the agency to conduct translation and localization of each asset? [Yes, this may be required.](#)
- What percentage of each country would be an ideal representation for an influencer's audience breakout? Ex: 50% USA, 20% Mexico etc. [Brand USA will work with the selected agency\(ies\) to determine the optimal criteria for an influencer's audience.](#)

PERFORMANCE / MARKETS / AUDIENCE

- What are the KPIs expected (Impressions, Clicks, etc.)? [In addition to brand lift studies for paid social campaigns and macro brand health metrics, we measure reach, impressions, followers, engagements, and quality engagements.](#)
- What defines success on social for Brand USA? [Creating social-first content that's timely and relevant, creating at the speed of consumption, and meeting our yearly KPIs.](#)
- What is your current cadence for reporting? [Quarterly, monthly, and at the conclusion of specific campaigns/projects.](#)
- Are any of the languages new for Brand USA? [No.](#)
- If we were to select one market for this exercise, which one would you advise to demonstrate our capabilities / based on your priorities? [That is the choice of the participating agencies. Brand USA wants to understand your capabilities and expertise in the market.](#)
- Do the roles and responsibilities of the community managers differ at all by local market? [No. They're all responsible for all community management for their respective markets, including organic and paid.](#)

BUDGET

- Does the budget include media buying? [The budgets included in this RFP are hypothetical, for the purposes of the assignments. These budgets would not include media budgets, but should be inclusive of all agency fees.](#)
- Is there a specific budget for the Content Creator piece (noting that the \$300k assignment is a hypothetical budget)? [Budgets will be dependent on the content creator strategy and the proposed ideas.](#)
- We anticipate the Route 66 scope will be more than \$300k to develop a unique strategy for each market, contract influencers, and execute the campaign. Is there any flexibility

with this budget? For the purposes of this exercise, please put together a proposal that can be done within the \$300K budget cap. You can choose how to scale up or down to stay within budget (for example, it can be for one market or it could be globally with less influencers, etc.)

- Is this program organic only, or should we consider Paid Amplification as a part of our plan? If so, any guidance on % or \$ amount of total budget, or open to recommendation? **We are open to your recommendation.**
- A content-boosting strategy is mentioned in the scope of work. How much budget has historically been put towards this effort, outside of content creator contracts? **Budget is dependent on our social content strategy. We will work in collaboration with the selected agency(ies) and our media agency to determine the optimal budget.**
- Do budgets include paid media expenses for promoting/boosting content? **Budgets do not include paid media.**
- Approximately how much budget would you expect to allocate to influencer experiences and talent fees? **This is dependent on a variety of factors (market origin, destination, type of trip, etc.) We would need to adjust expectations on allocation for each campaign, market, etc.**
- Are you currently leveraging a management platform for your social accounts and if so which one? Would the cost of a platform need to be accounted for in our outlined budget? **Brand USA currently leverages Sprout for its social media management. This does not need to be accounted for in your proposed budgets.**
- In reference to the \$1.5m budget deliverable - Are you looking for budget weighting / allocation, timing plan, processes, documents or all of the above? **All of the above.**
- Does the \$1.5M budget include anything outside of social strategy & community management? For example: **Budgets for the below items could be considered incremental. However, it will be important for Brand USA to understand cost implications for anything outside of social strategy, content creation, community management, reporting and optimizations, and the execution of boosting and paid strategy, etc. We are looking for a holistic view of what it will take to execute a robust social strategy.**
 - Production (should we need to shoot/film content for social)
 - Content boosting media budget
 - Social influencer costs (talent, travel)
- Should creator travel be accounted for in our pricing structure, or is there a separate budget for that? **Yes, creator travel should be included in the pricing structure. The \$300K budget for the content creator assignment should be inclusive of all components necessary to execute the campaign (except for any paid or boosting media dollars)**

SYSTEMS / PLATFORMS

- Do you have any priorities in platform allocation between Facebook, Instagram, TikTok and YouTube? **Brand USA will look to the selected agency(ies) to help us prioritize our platform allocation.**
- Are there any tools/processes you are currently using to centralize the influencer marketing strategy across the local teams - do you leverage an influencer CRM, a center of excellence, data centralization tools, etc? **We manage all projects via Wrike, but do not have a specific product to manage an influencer CRM.**
- What UGC collection and management software do you currently use? **We currently have access to Stackla.**
- Do you use CrowdRiff or another tool for UGC? **Brand USA does use CrowdRiff, but not their UGC collection tool. We are open to working with the selected agency(ies) on adoption of new tools as needed.**
- Is Brand USA currently using any specific social media management tools or platforms? If so, which ones, and how satisfied are you with their performance? **We are currently using Sprout and will continue to use this social media management tool.**
- Is Brand USA interested in exploring platforms outside of the already established social media accounts? **Yes. Brand USA is open to exploring additional platforms and would look to collaborate with our social agency(ies) to evaluate each opportunity.**
- Is social listening being leveraged as a part of the overall social media strategy? **We lean into our social media agency to provide weekly listening reports with timely and actionable insights.**

TIMELINES

- What is the timing of this RFP, is it for your FY25 that begins in October 1, 2024. Or would we activate on social channels before Oct. 1, 2024? Would like to understand timing and flight, if you could please share. **The agency(ies) selected for social media would be expected to onboard and begin strategy work in late summer/early fall and fully execute all social channels at the beginning of FY25. The agency(ies) selected for content creator marketing would be expected to onboard and begin executing campaigns/projects in late summer/early fall.**
- How soon are you looking to activate content creators once you've made your agency partner selection? **As soon as possible.**

