



2024 Brand Agency RFP

Questions & Answers

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General/Financial Background

1. Why are you running a pitch? Is it mandated by your procurement/governance? If not, can you explain why?

We periodically review all of our agency partners as a best practice. There are 30+ agencies who have confirmed their intent to respond to the RFP.

2. Does VML handle all services: Brand Advertising, PR (US and Canada), Social Media?

VML currently handles Brand Advertising and Social Media. PR services are managed separately by Development Counsellors International (DCI) for US and Canada.

3. Can we invite sister agencies to participate in other services beyond Brand Advertising?

Yes, you may propose sister agencies for other services, provided they meet our requirements and standards.

4. Is website design/development part of the scope?

No, it is not.

5. Are you looking for a holding company solution?

No.

6. Will we have access to your marketing team during this process?

Once the RFP is concluded and the AOR is selected, the marketing team will be available for consultations.

7. Our parent company does not permit sharing the information requested in Sections 3 and 4. Are there alternatives to provide confidence about our financial stability and avoid penalties?

If agency chooses to submit redacted version of financial documents or high-level summaries. Submission will be scored accordingly.

8. Is it possible to establish a mutual non-disclosure agreement before exchanging financial information?

GMCVB will not sign an NDA. If agency chooses to submit redacted version of financial documents, submission will be scored accordingly.

9. Who at GMCVB will have access to the supplied agency's financial information?

GMCVB key decision-makers and screening committee will have access to your financial information.

10. Is it required to have staff or an office in Florida?

Having staff or an office based in Miami and/or Florida are beneficial for local insights and collaboration.

11. What is the tenure of the current agency partnership, and what is the current state of it?

The current agency partnership has been in place since 2016. The GMCVB follows formal procedures to evaluate our marketing partners regularly.

12. What is the cost of GMCVB annual membership?

The cost of an annual membership varies by category and benefits. Detailed pricing information can be provided upon request.

13. What is the yearly marketing budget?

The budget has recently ranged from \$7M to \$9M inclusive of all fees.

14. Is the proposed structure fee being requested exclusive of pass-through costs, e.g., production, travel, research, etc.?

Yes, the proposed structure fee should be exclusive of pass-through costs, which will be managed separately.

15. Do you buy media on a commission basis or is it included in agency fees as an hourly rate?

Currently, it is included in agency fees.

16. How quickly after an agency is selected are you expecting updated or new creative to be in the market?

The plan is to award a contract in January 2025. The ideal timing would support any new/revised creative by April 2025.

17. Are there other micro-campaigns or event-specific campaigns that the GMCVB needs for their agency to execute (e.g., Art Basel, Formula 1 Races, Miami Swim Week)?

Yes, we require support for various micro-campaigns or key tentpole moments throughout the year.

18. Has GMCVB ever surveyed business executives and meeting planners about how they choose cities for trade shows and conventions?

Yes, we conduct periodic surveys with business executives and meeting planners to understand their decision-making criteria.

19. Is there anything else that prompted the issuance of the RFP at this time (performance, relationship, new leadership)?

We review all of our agency partners as a best practice measure.

20. Is GMCVB a SAG signatory? Would the agency be responsible for managing talent, and can you provide a ballpark range for agency fees?

GMCVB is not a SAG signatory. The agency will manage talent and agency fees. Note the GMCVB does not require leveraging SAG talent.

21. Is there a procurement governance agency we have to interact with for ongoing budgetary reviews and approvals, or is this handled client-side?

No. The budgetary reviews and approvals are handled client-side.

22. Can case studies be supplemented and submitted in a video format via a link in the presentation to a DropBox/WeTransfer file or a URL (website)?

Yes, case studies can be submitted in video format via a link in the presentation.

23. For the Statement of Qualifications/Agency Overview, does "Primary Business Category" refer to the agency's primary business offerings or the primary business category of clients the agency services?

It refers to the agency's primary business offerings.

24. Are there parts of the account that VML will continue to work on, and are you looking for partners to support VML's effort?

This RFP is to evaluate all aspects of our marketing efforts.

25. How many agencies do you currently work with?

We currently work with multiple agencies across various services, including creative, media and PR.

