6670 Z1 Publishing and Content

Attachment A – Bidder Requirements

* 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 will be required to provide work that can be effectively integrated with NTC marketing initiatives and efforts of other marketing partners.

* + 1. **Relevant Experience, Capabilities and Quality of Bidder**
       1. Brief Statement of Overall Company Philosophy;

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| Bidder Response: |

* + - 1. Outline of capabilities and services offered;

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| Bidder Response: |

* + - 1. List of services offered by the agency with in-house staff

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| Bidder Response: |

* + - 1. The single most outstanding quality that differentiates your company

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| Bidder Response: |

* + - 1. Anything else you think we should know about your company and would like to briefly share

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| Bidder Response: |

* + 1. **Past Experience & Success**

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

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| Bidder Response: |

* + 1. **Insights and Observations** 
       1. Provide no more than three (3) pages of the bidder’s understanding and observations of 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 vacation destination.

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| Bidder Response: |

* + - 1. Share your company’s observations on the current marketing trends and directions surrounding content creation, management and delivery including how it relates to website and travel guide development (2-3 pages).

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| Bidder Response: |

* + 1. **Proposed Plan** 
       1. Outline strategies for developing and distributing inspiring and informational trip planning and destination content that will live across media platforms, including, but not limited to: print, online, video and how they will all work together to serve consumers considering Nebraska as a travel destination.

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| Bidder Response: |

* + - 1. Outline a plan for management and maintenance of VisitNebraska.com and how you would propose to further develop the site to house inspirational and informational content. Further, what recommendations would you propose to incorporate new technologies and user-friendly upgrades to continue to represent the entire state.

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| Bidder Response: |

* + - 1. Outline a plan on how you will design, publish, print and fulfill the Travel Guide, and how you will further develop the guide to house inspirational and informational content to continue to represent the entire state.

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| Bidder Response: |

* + - 1. Outline an Advertising Sales/Service model outlining how you propose to staff and sell advertising on VisitNebraska.com, the Travel Guide, and e-newsletters including ideas on packaging to create incremental sales

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| Bidder Response: |

* + - 1. Provide a brief overview of experience of interfacing with e-commerce functionality and coordination of merchandise inventory

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| Bidder Response: |

**Note: Any revenue from advertising sales must be deposited with the State and cannot be factored into compensation in any way. Compensation to cover costs for your sales and service efforts and administration will be included in your Cost Proposal under Fees for Service, in Advertising Sales and Service.**