

**New Mexico Tourism Department
RFP: 19-418-1003-00001-00
Brand Impact Effectiveness Study
Questions and Answers**

This procurement will result in a 12 month contract award with all deliverables due prior to expiration.

The budget appropriation for this procurement will be determined based on the value of the proposal selected, and the cost associated with that proposal.

Question Number	Questions	Response
1	Whether companies from Outside USA can apply for this? (like, from India or Canada)	Yes
2	Whether we need to come over there for meetings?	This is possible based on agency discretion.
3	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Only if it does not affect the deliverables in the RFP
4	Can we submit the proposals via email?	NO
5	As outlined in the Detailed Scope of Work in Section IV.A, you are seeking to measure the impact of NM True advertising and other creative stimuli on consumer target's perceptions of NM on a battery of image attributes and consumer target's intent to travel to NM. Are you interested in directly comparing these results to any previous studies as a benchmark or should this be viewed as a stand-alone study?	As a stand-alone study
6	If you are seeking comparison, can you please provide us with the previous study and questionnaire?	N/A
7	In addition to the qualifications listed for the Venturesome Travelers (outlined in Section	NO

	IV.A), are there any other qualifications we should consider such as having to have taken a certain number of plane/car trips over a certain period of time?	
8	We understand that you would like to identify consumer target's self-reported vacation destination consideration set (as outlined in Section IV.A) which we will include in our proposal. Based on any previous work, which markets do you consider to be your primary destination competitors?	The purpose of this component of this study is to determine a competitive set of destinations based on venturesome characteristics
9	In regard to delivering results against the Detailed Scope of Work as outlined in Section IV.A, are there any specific budget and timing constraints that we should strive to meet as we develop our approach?	This will be a 12 month contract award
10	In the RFP it is mentioned that you would like to allow respondents to opt in for follow up interviews. We could mark and ID all respondents for potential follow-up. Since they are opt-in panelists, an additional opt in is not required. However, while we could do follow up interviewing with survey respondents, we cannot provide contact information to the client or its agency. So, while we are happy to assist with the objective, we cannot provide unique contact information of respondents. Please indicate whether this is a mandatory requirement which would result in failing to meet your needs.	Please refer back to Section 4.B.4
11	The objectives of the Brand research effort, not unlike the separate advertising effectiveness RFP, both have as primary goals measuring advertising	Please refer back to the detailed Scope of Work. Section 4.A

	effectiveness. Could you clarify the difference in these two effectiveness measures? For example, is the effectiveness study to focus upon spending and tax impacts while the brand is to focus upon attitudinal impacts on the targets?	
12	You ask for references from clients for whom we've done strategic planning work, yet the RFP does not suggest this is what is being requested – is this reference request in error or just wanted to obtain a richer understanding of vendor experience?	This part of the RFP is to determine the level of experience in planning, oversight, and completion of a large scale study.
13	What is the budget for this research effort?	N/A
14	Do you have an intended budget for this study? If not, could you share what has been previously allocated?	N/A
15	Within Section A, the Detailed Scope of Work section- is it your intention for all of the following to be presented in the survey? <ul style="list-style-type: none"> ○ 50-60 still images ○ 30 second videos ○ 15 second videos 	Yes
16	What type of contact information do you need for the re-contacts?	The most effective way for the agency to make “re-contact”
17	Are you willing to get survey panel approval regarding the content of your re-contact discussions?	Yes
18	Within Section B, the Technical Specifications, Item 4- when you ask for examples of brand image or advertising effectiveness studies are you	Yes – Detailed examples with enough information to determine the quality of the study. We will not accept client contact information in lieu of a

	<p>just looking for a list or are you looking for detailed examples? If detailed examples, would you accept client contact information so you can speak to them directly - all such studies are considered proprietary and the property of our clients.</p>	<p>detailed example.</p>
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