

## RESTAURANT REVIEWS & PROMO SERVICES RFP 2022 QUESTIONS & ANSWERS

- Q.** How do you plan on quantifying the performance?
- A.** Visit California will quantify performance based on regular reporting from agency's social media, website, app and other owned channels, showcasing KPIs and key metrics from California reviews and blog content. Additionally, PR measurements following promotional events and press outreach. Agency to create a clear and distinctive way to feature California content on website homepage and app.
- Q.** What type of content (beyond reviews) are you most interested in?
- A.** Blogs, vlogs, listicles, articles featuring California's restaurants and chefs, including California's abundance of culinary offerings. Events that showcase California's restaurants and chefs including California's abundance of culinary offerings.
- Q.** Do you have specific markets in mind in California that are a priority?
- A.** Visit California is looking to partner with an agency that can showcase the entire state's abundance of culinary offerings.
- Q.** Are you looking to display our reviews on your website or on your owned channels?
- A.** Visit California will seek rights and licensing to use the reviews and additional content on owned channel platforms.