26. Under Special Instructions, it states agencies may submit for one or multiple lines of business. Can you confirm the categories for the lines of business and if all questions need to be answered in relation to each service?

Agencies can submit for one or multiple lines of business. All questions should be answered in relation to the services being proposed for each line of business.

27. Is this the first time that the RFP has been broken into 6 lines of business?

Yes.

28. What is most important to you in a brand/creative agency partner: a current specialty focus on the travel and tourism industry, or a multidisciplinary agency with historical experience in travel and tourism?

Both are important. We value deep industry knowledge as well as the ability to bring innovative, multidisciplinary approaches.

29. Are decisions and decision-makers centralized within GMCVB leadership, or do they depend on the project and involve other stakeholders?

Decisions will be made by the screening committee which are made up of GMCVB leadership and industry stakeholders and subject to successful negotiation with GMCVB leadership.

30. Is there a specific format the RFP must be submitted in?

Yes, detailed submission guidelines and formats are provided in the RFP document.

31. What are your growth goals for meetings and conventions in 2025 and for the next five years?

With the addition of the new Miami Beach Convention Center (MBCC) Headquarter Hotel in the next three years, we aim to increase the number of meetings, conventions and events annually and expand our market share in key segments by generating leads or RFPs. The agency will support this effort through targeted meeting planner marketing efforts to ensure the GMCVB is receiving quality leads throughout the year. Our campaigns support the MBCC as well as in-house hotel meetings.

32. What are your shared growth goals?

Our shared growth goals include boosting overall visitor numbers, increasing average length of stay, and enhancing visitor spend.

33. Should the response to the Budget request be included with the 100-page RFP submission, or is there a desired template/Excel document that GMCVB will provide for this information?

The budget response must be included with the RFP submission for consideration. The agency can determine the desired template.

34. Can we interview GMCVB stakeholders?

Once the RFP is completed and AOR is selected, the agency will have the opportunity to interview key stakeholders.

35. Can you share your fiscal year 2024-25 fiscal budget breakdown (agency vs. media vs. hard costs)?

Detailed budget breakdowns will be shared with shortlisted agencies to ensure alignment with financial planning.

36. Are there any fixed cost components in your marketing budget we should be aware of? If so, please provide what they are.

Yes, there are fixed costs such as annual subscriptions, licensing fees, and committed media buys. Details will be provided to shortlisted agencies.

Brand Marketing

1. What's the best way to satisfy the Brand Marketing Knowledge section? Additional case studies?

Providing case studies that demonstrate your expertise, innovation, and successful outcomes in brand marketing.

2. What are the most important qualities you're looking for in the team, besides the local Miami account supervisor?

We value creativity, strategic thinking, data-driven decision-making, collaborative spirit, and a deep understanding of the travel and tourism industry.

3. What are you most proud of in GMCVB that should be a priority in the campaign?

We are proud of our diverse culture and vibrant local communities.

4. Can you share a sample media plan for the year to assess the amount of deliverables required?

A sample media plan will be shared with shortlisted agencies to provide a clearer understanding of deliverable expectations.

5. What are the important seasonal pulses to deliver on annually?

Key seasonal pulses include Winter (high season), Spring Break, Summer (low season), and key tent pole moments (events, sports)

6. Will the agency deliver English-first work, or will we need to translate into multiple languages?

While English-first work is primary, translations into other key languages (Spanish, Portuguese, German and others) will be required to reach our diverse audience.

7. What is the single most important thing you want people to know about GMCVB?

We want people to know that Greater Miami is a vibrant, diverse destination that offers something for everyone, from diverse cultural experiences to memorable experiences.

8. When people think of Greater Miami, what is the one thing you want them to take away?

We want them to see Greater Miami as a dynamic and welcoming destination that offers unique multicultural experiences and unforgettable memories.

9. What are some of the key challenges you've been facing as a DMO?

Key challenges include staying competitive in a crowded market, adapting to changing travel trends, and effectively reaching diverse audience segments.

10. What specific DEI goals does GMCVB have for its brand campaigns?

Our DEI goals include promoting inclusive representation in all marketing materials, reaching diverse audience segments, and supporting minority-owned businesses and communities.

