



MIDDLE EAST MARKETING SERVICES RFP 2024 QUESTIONS & ANSWERS

- Q.** Who will be responsible for managing social media inquiries within the channel management?
- A.** We don't have any market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.
- Q.** Can you please define the countries you want to target in the Middle East?
- A.** We are dependent on your market expertise to identify which countries you would target based on the budget allocation.
- Q.** Do you have a template for the proposal requirement, or would you like us to send it on our own template?
- A.** You are able to use your own template.
- Q.** Please confirm an example of the items that are to fall under 'Market Intelligence' and 'Co Op program activations'?
- A.** Market intelligence would include but not limited to consumer trends, behaviors, and competition. Co Op program activations would include industry/consumer facing cooperative marketing opportunity that includes a call to action (i.e., booking component) and KPIs to evaluate the performance of the campaign.
- Q.** In regard to 'Owned Channel Management' as the key element to direct-to-consumer communication, please include an 'Owned Channel' strategy, including social media strategies and evaluation of the most appropriate in-market platforms- are these related to the agencies channels or the channels owned by Visit California?
- A.** We don't have any market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.
- Q.** Owned Channel Management (page 19) -*next 5 questions*
Work with Visit California on annual localized content calendar; is this for content to be published on the agency's platforms?
- A.** We don't have any market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.



- Q.** Develop and maintain a content calendar for social channels based on Visit California HQ calendar, along with the creation of localized posts. Generally, an 80% (HQ) and 20% (in-market) posting cadence; does this include designing content as well?
- A.** We don't have any market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.
- Q.** Translate and provide localization of social posts or content on any other relevant social media channel, as provided by Visit California HQ; by localization do you refer to customizing our market demands? Will we create the content or will we receive and translate the content?
- A.** We don't have any market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.
- Q.** Execute website updates; which website are you referring to? That of the agency or Visit California? If Visit California, then are we required to make edits on their website? If yes, on what basis and what is the frequency for such changes?
- A.** We don't have any market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.
- Q.** Work closely with Visit California's team on the development and execution of content strategy and content localization across all of Visit California's owned channels; please define Visit California's owned channels- are these social media channels that we are required to just share input for their content or also design posts?
- A.** We don't have market specific social channels at this time. If we do in the future, our in-market team would need to have these capabilities.
- Q.** Account Administration (page 19)
Maintain a weekly market Intel Hub; please confirm that this means to report on the market intel on a weekly basis. If yes, is there a portal or a platform to share this data?
- A.** Yes, on a weekly basis on a Visit California platform.
- Q.** Are you able to share details on Visit California's market strategy and branding that will help inform the direction of our proposal?
- A.** Market profiles can be found at:
<https://industry.visitcalifornia.com/research/researchdashboard>
- Q.** Are there any critical marketing milestones we should consider?
- A.** We operate on a fiscal year from July 1 - June 30.



- Q.** Are you able to share any key messaging that has been developed?
A. Please visit industry.visitcalifornia.com for a program of work.
- Q.** Who would you consider your critical target audience? Do you have a breakdown of your audience personas?
A. We are interested in understanding which key audience that you recommend should be targeted and why.
- Q.** Which countries specifically encompass the Middle East remit that this RFP has asked for?
A. We are depending on your market expertise and recommendations on which specific countries should be targeted.
- Q.** Are there any critical markets/ how are markets weighed by importance, if at all?
A. No
- Q.** Does the brief require an agency with a footprint in all key Middle East markets that we are required to target?
A. No
- Q.** With respect to supporting trade outreach for promotion of Visit California, should we also be considering MICE- i.e., promoting California as an ideal destination for business events/tradeshows?
A. At this time, we only do MICE programming for North American clients.
- Q.** Is there an opportunity/budget for FAM trips- i.e., identifying critical target media to fly to California for experiences?
A. Yes
- Q.** Are there any competitor or industry campaigns that you particularly admire?
A. We would love for you to share your expertise
- Q.** You reference working with key airlines, can you detail the airline partnerships that you already have in place?
A. We would like you to identify airline partnerships as part of your response to this RFP.
- Q.** Are there any existing influencer partnerships that we should be considering?
A. We would welcome your suggestions on which influencer partnerships should be considered.



- Q.** What are the approval requirements for new influencers we would wish to work with?
- A.** Should your agency be awarded the contract, internal processes will be discussed.
- Q.** Is there a budget to support bigger talent partnerships if and where we felt this was necessary?
- A.** Possibly, it would be on a case by case basis.
- Q.** Who are the existing brand ambassadors for the program, are we able to leverage any?
- A.** Currently, we don't have brand ambassadors in this market.
- Q.** Who are the critical stakeholders involved in approval of comms materials and programs that we should bear in mind?
- A.** All programming is reviewed by internal Visit California program staff.
- Q.** In Marketing Proposal Section 8.3, the following requirements have been outlined: Marketing Objectives; provide a plan of the strategic planning process, including the time allocated to strategy vs. execution; marketing strategy and overview for the specified budget line categories; however in the Scope of Work Section 8.4, there is no mention of any B2C requirements (consumer campaigns). Can you please clarify the above.
- A.** We currently don't have budget allocated for Middle East consumer campaigns via paid advertising but we are interested in learning more about cooperative programs you would recommend.
- Q.** Regarding activation projects, are payments, excluding administration and overhead costs, typically made upfront?
- A.** For most programming, no. If a program exceeds a certain dollar amount, we often allow a 50% prepayment in some cases.
- Q.** Is there a preferred percentage of budget allocation between trade and or activities, or is it left to the agency's discretion to propose the distribution?
- A.** It is left to the agency's discretion regarding how to allocate the budget.