

Visit Oxford Request for Proposal Advertising Agency & Production Services

Questions & Answers

Tourism Industry Recovery, II



The below questions were submitted to Visit Oxford by the published deadline of March 15, 2023 at 5:00 p.m. CDT. No further questions will be accepted in reference to the RFP for Advertising Agency & Production Services.

- 1. Is the budget \$800,000 spread over three years or \$800,000 per year for a total contract length of three years?**

The specified budget of \$800,000 is to be spread over three years. We understand that the first year will require the most amount of production, so the budget will be appropriated accordingly over those three years.

- 2. Are there any in-person meetings or scheduled events you already know about that we should plan for in our timeline?**

In reference to this RFP, there are no in-person meetings or scheduled events that we are aware of. Based on the timeline of review, we plan to conduct interviews with agencies under consideration April 18-19 and those can be done in-person or via Zoom.

- 3. Does Visit Oxford currently have an agency of record?**

Visit Oxford does currently have an agency of record for creating and implementing the current media schedule.

- 4. If the answer is yes to the Agency of Record question, will your agency of record be given preference?**

While Visit Oxford does have an agency of record, all proposals will be considered equally and fairly.

- 5. Is an agency that is located within the State of Mississippi given preference?**

This contract will be funded through federal ARPA dollars for Mississippi Tourism Recovery, II. *“Subject to applicable purchasing laws, destination marketing organizations will give preference, when available and practical, to Mississippi-based companies for any new contracts entered into for marketing activities.”*

With that, all companies that are registered and in good standing with the federal government are welcome to respond.

6. Is there a separate budget for printing your destination guides, brochures, sales kits and other collateral marketing materials?

There is a supplemental budget for the cost of print production.

7. Does Visit Oxford have a guesstimate on the form and number of videos you would like produced within the bounds of this contract? (i.e. 5 videos, 3 -30 second and 2 -15 seconds) This will help us provide you with a production budget estimate.

Visit Oxford plans to collaborate with the selected agency to determine the ideal number and form of videos that will need to be produced to be effective within the terms of this contract. Having said that, Visit Oxford believes that three :30 videos and three :15 videos would be ideal.

8. Does Visit Oxford have any current Visitor Profile studies, re-branding or destination tourism strategic planning going on at the same time as this RFP?

The last visitor profile study that was done was in 2016-2017. Visit Oxford is preparing an RFP for Strategic Plan and Visitor Profile Study that will be available soon and provide Visit Oxford, as well as its vendors, updated information on visitors to Oxford and a strategic plan for the next 3-5 years for the DMO.

9. Are there any target audiences that you have struggled to reach in the past that bidders should be mindful of?

The biggest challenge Visit Oxford has had in reaching some of its target audiences is due to market size and budget. In targeting some of the larger markets such as Dallas and Houston, TX as well as Atlanta, GA, Visit Oxford has had to limit the budget for those markets due to volume.

10. What percentage of the budget do you expect to be used for each year?

Visit Oxford expects to collaborate with the selected agency to decide on budget allocation for each year; however, we understand the first year will require the most amount of production, so the budget will be appropriated accordingly over those three years. We could anticipate the first year requiring 50% of the budget; 30% for the second year and 20% for the third year, but those percentages could change based on collaboration with the selected agency and their recommendations.

11. Which international markets have you targeted in the past?

The primary international markets that Visit Oxford has targeted in the past include the UK, Germany, France, Canada, Australia, and the Netherlands.

12. Is there an incumbent currently working on this campaign?

While Visit Oxford does have an agency of record, all proposals will be considered equally and fairly.

13. Which email address should the proposal be submitted to?

Please submit your responses in hard copy and electronic format. All proposals should include a clear, concise narrative. Proposal format is open to presentation style but must include the aforementioned items. It is advised, but not required, to submit five printed proposals (5).

Printed submissions must be marked "RFP: Advertising and Production Agency Services" and delivered to:

Visit Oxford
c/o Kinney Ferris
1013 Jackson Ave. East
Oxford, MS 38655

Electronic submissions should be provided in PDF format and sent to kinney@visitoxfordms.com and nadia@visitoxfordms.com with the subject line: "RFP: Advertising and Production Agency Services." Proposals may not be faxed.

14. You mention developing sales strategies and campaigns to increase meeting and group business bookings, including:

- a. Development of facility guides
- b. Creation of targeted campaigns
- c. Research and execute online profiles
- d. Incentive Program Development

Is this initiative part of the scope and budget?

There is a supplemental budget for the cost of print production. Any creative or research related to these strategies and campaigns should be included in the scope and budget of this RFP.

15. You mention the creation of photography/videography, for use in promotional materials and sustainable travel campaigns and note that "Music, professional and talent rights are owned by Visit Oxford"; could you clarify your desired terms of ownership for all three?

Any photography/videography created by the selected agency will be owned by Visit Oxford. That includes any music or voiceover work included in video creation will be

owned by Visit Oxford so that we could use them for perpetuity no matter the relationship with the selected agency after the expiration of the terms of the agreed upon contract.

16. Is there openness or desire for a rebrand within the next three years?

Visit Oxford is open to a creative rebrand, but is not expecting/looking for a rebrand within the scope of services.

17. Can you share your current brand guidelines and collateral with us?

Visit Oxford [brand standards guide](#).

18. The RFP mentions creations of non-traditional marketing assets – do you have specific non-traditional marketing assets you’re interested in?

Visit Oxford does not have any specific non-traditional marketing assets in mind, but would look to the selected agency for ideas.

19. Under target audience details you mention both meetings & conventions as well as engaging international markets. Do you anticipate the agency awarded will also conduct work within the M&C and international areas for Oxford?

Visit Oxford staff will handle all tradeshow and engagement for both meetings and conventions and the international markets. Visit Oxford would like the selected agency to help with creative and strategies that may better convey the story and message of the brand to these specific markets

20. Under Create Campaigns, you mention short and long form videos. Are these production fees to be included in pricing or will those costs be allocated separately? If included, how many of each are desired to start?

There is no supplemental budget for videography and these production fees should be included in pricing. Visit Oxford plans to collaborate with the selected agency to determine the ideal number and form of videos that will need to be produced to be effective within the terms of this contract. Having said that, Visit Oxford believes that three :30 videos and three :15 videos would be ideal.

21. While not mentioned in this RFP, is your PR / earned media handled in-house or by an outside agency?

Visit Oxford will open an RFP for Public Relations to secure a PR agency in the coming weeks.