11. What do people/media get wrong about GMCVB?

A common misconception is that Greater Miami is a singularly party destination. We want to highlight our rich cultural heritage, family-friendly activities, and diverse experiences.

12. Is the GMCVB seeking to venture beyond existing creative look/feel and design treatments, or stick close to where it's been historically?

We are open to agency recommendations on creative approaches.

13. What kind of testing plan, if any, is required for a major launch?

We expect a robust testing plan that includes A/B testing, audience segmentation analysis, and pre-launch feedback to ensure campaign effectiveness.

14. What is the target tone for GMCVB and the Find Your Miami campaign? Would there be any flexibility on what is currently being done?

The target tone is vibrant, welcoming, and inclusive. We are open to agency's recommendations on creative approach.

15. When people think of Greater Miami, what is the one thing you want them to take away?

We want them to see Greater Miami as a dynamic, culturally rich destination that offers unforgettable experiences for all types of travelers.

16. How does GMCVB integrate feedback into its marketing strategies?

We regularly collect and analyze feedback from visitors, stakeholders, and partners, using these insights to refine and optimize our marketing strategies for better results.

"Find Your Miami" Campaign

1. How are you looking for the current "Find Your Miami" campaign to evolve? What's working well? What could be working better?

We aim to deepen personalization and engagement, leveraging data to tailor experiences. Strengths include vibrant visuals and authentic storytelling. We are open to ongoing updates to the campaign with relevant and refreshes over the next four years.

2. Can you share a sample media plan for the year to assess the amount of deliverables required?

A sample media plan will be shared with shortlisted agencies to provide a clearer understanding of deliverable expectations.

3. How bound are we to the "Find Your Miami" established campaign and do we have creative freedom to build on it? Do current brand guidelines exist for the "Find Your Miami" campaign? Can a link be shared to this for closer review?

The campaign provides a strong foundation, but we encourage creative freedom to enhance and evolve it. Current brand guidelines will be shared with shortlisted agencies.

4. What reporting software are you currently using?

We use several tools; the main ones are Google Analytics 4 and ADARA for media tagging and measuring attribution. We are open to using the agency's preferred tools as long as they provide comprehensive and actionable insights.

5. Can you share the details (Scope of Work, Schedule, Budget, Media Buy, etc.) of the previous winning bid?

Detailed information on the previous bid will be shared with shortlisted agencies to provide context and expectations.

6. Do you have any regulations against AI?

No.

7. What data can we expect to receive through GMCVB vs. what needs to be implemented?

You will receive visitor data, market research, and past campaign performance metrics from GMCVB. Additional data collection and implementation will be required for specific campaign needs.

8. For the dashboards, what information/source of information would you like to prioritize?

Prioritize visitor demographics, engagement metrics, conversion rates, and ROI analysis to provide comprehensive insights into campaign performance.

9. Are we expected to leverage existing video and photography, or should our quotes include time for production/shoots? How many shoots do you typically plan for annually?

Leverage existing assets where possible, but plan for additional production as needed.

10. What was the GMVCB annual media spend for the last 3-5 years? How does this budget break out by key audience segments and regions, seasonality, or across business priorities/campaigns?

Budgets are segmented by audience demographics, priority regions, and seasonal campaigns, with higher spend during peak travel periods.

11. What drove the evolution from the "Found in Miami" campaign to the "Find Your Miami" campaign? Are there significant insights from these campaigns that the team intends to leverage or highlight moving forward?

Key insights include the effectiveness of tailored messaging and the importance of highlighting local culture and diversity. The shift was motivated by a need for more personalized and engaging content. Key insights include the effectiveness of tailored messaging and the importance of

highlighting local culture. In Find Your Miami, we invite travelers to find themselves through unique experiences. In contrast to "Found in Miami" where we invited travelers to seek out those hidden gems and experiences within the destination. Each supporting this notion of the importance of seeking authentic and diverse cultural experiences.

12. Are there recent results available for the "Find Your Miami" campaign that can be shared?

Yes, we have recent performance metrics and impact analysis reports for the Find Your Miami" campaign, which can be shared with shortlisted agencies.

