



RFP Q&A | CREATIVE AGENCY SERVICES

The following is a collection of all questions submitted regarding the RFPs. The questions are presented exactly how they were submitted by prospective agencies. Some questions were submitted for multiple RFPs and may not be a direct reflection on the individual scope of work outlined.

Q: With the “development and execution of multi-city marketing co-op; and development and execution of casino, hotels and attractions marketing co-op”?... is this solely funded by TRF2 funds or is there a plan to use a portion of the bed-tax budget?

A: The minimum contract amounts outlined in the RFPs are aligned with the TRF2 budget. There is a potential for the addition or inclusion of operational funds.

Q: Based on this RFP, it would seem that TRF r2 marketing funds will be available soon. Will these funds be available for use beginning May of this year?

A: The budget outlined in the RFP is based on TRF2 fund availability.

Q: Moving into 2023–2024, what are the most important KPIs that the destination’s success should be measured on?

A: KPIs for FY24 and FY25 will be determined as the marketing plans are created. Currently, measurable KPIs include campaign driven site engagement, interaction with content, relevant performance, CTR, VCR, audience delivery, impressions, engagement, occupancy, enplanements/deplanements, leisure and hospitality jobs, and leads and bookings.



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Q: Besides the top of the funnel brand campaign, what are the key areas of focus in marketing and advertising (e.g. meetings and ports, eco-tourism, DEI etc)?

A: A robust focus in the following areas is of utmost importance:

- Meetings and Conventions
- Sports Tourism
- Sustainable and eco-tourism
- DEI (Integrated)
- Accessibility and accessible tourism
- Destination celebrations
- Attractions

Q: What are the current and future plans for the Coastal MS website and how would you like your agency partner engaged?

A: The Coastal Mississippi website needs a full refresh/redesign, and the creative agency would be responsible for design and working with the vendor to implement.

Q: What keeps you up at night on the future success of Coastal Mississippi tourism?

A: The focus of Coastal Mississippi's marketing department is to evolve the brand and showcase the unique local flare our 12 coastal communities have to offer.

Q: What kind of reporting would you find beneficial that you are currently not receiving?

A: Reporting with insight into campaigns by DMA is expected. Agencies should provide insightful, real-time data through analytics software via a dashboard(s). Reporting should be transparent and customized for Coastal Mississippi. The agency should create smart reports that track KPIs from various sources. The data should be filtered by campaign/DMA/date, and the reports should present meaningful information from which actionable recommendations can be made.



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- Q: What are the top 3 questions you have about marketing performance you would like to see answered in reporting deliverables each month?
- A: Marketing performance should produce results that align with Coastal Mississippi's goals and objectives. The performance analysis should guide the marketing strategies and decisions. The reports should be a complete overview of an individual campaign's overall performance in specific DMAs.
- Q: Are there any aspirational markets you'd like to consider targeting with media moving forward?
- A: Emerging markets will be determined as the marketing plan is developed. Currently, our growth tiers are Birmingham and Memphis, and our opportunity tier includes Nashville and Huntsville.
- Q: What segments of the sports events market are you most interested in reaching and why?
- A: Cheer, volleyball, baseball, softball, agritourism sports, golf, and fishing are currently within the scope of our market, displaying a trending increase of interest within the region.
- Q: What types of events are you most ideally suited for?
- A: With temperate seasonality, Coastal Mississippi is ideal for indoor and outdoor events including fairs, festivals, concerts, holiday, and sporting events. Currently our largest events include classic and custom car shows, sport fishing tournaments, music festivals featuring local culinary specialties, Blue Economy, and arts.
- Q: What elements of your brand (ie logo, tagline) do you plan to carry forward?
- A: We will move forward with the Coastal Mississippi brand with the elimination of the current tagline and the creation of a dynamic call to action.



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Q: Is there anything off limits?

A: All creative ideas are welcome with the expectation that the agency researches our past brand elements and delivers dynamic creative that addresses diverse offerings of the region grounded in southern hospitality.

Q: Are there campaigns from other destinations that inspire you?

A: Coastal Mississippi is a unique destination inspiring its own abundance of creativity.

