



**STATE OF NEW HAMPSHIRE  
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS  
Domestic Public Relations Services RFP  
RFP DBEA 2023-14**

**Clarifying Questions and Answers**

- Q1.** We work with several tourism boards, and they are required to put out RFPs at certain intervals so I'm wondering if this RFP is to satisfy that requirement or if you are considering a change?  
**A1.** The current contract will expire at the end of the fiscal year (June 30, 2023).
- Q2.** Do we need to reserve a portion of the \$200K budget to account for media event expenses (i.e. venue, AV, food, etc.) or is that typically covered out of a separate budget??  
**A2.** The total budget for the contract is \$200k, the selected vendor can work with the Marketing Agency of Record (AOR) on collaborative campaigns/programs.
- Q3.** Do we need to reserve a portion of the \$200K budget to account for media and influencer travel (i.e. experiencing various regions of the state first-hand including lodging, meals, entertainment etc.) or is that typically comped in some way by existing vendor partnerships?  
**A3.** See A2.
- Q4.** Do we need to reserve a portion of the \$200K budget for digital influencer payments (should they require compensation for their time beyond free accommodations) or is that covered by a separate budget from agency of record? Or is the goal to only target those who would be willing to post for a comped weekend?  
**A4.** See A2.
- Q5.** Can you please provide more detail on how we would be working with digital influencers in tandem with the agency of record? For example, would we weigh in on recommended partners/vetting and communication/relationships/contracting/content would be handled by agency of record?  
**A5.** The selected vendor and the AOR will work collaboratively to ensure that DTTD is meeting goals/objectives of various campaigns and the best course for executing.
- Q6.** In what ways do you currently measure ROI and qualitative measurement results from PR activities?  
**A6.** Measurement is either circulation or UVM and potential ad value.
- Q7.** For the "robust and creative activation or program to support a seasonal and/or a niche consumer advertising campaign initiative" – confirming the agency is not expected to handle the advertising component, however should provide an idea that would have synergies with an advertising campaign handled by another vendor, correct?  
**A7.** Yes, that is correct.
- Q8.** How many media receptions in key markets do you typically conduct per year?

- A8.** Pre-pandemic we were doing at least one, if not two a year.
- Q9.** For individual press trips – is the agency expected to also handle complete itinerary building or does the DTTD team support?  
**A9.** The division works on the itinerary and works with industry partners.
- Q10.** Does DTTD have a separate digital marketing and/or social agency?  
**A10.** The AOR manages both.
- Q11.** What is the typical frequency of New Hampshire-based conferences and events the agency is expected to attend?  
**A11.** It can vary but typically 3-4 events/conferences.
- Q12.** How many agencies are participating in the RFP?  
**A12.** Unknown, as this is a publicly posted RFP and anyone can submit.
- Q13.** Is the incumbent agency included in the RFP?  
**A13.** See A12.
- Q14.** Is there a specific assignment for the RFP response?  
**A14.** [See RFP Section 5 - Content and Requirements for a Proposal](#)
- Q15.** Can you confirm your PR goals/objectives?  
**A15.** [See RFP Executive Summary](#), beyond that it will be a discussion with the selected vendor.
- Q16.** Do you currently have a PR firm? If so, is there a reason for the change, or is it government-mandated?  
**A16.** Yes, and see A1.
- Q17.** Are you requiring PR presence/feet on the ground locally?  
**A17.** No.
- Q18.** What do you feel has been missing from your current PR efforts/support?  
**A18.** The pandemic has limited pre-pandemic tactics that were successful.
- Q19.** What's keeping you up at night from a PR perspective?  
**A19.** DTTD is looking forward to having these conversations with the selected vendor.
- Q20.** What is a PR win for you? What does success look like?  
**A20.** Media placement in major publications that highlights New Hampshire and the tourism industry as a unique and must visit destination.
- Q21.** If New Hampshire was a celebrity, who would they be?  
**A21.** See A19.
- Q22.** Is there a separate OOP budget for bigger ideas, creative activations, or other PR events?