13. Are there planned synergies with other Florida organizations like Visit Florida or Visit Orlando, or are they considered competitors?

We collaborate with Visit Florida and other organizations for statewide promotions while maintaining individual brand identities. Collaboration helps amplify reach and impact.

14. How does the "Find Your Miami" campaign align with your overarching marketing goals?

The campaign aligns with our goals by promoting Greater Miami's unique experiences, driving visitor engagement, and enhancing brand perception through personalized storytelling.

15. How does GMCVB handle crises on digital platforms, and what support do you anticipate from the agency?

We have a crisis management plan that includes real-time monitoring, quick response protocols, and clear communication strategies. We expect the agency to provide support to GMCVB's PR agency as requested.

16. What are the primary KPIs for GMCVB's marketing initiatives, and how can we help drive these metrics forward?

KPIs include ROAS, hotel room nights, visitor growth, engagement rates, conversion rates, and brand perception.

17. What recent marketing innovations, such as Gen AI and data-driven marketing strategies, could be effective for GMCVB, and how can the agency contribute to staying ahead of industry trends?

Innovations like AI-driven personalization, VR experiences, and advanced data analytics can significantly enhance our marketing efforts. The agency can help by further integrating these technologies into campaigns and continuously monitoring industry trends.

18. How does GMCVB leverage past campaign data to shape future strategies, and what role do you see for the agency in this process?

We analyze past campaign data to identify trends, successes, and areas for improvement. The agency will play a crucial role in interpreting this data and applying insights to develop future strategies.

Measurements/KPIs

1. What are the key performance metrics you use to evaluate the effectiveness of past marketing campaigns by an agency?

We use a comprehensive set of key performance metrics, including return on advertising spend (ROAS), hotel room nights, website traffic and engagement, social media reach and engagement, conversion rates, visitor numbers, length of stay, and economic impact.

2. What metrics does GMCVB use to gauge creative campaign success, and how can we help enhance these metrics?

We gauge creative campaign success through engagement rates, social media shares, comments, likes, and user-generated content. Additionally, we analyze conversion rates from creative assets, such as click-through rates, landing page performance, and lead generation. Enhancing these metrics can be achieved through continuous A/B testing, leveraging data-driven insights to optimize creative elements, and incorporating feedback from target audiences.

3. What metrics does GMCVB prioritize when evaluating the success of digital creative campaigns, and how do you adjust strategies based on campaign performance data?

For digital creative campaigns, we prioritize metrics such as click-through rates (CTR), cost per click (CPC), cost per acquisition (CPA), conversion rates, engagement rates, and time spent on site. Based on campaign performance data, we adjust our strategies by reallocating budgets to higher-performing channels, refining audience targeting, and iterating on creative elements to improve engagement and conversion.

4. How does GMCVB benchmark success in positioning Greater Miami and Miami Beach as premier destinations, considering metrics such as visitor numbers, economic impact, brand perception, and social media engagement?

We benchmark success by comparing our performance metrics against industry standards, historical data, and competitor analysis. This includes tracking year-over-year growth in visitor numbers, economic contributions such as visitor spend and job creation, improvements in brand perception through sentiment analysis, and social media engagement metrics. We also look at market share data and performance in key international and domestic markets.

5. Does GMCVB measure return on advertising spend (ROAS)? If so, what is the current ROAS, and what metrics influence revenue?

Yes, we measure ROAS as a critical metric to assess the efficiency and effectiveness of our advertising efforts. Our current ROAS varies by campaign and channel, but it is a key indicator we closely monitor. Metrics that influence revenue include visitor spend, conversion rates, length of stay, hotel room nights and overall visitor numbers.

6. How do you measure advertising success?

Advertising success is measured through a combination of metrics, including ROAS, reach and frequency, hotel room nights booked, engagement rates, conversion rates, cost per acquisition (CPA), and overall brand lift. We also consider qualitative measures such as media quality, audience sentiment, and feedback from stakeholders and partners. Regular reporting and analysis help us to refine our advertising strategies and ensure they align with our objectives.

7. Are brand lift and unaided awareness studies expected in the deliverables?

Yes, they're expected in the deliverables.