Q: Where do you see the largest growth potential in the next 3-5 years?

A: Coastal Mississippi's largest growth potential is in sports tourism, sustainable tourism, and destination celebrations.

Q: What do you see as your biggest challenges in the next 3-5 years?

A: The impact of travel costs, economic strife, political unrest, and supply chain.

Q: When people hear "Coastal Mississippi," what do you want them to think?

A: Coastal Mississippi should be identified as a desirable destination that not only introduces a sense of community through our southern hospitality but also the thrill of discovery and wonder for family and generational experiential travelers.

Q: Do you have any existing research on the identified target, "Experiential Travelers Audience" and/or Core and Family audiences that you can share with us?

A: All research is public and can be found here [Research & Additional Reports \(gulfcoast.org\)](https://www.gulfcoast.org/research). We utilize multiple research platforms that deliver broad and granular data in real time and post 3 years.



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Q: Do you have any existing research on competitor states or markets that you can share with us?

A: All research is public and can be found here [Research & Additional Reports \(gulfcoast.org\)](#).

Q: Given your allocated budget, do you have a target in mind of what percentages would be spent to audiences in-state vs. out-of-state?

A: This question was submitted across all RFPs and may not apply to the RFP for Creative Agency Services. There is no designation and budget allocation would be a result of research.

Q: Do you have a current Brand Standards Guide you could share with us?

A: The style guide can be [viewed online](#).

Q: Can you confirm the platform in which your website is built? Any specific functionality we should be aware of?

A: [Simpleview CMS](#)

Q: What is the expected timeline of development/launch of the initial dynamic creative strategy requested, noting that work is targeted to begin in May?

A: [October 1, 2023](#)

Q: Can you please provide a copy of the "Standard Contract Template" as we understand the *Supplemental Terms and Conditions* need to be reviewed?

A: The sample contract can be [viewed online](#). This is a very broad sample and will be customized.



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Q: Have you worked with an agency for these proposed services in the past? If so, can you share the name of the provider/partner?

A: Yes, there is an incumbent.

Q: Is there a current agency of record providing these services? If so, can you share the name of the provider/partner?

A: Yes, there is an incumbent.

Q: The RFP notes that "any subcontractors who will work with Coastal Mississippi" should be included in our organizational chart of the company. We usually identify and acquire these based on the creative strategy presented, focusing on which vendor(s) is most qualified to produce any necessary media. Can you confirm your definition(s) of subcontractors in this case?

A: Subcontractors equate to third party vendors that will perform work or service to the Coastal Mississippi account.

Q: Would Coastal Mississippi award multiple contracts (Creative, Media Buying and Paid Social) to one agency? Or do you prefer to have multiple agency partners?

A: Coastal Mississippi will select the best agency for each service.

Q: The RFP mentions that small, minority and women-owned businesses respond to the RFP, but there is no mention in the scoring criteria. Will there be any preference given to MBE participation?

A: Coastal Mississippi will comply with federal procurement requirements and the enumerated requirements association with the Tourism Recovery Fund grants.



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Q: If we are responding to multiple RFP's (creative, media buying, paid social) – can we ship our responses in one package?

A: Responses should be shipped individually and labeled accordingly as outlined in the individual RFP.

Q: Is it correct to assume that the selected creative agency will work with and provide direction to the separate video / photography RFP selection? Or will the creative agency need to handle new video projects separately?

A: The creative agency will handle independently new video and photography projects to build campaigns. Additionally, Coastal Mississippi will share assets from photographers/videographers and facilitate collaboration.

Q: Do you anticipate the selected agency to sell the co-ops? Will the co-op partners be invoiced outside of the overall creative agency contract?

A: The creative agency will develop and execute the creative assets for co-ops with billing handled by Coastal Mississippi.

Q: The RFP budget states that Coastal Mississippi has a minimum of \$369,500 budget with opportunity for additional funding. Because everyone has different meanings for different phrases, what would you define as out-of-pocket expenses?

A: Out-of-pocket expenses may be defined without limitation to travel costs, meals, etc. for agency representatives. This will be further defined in the contract and scope of work.