- A22.** See A2.
- Q23.** For media FAMs and press trips, is there a separate budget to host throughout the year? Do you work with local government or other state partners as part of your FAMs/visiting journalists' program?  
**A23.** See A2 and A9.
- Q24.** Are there any current sponsorships or partnerships we should be aware of?  
**A24.** No.
- Q25.** Regarding digital influencer support: are you looking for earned or paid influencer strategy/counsel and engagement, or both? If paid influencer support, is there a separate budget for that?  
**A25.** Both and see A2.
- Q26.** Are you seeking crisis support as part of the AOR scope/responsibility?  
**A26.** If DTTD/State is in need of crisis support, the selected vendor's services maybe required.
- Q27.** Who is your primary media spokesperson?  
**A27.** The spokesperson would either be the Commissioner, Director, Deputy Director or the Communications Manager.
- Q28.** Are the quarterly brainstorms mentioned in the RFP to ideate around larger creative concepts or to develop upcoming story angles?  
**A28.** Potentially both.
- Q29.** Can you share a list of your key markets?  
**A29.** [See Visit NH's Industry Section.](#)
- Q30.** How many digital influencers did you host last year? How much do you typically allocate for an overall budget for influencers?  
**A30.** In collaboration with the AOR between 9-12 influencers and see A2.
- Q31.** How many press trips and media receptions were coordinated last year and in pre-pandemic years?  
**A31.** See A11.
- Q32.** What other markets besides NY and Boston did you target in the past (i.e. last year and in pre-pandemic years)?  
**A32.** See A29.
- Q33.** What's your anticipated growth in the aforementioned markets?  
**A33.** See A19.
- Q34.** What key market media tours did you participate in last year and with which partners? Pre-pandemic years?  
**A34.** New York and Boston.

- Q35.** Can you send us a copy of your 2022-23 Media Buy?  
**A35.** DTTD will share the media buy with the selected vendor.
- Q36.** Is there any available PR research that was conducted within the past two years?  
**A36.** Current research is available on [Visitnh.gov](https://www.visitnh.gov)'s industry section.
- Q37.** Who is the incumbent and are they planning to bid?  
**A37.** See A12.
- Q38.** Are all tactics outlined within the scope (i.e. receptions, desk sides etc.) required, or would you be open to pivoting some OOPs to other tactics if we were to recommend doing so  
**A38.** See A19.
- Q39.** Is the release of this RFP for a domestic US public relations representative a mandatory requirement for DTTD by the State of New Hampshire?  
**A39.** See A1.
- Q40.** Who is the current PR Agency of Record for DTTD  
**A40.** See A12.
- Q41.** Who is the current marketing agency of record for DTTD?  
**A41.** The AOR is also out for RFP.
- Q42.** The RFP states a \$200,000 funding level should be used for proposals based on a 12-month period. Is this figure specific to agency fees/retainer and standard agency out-of-pocket expenses only? Or, does it include all program expenses as well, such as visiting journalist hosting costs, media tour costs, media reception costs etc.?  
**A42.** See A2.
- Q43.** Are there other budgets available to support big ideas beyond the business as usual? If so, how much?  
**A43.** See A2.
- Q44.** In a normal year not impacted by COVID-19, what is the average number of visiting journalists to the state hosted by DTTD?  
**A44.** At least six as required in RFP but usually upwards of ten or more.
- Q45.** Does DTTD's current influencer strategy involve hosting content creators to the state? If so, how many on average in a normal year not impacted by COVID-19?  
**A45.** See A30
- Q46.** What are the specific roles and responsibilities of the successful agency to facilitate DTTD's visiting journalist program?  
**A46.** See A19.
- Q47.** As a part of facilitating DTTD's Visiting Journalist Program and executing the influencer strategy, does this also include itinerary development?  
**A47.** See A9.
- Q48.** Do DTTD's destination partners cover all the costs for visiting journalists and influencers in the state? Or are special rates offered that then need to be supplemented by DTTD's budget?

