

Mexico RFP - Q/A

Alchemia

1. Do we need to consider paid traffic driving activities (SEM, Social, programmatic) on the implementation plan and budget to be presented?

It will be a combination of country budget and global brand budget. Please allocated what you see is necessary for your market.

2. Is the content for the website in Mexico, Facebook page for Mexico and e-newsletter is curated by the Mexico Agency?

We have a global editorial calendar that is utilized about 70-70% of the time and the remaining 20-30% is done locally by our in market agency.

3. 29,000 subscribers to the newsletter are these trade contacts, potential travelers, or both?

Total contacts

4. Can we propose new social channels to be open in the market?

We are depending on your market expertise and recommendations to be included in your written proposal.

5. What are your top 3 communication objectives?

Please include the key objectives and priorities you would recommend.

6. Are there any specific experiences you would like to promote (or not to promote)?

We are depending on your market expertise to suggest any experiences you think Visit California should consider.

7. Who would the speakers be for media interviews?

This would vary based on outlet and audience

8. Are there any brand ambassadors you currently work with or plan to work with next year?

We don't have any current contracted ambassadors

9. What are the key audiences (demographics) that Visit California is targeting in Mexico and why?

We are interested in understanding which key audience you recommend should be targeted and why.

10. What are the key communication messages that Visit California is aiming to promote in the Mexican market and why?

We are interested in understanding which key audience you recommend should be targeted and why.

11. What has been Visit California's largest measurement of PR success in the past 5 years? What are some of your most successful PR initiatives, and why? Any examples in the Mexican market?

We are depending on your market expertise to suggest any experiences you think Visit California should consider.

12. Are there any specific areas of improvement that Visit California would like to see from its PR efforts and/or relationship with its agency?

We are interested in understanding which key audience you recommend should be targeted and why.

13. Regarding de Financial statements, these should be translated into English?

Yes

14. Regarding subcontractors it does not matter what kind of services they provide; it is necessary report any in exceeds US\$5,000 monthly or annually?

Any sub-contractor hired by your agency should provide services as per the scope of work proposed. If more than USD \$5,000 is budgeted for a proposed contractor that expense should be stated in your initial proposal.

15. About the insurance policy, it is mentioned that contractor will procure and maintain insurance against claims for injuries to persons or damages to property. Contract's insurance will have limits no less than:

- General Liability: \$2,000,000 per occurrence and \$2,000,000 in the aggregate for bodily injury, personal injury, and property damage.
- Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.
- Employer's Liability: \$1,000,000 per accident for bodily injury or worker's Compensation Insurance: with coverage and limits as required by law.

In this case, the contractors mean Alchemia? What people and property are you referring to? the visitor? the California state?

This refers to the liability insurance coverage all contractors are required to carry in order to do business on behalf of Visit California.

PR Central

16. Could you share the Visit California target audience for Mexico?

We are interested in understanding which key targeted audience(s) you recommend.

17. Is the Q&A document or any other amendment for this RFP going to be sent to our registered email or it will be posted on the website?

Posted on the website

<https://industry.visitcalifornia.com/about/request-for-proposals>

18. Are bidders requested to have a physical office?

We are open to remote options and in market options as well

19. Does the budget of between US\$750,000 - US\$1,100,000 per fiscal year period include the agency fees?

The final budget will represent the agencies retainer and all activations in market.

20. Page 11: • Financial Statements. “All the above Financial Statements must be the most recent statements available, but no more than 12 months old”. Does this mean they have to be from 2020 or 2021 (not 2019)?

Yes

21. Page 18: • Owned channel management: About the website related services, should we include technical website administration or just content administration? o What do you mean by “Maintain consumer newsletter database”?

Content administration and creation

Travel C Brand

22. Representatives of the 5 industry sectors will carry out de final interviews?

A select committee has been established of Visit California staff and a industry representative familiar with the Mexico marketplace.

23. The final interviews will be face to face or virtually?

This will be decided at a later date.

24. Visit California can share the general profile of Mexican traveler who visited California in the last years?

Any public/nonproprietary research can be found at:

<https://industry.visitcalifornia.com/research/researchdashboard>