

January 9, 2024

Grenada Tourism RFP for Advertising Agency Services questions and answers:

Do you have an incumbent Advertising Agency? **We do not. The budget in this RFP comes from ARPA (COVID relief funds from the State of Mississippi and are outside our normal budget). We did this back in 2020 with our first round of funding, also outside our normal budget.**

What was your advertising spend in 2021, 2022 and 2023? **For FYE September 2021-2023 our budget was \$116,500/\$165,000/\$175,000. I eliminated a position in 2021 and realigned some other expenses to advertising and marketing along with strong tourism tax growth to account for the big increase in this category. I am a one person shop. We spend about 60% of this budget in fishing tournaments, National Foxhunter and Southern Flight Hunt Dog field trials plus several local events and festivals. The other 40% goes to marketing primarily through Advertising (Digital) Co-Ops with Visit Mississippi.**

Does the budget include advertising placement costs? **The budget in this RFP will be devoted to video and photography assets with an effective campaign that will take us into the next 2 to 3 years (45% to 50%) with the balance going to marketing primarily through digital channels.**

How will the Travel Research RFQ (Destination Market Analysis and Strategic Planning Services) tie into the Advertising Agency Services? **N/A**

Are you open to an advertising agency outside of Mississippi? **We prefer to use Mississippi companies.**

The budget of \$283,600, does this include the scope of work plus paid media spending (CPC) for digital advertising, or is there an additional budget for digital advertising campaigns? **The budget in this RFP will be devoted to video and photography assets with an effective campaign that will take us into the next 2 to 3 years (45% to 50%) with the balance going to marketing primarily through digital channels. These are dedicated funds coming from the State of Mississippi from COVID relief funding.**

Is there an incumbent agency currently providing consulting, design, photography or other related services to the Grenada Tourism Commission? **We do not currently work with an agency.**

Can you describe the current state of your existing media assets library? Will extensive photography/videography collection be required to fulfill this request, or is there an existing collection of recent assets available that the selected agency would augment during the contract period? **We have a great many photographs and some video from our first round of covid relief funds from 2020. We also have a large group of photographs taken locally over the**

years. But we need new photography and videography with a strong campaign to take us into the future.

Should estimated costs for collateral production (e.g., printed items) and media buys (e.g., digital advertising) be included within this proposal, or only the related consulting, design, and other in-house agency services? Not sure how to answer this question but of my total budget in the RFP I wanted to spend 40% to 50% on production/assets/messaging and the rest on marketing, primarily through digital channels.