

1. Research – Please provide a topline overview of NMTD’s proprietary data studies available for review.
This information is provided in the Procurement Library: <https://www.newmexico.org/industry/rfp/>
2. Fly Market Plan – What are the NMTD’s target markets?
Current fly markets include: Dallas, Austin, Houston, Phoenix, Chicago, San Diego, and Denver.
3. In-state Plan – What does success look like?
This information can be gathered and deduced from the information in the RFP and the Procurement Library: <https://www.newmexico.org/industry/rfp/>
4. Drive Market – What are the NMTD’s target markets?
This has included: Western Texas (inclusive of Lubbock, Midland, and Amarillo), Southern Colorado (namely Colorado Springs and Pueblo), Tucson and eastern Arizona, Oklahoma City, El Paso.
5. Niche-group marketing plan – what are the NMTD’s niche markets?
Please refer to the RFP Sec. IV.A.1.d.iv and the Procurement Library: <https://www.newmexico.org/industry/rfp/>
6. Mexico outreach – What are your target geographic and demographic markets?
We don’t know this yet and would like to have the perspective of our next Advertising Agency to assist us in taking a data-driven approach.
7. Budget – What is the available budget?
Please refer to Sec. I.C of the RFP.
8. Budget – What was the 2018 and 2019 budget allocation (relevant to this RFP)?
Please refer to Sec. I.C. of the RFP. The 2018 and 2019 budget allocation is not relevant to this RFP.
9. Measurement & KPIs - What marketing metrics are being tracked internally and what are desired measurable business outcomes?
We track many industry and statewide statistics (i.e., percent share of the domestic travel market; increasing marketable overnights; visitor spending), the documentation of which can be accessed through the Data section in the Procurement Library, and many of our campaign-specific KPIs are typical for any advertising spend: reach, impressions, click-through rates, video completes, etc.
10. Data Infrastructure - What type of data infrastructure is in place for paid digital media targeting and optimization?
We have a recent history with Choozle.

11. For long haul and international visitors, have you had successful strategic partnerships with Airlines, tour bus companies, rental car companies and rail (Amtrak)?
We have done almost no targeting on long-haul or international visitors via marketing and advertising. Our fly-market prioritization has historically focused on accessible flight routes, among other things.
12. Will you please provide available awareness metrics (aided and unaided) by DMA?
You can find our Advertising Effectiveness Study here: <https://www.newmexico.org/industry/rfp/>
13. Can you furnish us any website analytics such as monthly traffic counts, unique and total visitors, most popular pages, source of visits, conversion?
It is incumbent on any proposer to identify if this information is relevant to their respective proposal. If so, the information we can provide is in the Procurement Library: <https://www.newmexico.org/industry/rfp/>
14. Can you furnish current quarterly media spending by market (DMA) delineated by medium?
It is incumbent on any proposer to identify if this information is relevant to their respective proposal. If so, the information we are willing to provide is in the Procurement Library: <https://www.newmexico.org/industry/rfp/>
15. How are your paid media and earned media efforts aligned?
Earned media is not defined within the scope of this contract, and it is not under the purview of the marketing division.
16. Please identify NMDT's key tradeshow throughout the year.
Tradeshow marketing is not requested as part of this RFP.
17. Page 19: IV Specifications: Section A Detailed Scope of Work: 1 Integrated Advertising Campaign: b.
What is included in NMTD's proprietary data?
Geography, Demographics, Length of stay, Average expenditure?
Will you please provide a topline overview of NMTD's proprietary data studies available for review?
Please refer to the RFP and the Procurement Library: <https://www.newmexico.org/industry/rfp/>
18. Can you provide strategic background on the New Mexico True brand? Any qualitative or quantitative research would be helpful.

Please refer to the RFP and the Procurement Library: <https://www.newmexico.org/industry/rfp/>

19. Page 19: IV Specifications: Section A Detailed Scope of Work: 1 Integrated Advertising Campaign: d:
Clarification needed on the primary target and the secondary target for desired media plans. Page 19 indicates Fly Market, In-State, Drive Market, and Niche Group. Page 22 identifies Mexico as defined in section. Which is the primary and secondary market for desired media plans?
Current fly markets include: Dallas, Austin, Houston, Phoenix, Chicago, San Diego, and Denver. Current drive markets have included: Western Texas (inclusive of Lubbock, Midland, and Amarillo), Southern Colorado (namely Colorado Springs and Pueblo), Tucson and eastern Arizona, Oklahoma City, and El Paso.
We have not had active media in any international markets in nearly a decade. Mexico is a hoped-for addition to our fly and drive markets, though the approach needs to be strategic and data-driven.
20. Page 19: IV Specifications: Section A Detailed Scope of Work: 1 Integrated Advertising Campaign: d: iv.
What major “areas of attraction” would you like to see included in the niche-group marketing plan?
Please refer to the RFP Sec. IV.A.1.d.iv and the Procurement Library: <https://www.newmexico.org/industry/rfp/>
21. Page 22: IV Specifications: Section B Technical Specifications: 5. Desirable Specifications.
What factors have prompted NMTD’s interest in supplemental Mexican Markets?
It has been a strong topic of conversation in our industry for some time, as well as considerations about the strength of Mexican tourism to the U.S. and our proximity to the country.
22. Is this pilot program under a separate budget?
No.
23. Has NMTD targeted other international markets before, and to what levels of success?
We have not considered any international markets as primary targets in nearly a decade.
24. Page 1, Section 1B “Background Information”: This section states the New Mexico Tourism Department is seeking a “local” agency. In addition, on Page 22, Section 4B: This states the “Offeror must have its primary place of business located in New Mexico.” Given the statements from

