

## Northern Colorado (NoCo) Winter Tourism Marketing Campaign

### Questions & Responses

**QUESTION:** Has the hosting and domain name already been purchased for the landing page or would this aspect be part of the consultant scope of services? Currently, it appears that the url listed in the RFP ([visitnoco.com](http://visitnoco.com)) is disconnected and parked by GoDaddy for free.

**RESPONSE:** The Northern Colorado partners will purchase and provide the selected agency access to [visitnoco.com](http://visitnoco.com) and [visitnoco.org](http://visitnoco.org)

**QUESTION:** Is there a specific CMS that Visit Longmont and partners prefer for the landing page build, such as WordPress? **RESPONSE:** There is not a preferred CMS, please provide your recommendation in your proposal.

**QUESTION:** Can you confirm if additional fees (our pay) are available in addition to the \$60,000 budget/spend, or it that 60k inclusive of all fees in the total? **RESPONSE:** The total budget and spend, including agency fees, is \$60,000.

**QUESTION:** Do you have a set KPI expectation? What does success look like. **RESPONSE:** As provided in the Request for Quotes (RFQ):

The KPIs will include:

- Overall total views by target audience
- Website traffic / impressions
- CPM (Cost Per Thousand)
- Website inquiries / Leads captured
- Other KPIs suggested by selected agency partner

**QUESTION:** Do you have an airline partner in play already? **RESPONSE:** The NoCo partners do not have a selected airline partner for this campaign.

**QUESTION:** We assume the landing page has off links to all partners with equal weighting. **RESPONSE:** The NoCo partners would expect equal links and are seeking creative input from the selected agency.

**QUESTION:** Is there existing creative available (ie: video assets/imagery/copy). **RESPONSE:** The NoCo partners may be able to provide existing imagery to help support this campaign. However, we are looking for new campaign creative and copy with the focus highlighting winter tourism activities available in the Northern Colorado region.

**QUESTION:** Any Northern Colorado DMO/partners promoted at Chicago Midway in the past? Any previous partnerships or media? **RESPONSE:** A couple of the NoCo DMO partners have past partnerships with airport advertising in Chicago, however, the collaborative group of DMOs has not promoted together at Chicago's Midway airport.

QUESTION: We don't manage media fees or accounting; we assume that media fees are paid to vendors directly by yourselves. **RESPONSE: Visit Longmont, on behalf of the NoCo DMO partners can pay direct media expenses to vendors.**

QUESTION: Will the selected agency have access to existing photo and/or video assets from all partners with rights to use them in campaign materials? Or will asset collection need to be considered as part of the scope of work? **RESPONSE: The partners will provide access to any existing photo and/or video assets with appropriate permissions. Asset collection is not a required part of the SOW.**

QUESTION: Understanding that campaign creative and "light branding" are a part of the scope of work, are there (or will there be) any existing brand guidelines or a logomark for the Northern Colorado Partnership / VisitNoCo? **RESPONSE: NoCo partners are seeking new creative with potentially a new logo/slogan. Additionally, all advertising and promotional materials that are funded in part by the Colorado Tourism Office (CTO) must include the official CTO "Come to Life" logo unless otherwise specified. The logo usage must follow the logo guidelines as detailed in the Brand Book.**