Target Audience / Segmentation

1. Do you create different communications for each audience and in additional languages beyond English?

Yes, we tailor communications for each audience segment and provide content in multiple languages, including Spanish, Portuguese, German, French and other languages (based on campaign) to effectively reach diverse demographics.

2. How do you currently segment your target audiences, and are there new demographics you're keen to engage, such as younger travelers, luxury tourists, and those interested in health and wellness?

We segment our audiences by demographics, psychographics, and behavior. We are keen to engage further with affluent travelers, families, art/culture seekers, LGBTQ+ travelers, meeting and conference planners and those interested in health and wellness.

3. Based on GMCVB's research, what are the top reasons leisure and business travelers cite for choosing Miami as their destination? What other cities/locations were in their consideration set?

Top reasons include Greater Miami's international appeal, weather, outdoor beauty including our iconic beaches, cultural diversity and easy of getting here (strong connectivity through MIA airport). Competing destinations often include New York, Orlando, Las Vegas, Ft. Lauderdale and the Caribbean.

4. Do you have specific monetary allocations against each of the two audience types (leisure and event-based travelers)? Should our efforts be prioritized in some way?

Yes, budgets are allocated based on market potential and strategic priorities.

5. Can you share any data or additional information on the GMCVB personas (Explorer, Family Traveler, Affluent Traveler, Meeting Planner)?

Detailed persona profiles, including demographics, psychographics, and travel behaviors, can be shared with shortlisted agencies to inform targeted strategies.

6. Are there planned synergies with other Florida organizations like Visit Florida or Visit Orlando, or are they considered competitors?

We collaborate with Visit Florida and other organizations for statewide promotions while maintaining individual brand identities. Collaboration helps amplify reach and impact.

7. What priorities are set across target audiences, and what factors determine this hierarchy?

Priorities are based on market potential, visitor spend, and strategic goals. Factors include economic impact, seasonality, and engagement levels.

8. What key performance metrics do you use to evaluate the effectiveness of past marketing campaigns by an agency?

Key performance metrics include ROAS, engagement rates, conversion rates, brand awareness, and visitor growth. These metrics help us assess the impact and success of our campaigns.

Paid Media Planning

1. Can you share your annual media spend breakdown by channel to inform our pricing response?

Yes, we allocate our media spend across digital, social media, TV, print, and OOH, with digital and social media receiving the largest share. Detailed breakdowns will be provided to shortlisted agencies.

2. How are you currently leveraging paid media channels and what channels/platforms is the current Find Your Miami campaign in the market with (e.g., TV, OOH, Airport)?

The "Find Your Miami" campaign utilizes a mix of digital, social media, TV, OOH, and airport advertising to maximize reach and engagement.

3. What were the total media investments for 2022, 2023, and 2024? Can you provide a breakdown between domestic and international markets?

International markets have not fully recovered from the pandemic. As such, our allocations have prioritized domestic markets. However, we are seeing growing demand from international regions and the current allocations for this fiscal year are 85% allocated to domestic markets and 15% to international markets. Detailed figures can be shared with shortlisted agencies.

4. What channels/platforms is the current Find Your Miami campaign in the market with (e.g., TV, OOH, Airport)?

The campaign is active on TV, OOH, airport advertising, digital platforms, and social media channels.

5. How do you manage your budgets? Monthly, quarterly, annually?

We manage our budgets on an annual basis (October to September), with quarterly reviews and adjustments based on campaign performance and market conditions.

6. What are your current paid media channels/mix?

Our current media mix includes digital (social media, display, search, native, programmatic), TV/CCTV, print, and OOH. Digital channels receive the highest allocation.

7. What are the key international markets in scope for these advertising efforts?

Key international markets include Canada, Mexico, Colombia, Argentina, Brazil, UK, Germany and select countries in the Caribbean.

8. How are you leveraging data and insights to optimize your creative?

We use data and insights from past campaigns, real-time analytics, and audience feedback to continuously refine and optimize our creative strategies.

9. What is your current source of truth and attribution model? Do you have an established one? Do you license software to support this and if so, what?

Our source of truth is based on integrated analytics from platforms like Google Analytics 4.0 and ADARA Impact tool - this tool is a media and site data measurement application that enables destination marketers to analyze and optimize their marketing strategy using confirmed travel transaction data.

10. Do you have any established KPIs per channel and tactics that you can share with the selected agency?

Yes, we have specific KPIs for each channel, including CTR, conversion rates, engagement rates, and ROAS, which will be shared with the selected agency.

11. Are you expecting to conduct advertising in-language in other markets, or are these markets and efforts managed by other international agencies?

We conduct in-language advertising in key international markets, with localized content to ensure cultural relevance and effectiveness. We also partner with Brand USA, the US's DMO in many of their international consumer and travel trade programs to amplify our reach.

12. What was the GMVCB annual media spend for the last 3-5 years? How does this budget break out by key audience segments and regions, seasonality, or across business priorities/campaigns?

Budgets are segmented by audience demographics, behavior data, priority regions and campaign goals. Specific media budgets for the last several years will be shared with the shortlisted agencies as those could be nuanced due to market conditions and campaign goals.

13. What are the media KPIs?

Media KPIs vary by campaign - most include reach, frequency, hotel room nights, engagement rates, conversion rates, CTR, CPA, and overall ROAS.

14. What is working well and what are some of the challenges that you have experienced in recent years with media planning and buying?

Our digital campaigns and social media engagement have been strong, but we face challenges in optimizing media mix and effectively measuring cross-channel ROI.

15. What do you believe your biggest challenge is, and what is your biggest opportunity?

The biggest challenge is staying competitive in a rapidly changing market. The biggest opportunity lies in leveraging digital innovation and personalized marketing to enhance visitor experiences.

16. How is the budget/effort currently allocated among B2B (convention/event attraction) vs. B2C (leisure)?

Our budget allocation is approximately 30% B2B and 70% B2C, reflecting our focus on attracting both business and leisure travelers.

17. How do you measure advertising success?

Advertising success is measured through a combination of metrics, including ROAS, reach and frequency, hotel bookings and room nights, engagement rates, conversion rates, CPA, and overall brand lift.

18. Are brand lift and unaided awareness studies expected in the deliverables?

Yes, brand lift and unaided awareness studies are important, and we would welcome the agency's recommendations. These studies help us understand the impact of our campaigns on brand perception and recall.

19. Can production fees for master and campaign shoots be treated as an ad-hoc budget, or do you expect them to be integrated into the monthly agency fee?

Production fees for master and campaign shoots can be treated as an ad-hoc budget and managed separately from the agency fee.

20. Can you provide a budget allocation percentage breakdown by paid media spend by channel for fiscal year 2024?

Yes, a detailed budget allocation by channel will be shared with selected agency.

Research

8. What research informed the development of GMCVB's current target audiences? Can you provide more details about the five target audience segments/personas?

Our current target audiences were developed using custom research studies, including visitor/meeting planner surveys, market analysis and behavioral data.

21. Is there visitor profile data available for each segment, specifically domestic, international, and Florida residents?

Yes, we have detailed visitor profiles for each segment, including demographic, geographic, and psychographic data for domestic, international, and Florida residents. Our 2023 Visitor Profile with demographic and geographic data can be found [here](#).

22. Can you share any existing research findings specific to multicultural/minority audiences?

Yes, we have conducted targeted research on multicultural and minority audiences, highlighting their travel preferences, behaviors, and motivations, which can be shared with shortlisted agencies.

23. Which elements of the "Find Your Miami" campaign have demonstrated the most success, and what factors contributed to this success? Additionally, which target demographics did the campaign prove most effective with?

The personalized storytelling and vibrant visuals of the "Find Your Miami" campaign have been particularly successful, resonating well with explorer seekers and cultural enthusiasts. Factors contributing to success include authenticity, diversity representation, and strategic digital targeting.

24. Can you share any recent reports measuring campaign performance and effectiveness?

Yes, we have recent reports on the performance and effectiveness of our campaigns, which include metrics on reach, engagement, conversion, and ROI. These can be shared with shortlisted agencies.

25. Is there a brand book available for the Find Your Miami campaign we can reference, in addition to the link provided in the RFP?

Yes, a comprehensive brand book for the "Find Your Miami" campaign is available and can be shared with shortlisted agencies for reference.

26. How recently was GMCVB's Visitor Persona study completed, and how often does it need to be updated?

The Visitor Persona study was updated in 2022 and is reviewed every two to three years.

27. The Visitor Persona research was not available in the RFP. Can it be shared with firms submitting a bid?

The Visitor Persona research can be shared with shortlisted firms during the proposal process.

Competition and Challenges

1. What are some of the most important things you're looking for in the team, besides the local Miami account supervisor?

Creativity, strategic thinking, digital expertise, and the ability to collaborate effectively are key qualities we seek in the team.

2. Are there other agencies or partners we'd be collaborating with to plan, develop, produce, and/or deliver?

Yes, collaboration with other agencies and partners, including PR and event management firms, is expected to ensure cohesive and comprehensive marketing efforts.

3. Are there particular emerging technologies (e.g., AI, VR) that the GMCVB is interested in exploring through its marketing efforts?

Yes, we are interested in further leveraging emerging technologies like AI for personalized marketing and VR for immersive destination experiences. We are currently leveraging AI for content development and media optimization.

4. Who is GMCVB's biggest tourism market competitor (e.g., Las Vegas, New York, California)? Why? Is this the same for creative and media efforts?

Our competitors for leisure travelers are New York, Las Vegas, Orlando and Ft. Lauderdale.

5. Are there planned synergies with other Florida organizations like Visit Florida or Visit Orlando, or are they considered competitors?

We collaborate with other Florida organizations to promote the state collectively, while also competing on individual destination strengths.

6. When people think of Greater Miami, what is the one thing you want them to take away?

We want people to see Greater Miami as a welcoming vibrant, diverse destination offering unique and memorable experiences.

7. How do you manage your budgets? Monthly, quarterly, annually?

We manage our budgets on an annual basis, with quarterly reviews and adjustments based on campaign performance and market conditions.

8. What are the key collaboration touchpoints between your agency and GMCVB's partners? How can we ensure smooth synergy?

Key touchpoints include regular strategy meetings, collaborative planning sessions, and shared performance reviews. Clear communication and alignment on goals are essential for smooth synergy.

9. How does GMCVB synchronize marketing efforts with global markets handled by other agencies, and what role do you envision for the creative agency?

We synchronize efforts through coordinated global campaigns, shared insights, and strategic alignment. The creative agency plays a key role in maintaining brand consistency and adapting global strategies to local markets.

10. How does GMCVB handle crises on digital platforms, and what support do you anticipate from the agency?

We have a crisis management plan that includes real-time monitoring, quick response protocols, and clear communication strategies. We expect the agency to provide support in content creation, media management, and strategic guidance during crises.

11. What recent marketing innovations, such as Gen AI and data-driven marketing strategies, could be effective for GMCVB, and how can the agency contribute to staying ahead of industry trends?

Innovations like AI-driven personalization, VR experiences, and advanced data analytics can significantly enhance our marketing efforts.

12. How does GMCVB leverage past campaign data to shape future strategies, and what role do you see for the agency in this process?

We analyze past campaign data to identify trends, successes, and areas for improvement. The agency will play a crucial role in interpreting this data and applying insights to develop future strategies.

13. What tools or technologies do you typically use to measure the effectiveness of digital creatives, and do you prefer any specific analytics platforms or dashboards?

We use tools like Google Analytics 4.0, social media insights, and specialized marketing analytics platforms. We are open to using the agency's preferred tools as long as they provide comprehensive and actionable insights.

14. What metrics does GMCVB prioritize when evaluating the success of digital creative campaigns, and how do you adjust strategies based on campaign performance data?

Our metrics include: engagement rates, conversion rates, CTR, and ROI. Based on performance data, we adjust strategies by reallocating budgets, refining targeting, and optimizing creative elements.

15. How does GMCVB assess the value delivered by agency partners, especially regarding budget and ROI?

We assess value based on the agency's ability to meet or exceed KPIs, deliver innovative solutions, and provide a strong ROI. Regular performance evaluations and transparent reporting are essential.