

6669 Z1 Attachment A

OPTION B - MEDIA PLANNING AND BUYING 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 and Understanding: Media Planning and Buying

a) Case Histories - Provide case studies from two (2) recent media campaigns your company has executed preferably for clients marketing intangible products/services and specifically travel/tourism if possible. Include why you think they apply in the context of this RFP. Briefly summarize goals/objectives, audience profile, media strategies, and results for each.

Bidder Response:

b) 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:

c) In the ever-expanding media/channel environment, briefly discuss your overall philosophy and approach to effectively and efficiently executing media plans that leverage the strengths of various media options – both “More Traditional” (offline) and “Digital” (online). Include relevant observations about:

1). The role of various media channels in the overall mix of message delivery that you feel are important;

Bidder Response:

2). Factors that you consider in determining the media mix (offline/online, among various channels and any others you feel important) in a plan recommendation;

Bidder Response:

3). Speak to the generational differences in how different age groups/cohorts consume media and how those patterns affect your media planning. Include observations about the importance of the groups you define as potential visitors to Nebraska;

Bidder Response:

4). How you would incorporate Nebraska's value-based positioning strategy into your target audience definition, media planning and buying?

Bidder Response:

5). Provide an outline of how you would allocate dollars to various media for an annual campaign of \$4 million

Bidder Response: