

6669 Z1 Attachment A

OPTION A – CREATIVE AND PRODUCTION SERVICES TECHNICAL RESPONSE

1. BIDDER REQUIREMENTS:

Bidders will have to demonstrate capabilities and proven successes in handling accounts of the nature, size and depth of the NTC’s program. Working with NTC staff, the Contractor(s) will be required to provide work that can be effectively integrated with NTC marketing initiatives and efforts of other marketing partners.

Bidders should respond to the following:

a. Relevant Experience, Capabilities and Quality of Bidder

i. Brief Statement of Overall Business Philosophy;

Bidder Response:

ii. Outline of capabilities and services offered;

Bidder Response:

iii. List of services offered with in-house staff;

Bidder Response:

iv. The single most outstanding quality that differentiates your company; and,

Bidder Response:

v. Anything else you think we should know about your company and would like to briefly share

Bidder Response:

b. Past Experience & Understanding

i. Creative and Production Services

a) From a creative standpoint only, provide three samples of advertising of which you are most proud.

Bidder Response:

b) Case Histories - Provide case studies from two (2) recent advertising campaigns (since 2019) preferably for clients marketing intangible products/services. The case studies should include goals/objectives; creative and media strategies; an overview of the media plan, creative samples, and results for each case study (third-party metrics preferred).

Bidder Response:

c) Provide no more than three (3) pages of the bidder’s understanding and observations about the state of the domestic travel industry including national trends and forecasts, with particular emphasis on the market potential for Nebraska. Include supporting rationale for these insights, especially on how they may affect Nebraska’s appeal as a leisure travel destination.

Bidder Response:

- d) Describe briefly in one (1) page bidder's understanding of value-based brand positioning and marketing. Provide a sample of your company using this approach or a sample of a campaign that your agency created which you believe presents a value-based strategy and execution. Here is one definition as a guide:

Value-based marketing is an appeal to a consumer's core values and personal guiding principles. It shifts marketing from a product-centric approach to a consumer-centric one. In fact, consumers now name a brand being true to its values – and matching their own – as the most important factor in purchase decisions.

In this approach a singular core human value defines the brand's reason for being. And the succinct articulation of the brand's positioning, leverages its core human value to develop a relevant, meaningful, and differentiated benefit.

Bidder Response:

- e) Creative Concepts Exercise - The NTC's overall goal is to expand and deepen its "Honestly, it's not for everyone" campaign. The Commission is not looking for a new brand strategy or creative platform – nor looking for a new "slogan or tagline." What we have now continues to create positive reactions and widespread awareness of Nebraska as a vacation destination. The campaign is also working exceptionally well in the marketplace, setting all-time records in terms of visitation, visitor spending and tax revenue (lodging and State/local taxes).

A number of pillars have guided campaign development and success, including:

- Building the message from the "outside in" - from the consumer point of view;
- Transcending selling just things to see and do (Value-based approach);
- Taking an unexpected, edgy – even risky approach to capture attention;
- Counterbalance people's preconceived notions and change perceptions; and,
- Being relevant, believable, and persuasive.

With all this in mind, present creative concepts that demonstrate a clear understanding of the existing brand strategy and platform that focuses on enhancing, deepening, and moving the current work forward.

Bidder Response: