

Request for quotation – Clarification Addendum – VIVID SYDNEY 2019 PUBLIC RELATIONS AGENCY BRIEF

Subject	Question	Answer
RFP Process	There is a reference to “Annexure A” in the brief? Where I can access this?	There is no Annexure A. All requirements to quote on is in the brief which can be downloaded from vividsydney.com .
	Whether a response to the Vivid Sydney PR brief is welcome from any qualified PR agency?	Yes.
	Powerpoint or Word are the formats that are detailed for the proposal submission - are we able to use Keynote as an alternative?	Only PowerPoint or Word is requested.
	How many agencies will you shortlist after submission deadline?	There is not a predetermined number that will be shortlisted. All proposals will be assessed based on the selection criteria provided, and notified by Destination NSW in writing if they have been shortlisted. Please kindly do not contact us regarding if you have been shortlisted.
	Is the incumbent agency resubmitting a proposal?	There is no incumbent agency as PR services have always been obtained on a project basis.
	How much activity occurs between July and December? Is it more planning, or proactive management?	Considerable planning for Vivid Sydney 2019 is underway so from January to June, PR activity can be actioned. July 2019 will focus on campaign wrap-up, analysis and reporting. PR agency support is not required once reporting is finalised for Vivid Sydney 2019.
	Is there a limit to content in the deck?	There is no limit on content in the deck, however short-listed agencies will each be given one-hour to present their proposal. This should be considered when putting the proposal together.
Conflict of Interest	The brief mentions ‘an end-to-end integrated approach’. Can you elaborate on what this means to you? Fully integrated approach across paid, owned and earned channels?	PR activity should leverage marketing plans as these are determined. We are seeking a PR program that unfolds seamlessly over the phases of activity. The key PR focus is earned and owned channels.
	Conflicts	Please provide conflicts in your proposal for evaluation by Destination NSW. We cannot provide approval on conflicts at this stage as the proposal needs to be evaluated in light of all the selection criteria.
	What do you consider to be a ‘conflict’?	A conflict is seen as a competitor to Destination NSW. For example other tourism and events agencies domestically and internationally that are competing for the same tourist market.

Budget & Scope	Could we confirm the budget? You mention that \$150k was the budget for 2016/2017 - was this for the 1 Jan-30 June period or for the whole year?	This was for the entire project delivery for Vivid Sydney 2018. This information is provided as a guide only.
	What portion of the budget do you estimate should be allocated to reporting and measurement?	For the agency to determine.
	Are we expected to monitor media coverage internally within budget, or through a third party supplier?	Destination NSW has access to media monitoring services. The agency is required to monitor and track coverage aligned to the PR plan to advise on a total AVE for PR activity.
	Can you indicate whether there are any additional task requirements outside of the scope or prior years?	The requirements are as per the brief.
	What budget might be acceptable to DESTINATION NSW - as in how long is the piece of string?	The budget for the 2018 project was \$150k. This has been provided as a guide for agencies. The budget proposed by the agency should be appropriate to deliver on the proposal presented.
	In terms of budgeting and providing a quote for an additional 12 months of service to end of June 2020, are there any key peaks of activity that we should consider when scoping specifically the back half of 2019 ie assuming data related stories post 2019 event, expressions of interest drive, anything else of note?	Year 2 should be considered as per the brief for Year 1.
Issues / Crisis Management	Do you see issues management sitting separate to this budget or included appreciating sometimes significant issues can be unforeseen?	The RFQ does not require issues management. This is done in house by Destination NSW but it may include assistance from the successful applicant.
	How robust are your current issues and risk management plans across the business (communications and social channels)?	Very robust.
	What are the key watch out areas when it comes to issues preparedness?	The successful agency will be briefed accordingly.
	What, if anything, is missing in your current model e.g. true partnership? Collaboration?	NA
	How are you addressing capacity issues e.g. any new precincts opening next year?	The successful agency will be briefed accordingly.
	How are you addressing potential "consumer fatigue" as we head into Vivid Sydney's 11 th year?	The successful agency will be briefed accordingly.
Working with Destination NSW	What does the internal team structure look like from a Brand / Corporate / issues position?	Vivid Sydney communications are the responsibility of the Communications Division within Destination NSW under the lead of the General Manager, Communications.
	Does the agency have any creative control/voice in the delivery of the VNRs?	The agency will work closely with Destination NSW's Content, Publicity and Corporate Communications team in the creation and delivery of all media materials, including VNRs.
	Does the agency have any time with the Destination NSW team to brainstorm and develop	Once appointed, the successful PR agency will be an extension of

