6671 Z1 Attachment A – Bidder Requirements

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 Agency 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; and,

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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
       1. Case Histories - Provide case studies from two (2) recent PR efforts (since 2019) for clients marketing intangible products/services, preferably travel/tourism related. 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).

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| Bidder Response: |

* + 1. Insights & Observations
       1. Outline your approach to strategic PR campaign planning that will result in an integrated effort across all disciplines involved in building marketing success.
          1. What are the key steps in this process?

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| Bidder Response: |

* + - * 1. What are important key elements in each step?

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| Bidder Response: |

* + - * 1. Who is involved internally? Externally?

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| Bidder Response: |

* + - * 1. What are the key milestones or decision points throughout the process?

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| Bidder Response: |

* + - * 1. What do you perceive to be the client’s role in this process?

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| Bidder Response: |

* + - 1. 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 vacation destination.

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| Bidder Response: |

* + - 1. Describe bidder’s overall philosophy of the role of Public Relations in an integrated multi-media campaign that fits with NTC efforts and the Nebraska tourism industry; which channels best fit in promoting state-level tourism efforts; and discussed their priority/importance

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| Bidder Response: |

* + 1. Proposed Public Relations Plan
       1. Outline a plan to establish and maintain awareness of Nebraska as a leading destination top of mind to various consumer audiences regionally and nationally using your past experience and the services offered as outlined above.

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| Bidder Response: |

* + - 1. Provide an outline of how you would allocate a budget of $350,000 a year as a guide, taking into consideration seasonality and other factors you feel important. (Note that this is a budget estimate and subject to change.)

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| Bidder Response: |