

**NH Division of Travel and Tourism Development
Advertising Agency**

Clarifying Questions and Answers

- Q1. Whether companies from outside USA can apply for this? (ex. India or Canada)
- A1. Yes, BEA is seeking the best qualified agency.
- Q2. Whether we need to come over there for meetings?
- A2. In-person meetings are essential for this contract, they are typically monthly status, seasonal campaign launch and seasonal campaign recap meetings.
- Q3. Can we perform the tasks (related to RFP) outside USA? (ex. India or Canada)
- A3. Yes, ensuring the Scope of Work in the RFP is being met.
- Q4. Can we submit the proposals via email?
- A4. No, refer to 5.3.1 of the [RFP document](#).
- Q5. Is there an incumbent on this contract? If so, who is the incumbent?
- A5. Yes, GYK Antler.
- Q6. Is this a new engagement or is New Hampshire seeking a new partner?
- A6. The current contract will expire at the end of the fiscal year (June 30, 2019), and the Department is required to issue a Request For Proposals (RFP).
- Q7. Are there any subcontractor restrictions/guidelines we need to be aware of?
- A7. Yes, refer to 7.7 of the [RFP document](#).
- Q8. Once the work is awarded what does the client-side team look like? Please explain the client team structure and explain points of contacts and approval process.
- A8. Main points of contact are Director and Deputy Director of the Division of Travel and Tourism Development. The entire team consist of the Communication Manager and Digital Marketing Specialist of the Division of Travel and Tourism Development.
- Q9. Are you able to provide the names and background of the selection committee?
- A9. No, the selection committee will be comprised of both private and public sector individuals.

Q10. Item 4.5.6: Can you confirm what you mean by net media costs?

A10. "Costs" should have been "rates", therefore media rates are at net.

Q11. Item 4.5.6: Can you confirm whether the media invoices need to be paid prior to requesting State reimbursement, or simply placed with confirmation?

A11. Refer to 4.5.6 of the [RFP document](#).

Q12. Item 4.5.6: With an annual budget this size, can you estimate how much media budget will need to be covered by the vendor prior to reimbursement? Is there a cap on this dollar amount? Is reimbursement granted on a set schedule (i.e. flight, month, campaign, quarter)?

A12. The AOR pays all invoices prior to submitting to DTTD for reimbursement; the state pays invoices within 30 days.

Q13. Is there a limit on how many sub-contractors can partner with prime for this contract?

A13. BEA is seeking the best qualified agency whether it is one agency or an agency with sub-contractors.

Q14. Section 4.6 International Marketing: Can you provide more detail regarding the scope of international marketing? How many trade shows and events, and where are they located?

A14. The AOR will mainly be responsible for the creation of assets, not in researching marketing programs that will be the responsibility of International partners. Participation and responsibilities at trade shows and events will be determined on a yearly basis.

Q15. Item 4.7.1: Will all four websites be redesigned?

A15. BEA will rely on the AOR to make strategic recommendations about the websites.

Q16. Item 5.1.3.1: Can you define "evidence of financial standing"? What kind of documentation is required?

A16. If requested, BEA will work with the Offeror to determine appropriate evidence of financial standing.

Q17. Item 5.1.9: Can you confirm that at this stage, vendors should ignore the Creative Assignment?

- A17. Yes, if creative is required, due to the time constraint existing creative may be used. Further instructions will be included with the invitation to present.
- Q18. Item 5.2.1.1: Can you identify what a preferred customer fee status might look like? Is there a particular fee percentage based on entire annual budget that is expected?
- A18. The Offeror should make this determination.
- Q19. Item 7.11: Can you confirm if any deadlines are missed, vendor will be charged a penalty of \$1,000 per week?
- A19. Deadlines that are deemed a priority by BEA will be charged a penalty.
- Q20. Item 5.1.9: Is there a proposed breakdown of fees/media/production from the \$2.5 million?
- A20. BEA is looking for the AOR to make a strategic recommendation.
- Q21. Is there a "Live Free" brand guide?
- A21. Yes, [Live Free Brand Standards](http://visitnh.gov/rfp) can be found at visitnh.gov/rfp.
- Q22. Are non-NH based agencies on equal footing?
- A22. Yes, BEA is seeking the best qualified agency.
- Q23. How would you define a video or photography asset to be created and inventoried?
- A23. BEA is seeking to grow and enhance the current video and photography asset library throughout the contract.
- Q24. What percentage of the annual scope of work is dedicated to international marketing?
- A24. Approximately 10% of the budget is allocated toward international.
- Q25. The scope does not include media planning and buying for international markets. Will all media planning and buying be for the domestic market only?
- A25. Media planning and buying will be for Domestic and Canada. Overseas markets are typically joint marketing opportunities with international partners, global travel trade or US based receptive operators.
- Q26. How would you define responsibilities for representing New Hampshire at select trade shows and events?

- A26. Participation and responsibilities at trade shows and events will be determined on a yearly basis.
- Q27. Given the broad range in annual budget (\$5-\$8M), should the budget be on the lower end of that range, how would items like website/digital and international marketing be prioritized?
- A27. The AOR budget will be based upon the approved State Operating budget in June. Budgets for website/digital and international will be prioritized during the contract phase.
- Q28. With regard to digital services, do you expect to combine and streamline service providers?
- A28. The AOR will determine the most effective way to achieve 4.7 in the [RFP document](#)
- Q29. Can you please better define the tier pricing in Attachment B? What is the budget that coincides with these tiers?
- A29. It will be the responsibility of the Offeror to set the parameters for the budget structure of these two tiers.
- Q30. What is the budget we should use to determine our monthly retainer fee (percentage of total contract)?
- A30. Refer to the Project Overview in the [RFP document](#).
- Q31. What percentage of the annual scope of work would be dedicated to Tier Two "other state agencies"?
- A31. Historically, it has been approximately 5-8%.
- Q32. What percentage of the annual scope of work would be dedicated to "DTTD Promotional Partner"?
- A32. Historically, it has been approximately 1-2%.