Q: Along these same lines. Would the budget amount we have to work with each year be recommended by the AOR or do you have an annual budget already set out of the \$368,500 that is laid out each year for us?

A: The creative assets budget is defined annually by our board of commissioners and includes funds from the operating budget and available grants funds with consideration of the recommendation from the AOR.



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Q: What marketing have you done in the past that you believe has worked, and what marketing have you done in the past that hasn't worked? And why?

A: This is a great question, and one that requires a little more research than this timeline allows. Our current brand "Coastal Mississippi" has been widely accepted and eloquently defines a region otherwise known as the Mississippi Gulf Coast. The team at Coastal Mississippi feels it is time for brand evolution.

Q: Are you able to share any analytics behind some of your past marketing efforts?

A: We are happy to share this at the appropriate time.

Q: Do you have any current brand assets that you could share (E.g. Style guide, further defined personas, messaging, etc.)

A: The style guide can be [viewed online](#).

Q: In the future, when you look back on this engagement, what does success look like to you?

A: Success is a full-funnel marketing approach that drives new visitors to Coastal Mississippi with overnight visitations while procuring business for our region's hotels, restaurants, and attractions. Continuation of visitor retention is our ultimate goal in this effort while producing memorable experiences along the way.



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Q: Do you have any further defined information you can share with us on your experiential traveler? (E.g. age range, HHI, predominant location(s) they live, etc.)

A: **Geolocation Travel Research – 2022 Calendar Year**

Casino

Tier one (large properties with multi-locations parent company)

Personas:

- American Royalty
- Philanthropic Sophisticates
- Booming and Consuming

Tier 2 (small to medium properties independently owned)

Personas:

- Rooted Flower Power
- Rural Southern Bliss
- Suburban Nightlife

State Parks

Top Personas:

- Kids and Cabernet
- Consummate Consumers
- Couples with Clout

Experiential

Top Personas:

- American Royalty
- Urban Edge
- Colleges & Cafes
- Philanthropic Sophisticates
- Across the Ages
- Kids and Cabernet
- Creative Comfort

coastal™

MISSISSIPPI

The Secret Coast

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Core Experiential

AVERAGE HH
\$75K

TRAVEL PARTY
COUPLES
SOLD + GROUPS

ACTIVITIES/HOBBIES

 GOING TO THE BEACH, OUTDOOR ADVENTURE, TAKING PART IN LOCAL CULTURE

CORE VALUES
AUTHENTICITY
HAVING FUN & ADVENTURE
OPEN-MINDED & ADVENTURE
AMICABLE & AFFABLE

TRAVEL ATTITUDES
NEW EXPERIENCES
GOING OFF THE BEATEN PATH
PLAN AS THEY GO
SHORT TRIPS > LONG TRIPS

HOW THEY TRAVEL
74% BY CAR (191I)
58% BY PLANE (206I)

TRAVEL BRANDS

 AIRBNB, KAYAK, Instagram, YouTube, Twitter

PAST TRAVEL
3 TRIPS/YEAR

ON THEIR ITINERARY
BEACHES & NATURE
EVENTS & LANDMARKS
CASINOS & SPORTBOOKS



Family Experiential

AVERAGE HH
\$85K

TRAVEL PARTY
MARRIED
TWO CHILDREN

ACTIVITIES/HOBBIES

 GOING TO THE BEACH, WATER SPORTS, ATTRACTIONS & TOURS/TRIPS

CORE VALUES
FAMILY FIRST
LEARNING & AMBITION
OPTIMISTIC & CHEERFUL
WARMHEARTED & SINCERE

TRAVEL ATTITUDES
ENRICHING EXPERIENCES
PEER RECOMMENDATIONS
ORGANIZED ACTIVITIES
LONG WEEKEND TRIPS

HOW THEY TRAVEL
80% BY CAR (208I)
40% BY PLANE (143I)

TRAVEL BRANDS

 Hotels.com, TripAdvisor, Facebook, Instagram, YouTube, Pinterest

PAST TRAVEL
2 TRIPS/YEAR

ON THEIR ITINERARY
BEACHES & POOLS
FISHING & BOATING
AQUARIUM & MUSEUMS