these two sections, are you open to an full service marketing and advertising agency that is out-of-state yet has 17 years of experience specializing in the travel, tourism and hospitality?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

25. If we do not qualify based on having our office out-of-state, are we able to open an office in New Mexico should we be awarded the contract so that we would qualify?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

26. Are you happy with your current agency?

This is irrelevant to this process. Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

27. Are you looking to change your agency?

This is irrelevant to this process. Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

28. Is the NMTD open to considering an advertising agency not located in New Mexico, but with significant experience and success with state destination marketing organizations?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

29. Is the NMTD open to considering a full-service advertising agency not located in New Mexico as a partner with the current agency?

We are looking for a full-service agency. Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement. As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

30. Has NMTD contracted an out-of-state agency to be the lead on the promotion of New Mexico tourism?

Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

31. Is this a mandatory RFP based on the government contract expiring in the near future?

Yes. Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

32. Since the “New Mexico True brand has proven powerful and magnetic, and New Mexico has seen record-breaking growth of the tourism economy” (page one of the RFP), why are you soliciting sealed proposals for advertising agency services?

Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

33. We came across the RFP for NMTD today and were wondering if you accepting proposals for partners who are out of state?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

34. In regards to the qualification that the agency has to have its primary place of business in NM, can an agency that has a secondary office located in NM respond to the RFP?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

35. Can you please clarify that this RFP is meant only for New Mexico-based vendors or is it open to external agencies as well?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

36. As an Ad Age Small Agency of the year for the past two years. We have offices in Anchorage, AK and Denver, CO. I wanted to clarify if you will be considering out of state bids for the tourism business – per the RFP it notes additional scoring for registered in-state entities. We currently handle the advertising duties for the Alaska Tourism Board (ATIA) and have had significant success in growing tourism numbers over the past few years. Like Alaska, New Mexico is a unique tourism destination and we’d love to put our travel and tourism experience to work for New Mexico Tourism should you be considering out of state bidders.

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

37. I reviewed the RFP and it notes that you are looking for a local agency, do they have to be located there now? Or, could an office be opened after the win?

As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

38. I read about your RFP looking for an agency and am curious if you already issued RFPs to certain agencies or if this is open for any agency to submit on?
This RFP is open to any agency that meets all the requirements.
39. Do you only want local (NM) agencies participating in the RFP?
As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.
40. I'm reaching out as I noticed your department posted an RFP due on July 8. As stated, one of the mandatory specifications is primary place of business in NM. I own two businesses in NM, 1. LAMB, LLC, which is an event planning company and 2. Bogle Ltd, which is a farming/ranching operation in Southeast NM close to Roswell. My agency is based in DFW; however, we have clients in NM and we are part time in between states. I wanted to make sure we could still be a participant in the race before my agency starts diving into this RFP. I would love an opportunity to work on growing New Mexico Tourism as last year my sisters and I hosted tours to the original 1947 UFO Crash Site. My agency developed and launched all the marketing materials, managed PR and created all the assets and branding pertaining to the tours. Please, let me know if we still qualify and we will start working on throwing our hat in the ring. Thank you for your time and consideration!
As stated in the RFP Sec. 1.B and Sec. IV.B.4 a “local” agency whose primary place of business MUST be located in New Mexico is a mandatory specification.
41. Are there specific visuals that we're required to show in the advertising (i.e. iconic destinations within the state or certain adventure activities)?
We have not specified a particular set of visuals.
42. Is there a particular medium that carries more importance for the committee's decision making (for Santa Fe, print was the most important)?
No, each proposal is evaluated based on the criteria listed in V. A. Evaluation Point Summary.
43. Is paid search a component of this scope, or managed by your web development partner?
Paid search strategy is currently covered by the agency and would be considered a portion of digital spending going forward.
44. Can you identify the regions in the state that benefit the most from a state-wide tourism campaign?
This information can be gathered and deduced from the information in the RFP and the Procurement Library: <https://www.newmexico.org/industry/rfp/>
45. On page 22, it is stated that the agencies primary location needs to be in New Mexico. In the evaluation criteria, this requirement is a pass/fail evaluation but does not seem to be a requirement to submit as there are additional pass/fail components

listed. The question we have is this: if we don't have a primary location in New Mexico, are we automatically disqualified from participating in this process?
As stated in the RFP Sec. 1.B and Sec. IV.B.4 a "local" agency whose primary place of business MUST be located in New Mexico is a mandatory specification.

