

AUSTRALIA MARKETING SERVICES RFP 22/23 QUESTIONS & ANSWERS

- Q.** Are you able to share Havas's consumer insights study?
- A.** We currently do not have direct-to-consumer brand activity in-market and do not have recent consumer insight from our media agency.
- Q.** Can we get more detail on the CALIFORNIA STAR platform and how much we should include in our response?
- A.** All information regarding the CALIFORNIA STAR platform is on the industry website. Please make any recommendations on what content to include and how to better improve this training system for your Australian market.
- Q.** Are there any existing airline partnerships with Visit California?
- A.** Visit California works closely with most major carriers serving California – Australia routes.
- Q.** Does Visit California require any dev/tech solutions for the website and e-marketing offering?
- A.** Most development is handled out of Visit California's HQ and by our tech contractors.
- Q.** Are you able to share a list of the key events that Visit California is involved in?
- A.** Please refer to industry.visitcalifornia.com for key global marketing activities.
- Q.** Are there any plans to expand the social offering from Facebook to other channels locally?
- A.** We are interested in your recommendations as to which social media channels you would recommend.
- Q.** Do you have the breakdown of visitors from Australia and each state?
- A.** Please refer to industry.visitcalifornia.com for specific marketing research and insight into markets.

- Q.** Who would you consider some of your competitors in the tourism space?
- A.** We would like you to include the list of destinations that you think are competitors to Visit California.
- Q.** Can you provide an example of a PR creative that you believe is gold tier and something you would be proud
- A.** We would welcome your suggestions and examples of your past or suggested PR activities.
- Q.** Are there any specific KPIs/metrics we should be aware of?
- A.** Major KPIs are incremental visitation and spending from the Australian market. Historical visitation and spending data can be found at, <https://industry.visitcalifornia.com/research/researchdashboard>.
- Q.** Will *Dream Big* and *All Dreams Welcome* themes continue into FY23, or will there be a new creative direction?
- A.** Those are our current brand platforms, but we are working closely with our global brand agency and our executive team reviewing existing message platforms, which could be revised in the future.
- Q.** We note that your Marketing Work and Strategic Framework plans are locked on the website. Will access be granted to this information as we prepare our RFP?
- A.** We will provide a link to those who are selected for oral interviews as a finalist.
- Q.** Do you have local spokespeople in Australia? Who are they, and what level of access will we have?
- A.** If your agency wins the bid to represent Visit California in Australia, you will be considered the in-market spokesperson. There are approval protocols that will be issued from our HQ office.

- Q.** Do you have established local influencer relationships in Australia that will continue in FY23?
- A.** Pre-pandemic, we worked with a variety of key influencers in-market. We welcome your suggestions.
- Q.** How long have you been with your incumbent agency in Australia?
- A.** 15 years, budget levels have varied significantly over that timeframe.
- Q.** Whether companies from Outside USA can apply for this? (like, from India or Canada)
- A.** As listed in section 8.1 on page 12 of the RFP under the section:
- Other Minimum Requirements:
- Must be a business entity registered in Australia.
 - Agency must have at least five years' experience in the capacity of marketing and sales representation in Australia.
- Q.** Whether we need to come over there for meetings?
- A.** You will be requested to attend meetings, tradeshows, FAM trips or other such functions as needed as part of the scope of work.
- Q.** Can we perform the tasks (related to the RFP) outside the USA (from India or Canada)?
- A.** You will be required to have staff present in-market to fulfill the scope of work obligations and all requirements listed in the RFP.
- Q.** Can we submit the proposals via email?
- A.** As per section 10, page 19 of the RFP, states that each bidder is required to deliver an electronic/PDF version of their proposal. Electronic versions of the proposal must be in PDF format and sent to RFP Submissions at rfps@visitcalifornia.com. You must also deliver (3) hard copies of the proposal, by courier, such as FedEx or DHL, by February 10, 2023.