- A48.** See A2 and A9.
- Q49.** What trade shows does DTTD regularly attend annually in the US?  
**A49.** DTTD has participated in ABA Marketplace, IPW, DNE Summit, and TAP.
- Q50.** DTTD's current consumer brand is "Live Free." Will this brand platform continue in 2023 and 2024?  
**A50.** TBD, DTTD is currently developing a 5-year Tourism Development Strategy.
- Q51.** Are there plans to refresh the "Live Free" consumer brand platform or develop a new brand in 2023 or 2024?  
**A51.** See A50.
- Q52.** Beyond DTTD's fall, winter, and summer campaigns, what are other examples of seasonal and/or niche campaigns by the agency?  
**A52.** See [Visitnh.gov's Industry Section](#).
- Q53.** The RFP references key markets Boston and New York as well as "other predetermined Designated Marketing Areas (DMA)". Can you share what other target DMAs of interest for DTTD are?  
**A53.** See A19.
- Q54.** Can you please share a copy of DTTD's current marketing plan?  
**A54.** DTTD will share with the selected vendor.
- Q55.** Can you please provide more information on DTTD's domestic target audience demographics (i.e. millennials, families, Gen X etc) and/or psychographics (i.e. outdoors lovers, experience seekers etc.)?  
**A55.** See [Visitnh.gov's Industry Section Research](#).
- Q56.** Can you please clarify the request to demonstrate the Offeror's financial capability to provide the work described in Section 3 (proposed scope of work) in the RFP. How does DTTD define "Financial Capability"? Does this mean to provide audited financials?  
**A56.** Please provide audited financials, if requested.
- Q57.** In addition to Boston & New York, are there other markets we should be prioritizing in our response? The top 3-5 media markets relevant to this brief?  
**A57.** See A19.
- Q58.** Recognizing New Hampshire has tourism appeal year-round, are there any seasonal moments or angles that should be prioritized above others (ex. Autumn/Leaf Peeping, Winter/Ski Season, etc.)?  
**A58.** See A19.
- Q59.** Anything timely that should be a focus in 2023-2025 specifically?  
**A59.** See A19 and A50.
- Q60.** Is the \$200,000 budget inclusive of OOP costs related to key market media tours, influencer engagement fees, etc.? Or are there incremental budgets for activation?

**A60.** See A2.

**Q61.** Should the first-round proposals include recommendations for proposed strategy, methodologies and execution, or should these only be provided by agencies invited to participate in the Oral Presentations/Interview round? We noticed you do not want proposals to be altered between rounds, but that strategy, methodology and execution are marked as “if requested” only.

**A61.** See A14 and oral presentations/interview will have separate instructions for what that will include.

**Q62.** How many agencies will be invited to participate in the Oral Presentations/Interview round?

**A62.** Unknown at this time.

**Q63.** It appears the \$200k funding level is inclusive of agency fee and out-of-pocket costs/expenses. Is that correct? If so, is there an expected or preferred split between retainer fee and out-of-pocket costs/expenses, and what is expected to be included within the out-of-pocket expenses (i.e., are hard costs for press visits, influencer fees and visits, event support, activations, etc. to be included in the \$200k or funded separately?)

**A63.** See A2.

**Q64.** Can you provide any information on the seasonal priorities and/or consumer advertising campaign initiative(s) referenced within the RFP?

**A64.** See A19 and A55.

**Q65.** Can you share any information about the scale of the influencer program(s) you anticipate running in 2023?

**A65.** See A30.

**Q66.** Are you seeking specific documentation that would demonstrate our financial capability to provide the work described in Section 3? If so, what documentation?

**A66.** See A56.

**Q67.** Beyond the one-page limit to the introductory statement, is there a page limit for the remainder of the proposal? Is there a preferred format for the proposal submission (e.g., PowerPoint-style slides or Word document)?

**A67.** See A14.

**Q68.** In regard to the proposal prompt, “A written description of research capabilities,” can you provide more detail on your research needs? Is this solely related to media relations research, or involving consumer/audience research, etc.?

**A68.** Yes, related to media relations research.

**Q69.** Will the incumbent agency be participating in the RFP?

**A69.** See A12.

**Q70.** Will preference be given to agencies with an office located in NH?

**A70.** DTTD is seeking the best qualified agency.

- Q71.** Is this a mandatory RFP? If not, what is the reason for conducting the RFP at this time?  
**A71.** See A1.
- Q72.** Can you provide a percentage of focus between consumer and trade media?  
**A72.** See A19 but probably not more 80/20.
- Q73.** How many TV productions are you looking for annually in New Hampshire?  
**A73.** See 19.
- Q74.** Do you currently employ a media monitoring service for press clippings? If so, will the Agency have access to this account to obtain secured media placements/clippings?  
**A74.** DTTD does not have a media monitoring service.
- Q75.** If you do not have a media monitoring service for press clippings, can the Agency charge monthly for this out-of-pocket expense outside of the monthly retainer?  
**A75.** That will be discussed during negotiations.
- Q76.** In addition to the six individual press trips, are you looking for the agency plan and secure media to attend group trips? If so, how many trips?  
**A76.** See A19.
- Q77.** Who is the DTTD Agency of Record and what exactly is their current digital/influencer scope?  
**A77.** See A50.
- Q78.** Are you looking for a paid or non-paid digital influencer program?  
**A78.** Ideally, both.
- Q79.** How many digital influencers are you expecting to visit New Hampshire annually?  
**A79.** See A30.
- Q80.** Is the \$200,000 to include both Agency Fee and out-of-pocket expenses?  
**A80.** See A2.
- Q81.** Do you have an additional budget for Press Trip costs or should those costs be budgeted for as part of the \$200,000?  
**A81.** See A2.
- Q82.** Will the incumbent PR firm be participating in the RFP bidding process?  
**A82.** See A12.
- Q83.** Is this a mandatory rebid?  
**A83.** See A1.
- Q84.** What do you consider your biggest challenge in attracting tourism to New Hampshire?  
**A84.** The biggest PR challenge is leveraging limited resources for maximum marketing impact.