46. Can you provide more definition to the ask for "three (3) different representations" in relation to the creative spec work? Does this mean we need to provide 3 different campaign evolutions?

This is up for each agency's interpretation, but it is not required that each agency submit 3 different campaign evolutions, but rather 3 creative executions.

47. What learnings can you share about your recent partnership with advertising agencies; for example, what has worked really well and what areas have been more challenging?

This is irrelevant to this process. Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

48. Specifically, what are the qualities you are looking for in an agency partner?

Please refer to Section IV. B. and Section IV.B.4.

49. How would you define what is most important to you in the process—creative, strategy, cultural fit, category experience, overall experience?

This is irrelevant to this process. Per New Mexico Statute, we must request proposals for competitive sealed bids when seeking a professional service. The current contract has reached its term and we must seek a new procurement.

50. What have you done historically that has worked well for increasing tourism?
IV.A.1.d.i., IV.A.1.d.ii., IV.A.1.d.iii., IV.A.1.d.iv.

We have enjoyed seven consecutive years of record-breaking tourism growth in the state of New Mexico. Although it's hard to attribute this to a single factor, we do consider our video-first strategy to be a great fit for our product.

51. What have you done historically that has not provided satisfactory results for increasing tourism? IV.A.1.d.i., IV.A.1.d.ii., IV.A.1.d.iii., IV.A.1.d.iv.

We have enjoyed seven consecutive years of record-breaking tourism growth in the state of New Mexico.

52. Can you share/provide prior budget tracking spreadsheets? IV.A.4. ***The information we can provide is found in the Procurement***

Library <https://www.newmexico.org/industry/rfp/>

53. Can you share/provide prior media plans? IV.A.6. ***The information we can provide is found in the Procurement Library <https://www.newmexico.org/industry/rfp/>***

54. What benchmarks are used to measure success? IV.A. *We track many industry and statewide statistics (i.e., percent share of the domestic travel market; increasing marketable overnights; visitor spending), the documentation of which can be accessed through the Data section in the Procurement Library, and many of our campaign-specific KPIs are typical for any advertising spend: reach, impressions, click-through rates, video completes, etc.*
55. Have you done post visit surveys and can you provide the results? IV.A.1.d
We have not done our own proprietary post-visit surveys to visitors specifically to New Mexico, but please visit our Procurement Library for information about visitation to New Mexico. <https://www.newmexico.org/industry/rfp/>
56. The RFP states there has been record-breaking growth of the tourism economy, can you provide data collected in regards to visitation and ROI of the current campaign? I.B.
This information can be gathered and deduced from the information in the RFP and the Procurement Library: <https://www.newmexico.org/industry/rfp/>
57. In the term of this procurement (four years) there will inevitably be changes in New Mexico, are there any that you are already planning for that we should be aware of? I.C.
The only imminent change on the horizon is the one we're weighing in this RFP: a creative evolution of the successful New Mexico True brand.
58. Of the target audiences you provided, which would you consider to be primary and secondary?
IV.A.1.d.i., IV.A.1.d.ii., IV.A.1.d.iii., IV.A.1.d.iv. *Current fly markets include: Dallas, Austin, Houston, Phoenix, Chicago, San Diego, and Denver. Current drive markets have included: Western Texas (inclusive of Lubbock, Midland, and Amarillo), Southern Colorado (namely Colorado Springs and Pueblo), Tucson and eastern Arizona, Oklahoma City, and El Paso.*
59. May we have access to analytics on the current digital experience? (website, social media, online banner ads, etc.) IV.A.1.c
The information we can provide is found in the Procurement Library <https://www.newmexico.org/industry/rfp/>
60. Within the Mexican market, are we looking to target Native residents? Tourists to Mexico?
IV.B.5.
Our target will be the Mexican tourist to the U.S., specifically to New Mexico.

- 61.** Do the three (3) different representations of a new and evolved version of the New Mexico True brand, in Section IV.B.4.c., need to be applied to the creative being developed in Sections IV.A.1.d.? (i.e. – we would need to create three different representations for each plan: Fly Market, In-state, Drive Market and Niche-group?)
IV.A.1.d.i., IV.A.1.d.ii., IV.A.1.d.iii., IV.A.1.d.iv. & IV.B.4.c.

This is up for each agency's interpretation, but it is not required that the proposing agencies submit 3 different campaign executions for each of the markets.