- Q85.** Are there any new initiatives or products you are launching in the next 1-2 years?  
**A85.** See A19.
- Q86.** Can you please share your key performance indicators that you measure and your YoY PR goals for 2023/2024?  
**A86.** See A55.
- Q87.** If you had three message points you would like to see in each piece of coverage, what would they be?  
**A87.** See A19.
- Q88.** What is your biggest PR priority in the coming year?  
**A88.** See A19.
- Q89.** Do you have any current brand or other partnerships in place?  
**A89.** See A50 and A24.
- Q90.** Who is the key spokesperson for the destination?  
**A90.** See A27.
- Q91.** What PR activity has been your biggest success in the last few years?  
**A91.** Bringing back tactics that have been on hold since the pandemic.
- Q92.** Can you please clarify bullet 9 in Section 5 (Content and Requirements for Proposal) of the RFP where it mentions an oral presentation?  
**A92.** See A61.
- Q93.** In the RFP response/proposal, are you looking for the agency to include proposed strategy, methodologies and execution or is this meant to be content for the Presentation (if requested)?  
**A93.** See A14.
- Q94.** In Attachment B (Rates and Fee Schedule) you ask for Rate if charging by the hour. If the Agency intends to charge a Monthly Retainer Fee, do we need to fill out this chart?  
**A94.** No.
- Q95.** Is it an option to charge a Monthly Retainer Fee and if so, where do we list that Fee?  
**A95.** Please describe budget/fee in Attachment B #2.
- Q96.** Is the Agency required to include a detailed budget in the Proposal (Agency Fee and out-of-pocket expenses)?  
**A96.** See A14.
- Q97.** Will the DTTD pay the expenses for the media events and consumer driven events in New York and Boston, or do those expenses need to be included within the \$200,000 budget?  
**A97.** See A2.



- Q98.** Are you able to provide a sample list of “industry events” and “New Hampshire-based conferences and events” the proposer would be requested to attend?  
**A98.** Events could vary from media, to New Hampshire industry events and/or national events that are mutually agreed upon.
- Q99.** Would you like full resumes of the account team or will bios suffice?  
**A99.** See A14.
- Q100.** Are there any major NH events, anniversaries or other programs scheduled in the coming year?  
**A100.** See A19.
- Q101.** Is there an end of year report you can share that showcases current PR initiatives?  
**A101.** See A55.
- Q102.** Is there a current marketing strategy that we should reference in our RFP response?  
**A102.** No but see A55.
- Q103.** What are the main marketing themes and communications objectives for 2023 and beyond (inclusive of openings, large events, anniversaries or other key destination milestones)?  
**A103.** See A19.
- Q104.** What are your additional targets/predetermined Designated Marketing Areas (DMA)?  
**A104.** See A52.
- Q105.** Is media hosting and FAM hosting a part of the provided RFP budget, or is this part of an ancillary budget?  
**A105.** See A2.
- Q106.** Is participation in NH tourism as well as national media conferences (PRSA, IPW, IMM) and events included in the provided RFP budget, or is this part of an ancillary budget?  
**A106.** See A2.
- Q107.** Is the detailed ‘robust and creative activation or program’ to be included as part of the provided RFP budget, or will this be part of an ancillary budget?  
**A107.** See A2.
- Q108.** Do you subscribe to or prefer any media monitoring platforms?  
**A108.** See A74.
- Q109.** What are your current communications agencies of record: US? Canada? International?  
**A109.** Domestic, Canadian, United Kingdom., France, and Japan.
- Q110.** Would DTTD prefer that the agency have a team member in-state as part of their account team?  
**A110.** See A70 and no, it is not necessary.