	the potential issues?	Destination NSW's Communications team with daily contact, regular meetings and planning, including issues management brainstorms.
	The brief mentions wanting a full-time team member to be seconded for three weeks during the festival. Based on previous years, what level do you see this person being at? This will just help us with scoping and budgeting.	For the agency to recommend as per the account team structure proposed. Please itemise this cost separately.
	What is considered reasonable access to AM and key resources – are there clear parameters here?	Vivid Sydney is a key project of Destination NSW and a major driver of visitation for the tourism industry over the traditional Winter period. As such, Vivid Sydney PR support is expected to be a priority project for the preferred agency.
	When working with partner agencies, do you brief together and ask all agencies to work collaboratively?	The successful PR agency will work with the Communications Division – there are no other agencies at the Communications table and we are not looking for integration with creative or media agencies as in the main, Destination NSW's activity is determined and executed in house.
	Are you open to collaborative working / workshopping and is there openness / ability to do so during the process or no?	The successful agency will be a key partner with Destination NSW and as such collaboration throughout the delivery will be key. We will not be conducting workshops or tissue sessions with agencies throughout the pitch process.
	What is your internal team structure? Are you able to share more detail on that to assist with scoping the agency team structure to support that?	Vivid Sydney communications are the responsibility of the Communications Division within Destination NSW under the lead of the General Manager, Communications. The team is well resourced internally, but the agency will be the lead on PR planning and execution for Vivid Sydney.
	What spokespeople are available?	The Minister for Tourism is the primary spokesperson. Other spokespeople may include CEO/Executive Producer, Curators, and Third Party Precinct organisers.
Case Studies	In terms of the Case Studies - are we able to include examples of these from previous agencies? We have several relevant campaigns that we feel would be valuable to include whereby a member of the pitch team was the key client lead within the campaign	No. The experience of team members on non-agency clients may be referenced but case studies are to represent the activities of the agency.
	What do you consider to be the other 'best-in-class' comparative events that are referenced in the brief?	Vivid Sydney is Australia's largest event and the largest event of its type in the world.
	Can you provide examples of any hero / gold star campaigns you have seen globally?	NA

Vivid Sydney insights	Has an overarching theme/creative platform been ascertained for next year's Vivid festival and if so could you share this with us	Vivid Sydney does not adopt an annual theme. There are three consistent pillars to the event – Light, Music and Ideas
	Can you confirm the weighting of focus across the three key pillars: <ul style="list-style-type: none"> • Light • Music • Ideas 	Light – 50% Music – 25% Ideas – 25%
	What are the key business priorities across function and is this an even split?	As above.
	Can you share visitor numbers to each of the above?	Many aspects of Vivid Sydney are free and unticketed. In 2018 Vivid Sydney attracted attendance of 2.25 million people.
	Can you share coverage weighting in regards to the above?	As above.
	Are there any key trends or growth indicators you could share?	Review prior announcements on Vivid Sydney in regards to audience numbers and particularly travel package growth from national and international markets.
	Is there any consumer segmentation work or attendance data available that can be shared with us from previous years	No however research data on NSW is available at destinationnsw.com.au
	Are there any key Vivid contributors for the 2019 event that you can share with us at this stage	No. Expressions of interest for 2019 are still being sought.
	Is there a priority CSR message for Vivid 2019	Not at this stage but we focus on sustainability, access and inclusion
	What is the biggest challenge for Destination NSW on Vivid Sydney?	Vivid Sydney is a festival of Light, Music and Ideas and is the biggest event of its kind in the world. There is a huge volume of content to successfully communicate to media across all three pillars, drive ticket sales and visitation to the event. 2019 will be Vivid Sydney's 11th year, so the campaign needs to be fresh, engaging and strategic to maintain momentum from the program announcement in March until Lights Out in June.
	Are there any key learnings and/or summary reports from 2017 and 2018 that you could share?	No. Refer to Vivid Sydney Media Centre and destinationnsw.com.au for prior announcements and insights available.
	What is the theme or positioning of Vivid Sydney this year? Can you share any additional information about speakers, precincts, curators, sponsors, hero installations, etc?	This is commercial in confidence until the program is announced in 2019. The successful PR agency will be briefed on the 2019 program once contracted to allow for effective campaign planning.
Are there any pressure points during the campaign that you would like answered? Particularly around Phase 5, ongoing and during the campaign when	Destination NSW is seeking a PR program that maximises exposure in the launch, lead up and throughout	

	media might get a little quiet?	Vivid Sydney.
	You mention a number of key beats / phases of activity in the brief. Are you open to hearing changes to that phasing plan/recommendations on additional beats / moments of opportunity?	Yes, we are open to refining this however our experience is that the program has five key phases as outlined in the brief and we are seeking to maximise exposure and sustain momentum through all these stages.
	Can you share any data you have on foot traffic by audience? How has traffic to Vivid changed in the last few years – have you seen an increase/decrease?	Refer to previous Vivid Sydney announcements. The event has experienced year on year growth. In 2018 the event attracted attendance of 2.25 million people which is on par with prior year.
	Are you able to share any additional information on what's currently planned / in the works for 2019, specifically: a. Speakers, new precincts / locations, curators, sponsors, headline acts, media partners etc? b. Is there an already planned overarching theme that we should be connecting to?	Refer previous responses.
	Are you able to share any audience data specifically the common drivers / barriers by audiences/demographic?	Refer previous responses.
	Is there any verbal feedback on the event from last year (consumers) that you could share?	No.
	Are there any nuances for the coming year eg. implications of the upcoming election, ongoing light rail construction etc.	Destination NSW has no information that is not already in the public domain or included in the brief.
	How much access to talent/artists/speakers does the PR agency have?	Access is on case by case basis however can be arranged for light artists, speakers and talent.
	When are the artists/speakers generally confirmed?	By March 2019
	Will the PR agency have access to data/industry stats such as: o Most popular Vivid sites o Hotel bookings & demographics of visitors o Avg. capacity of each session?	Yes, the successful agency will be briefed accordingly.
Partnerships	What is the usual mechanic of the media preview, e.g. actual guided tour, presentation in a room, etc.?	Media preview is a tour to sites in the lead up to opening night. The preview is facilitated by Destination NSW in line with third party precincts and ministerial attendance.
	How do you determine suitability of an influencer, advocate or partner?	Integration with Vivid Sydney and NSW Government messaging and activities. In terms of influencers, Destination NSW chooses to work predominantly with those that present multi-platform opportunities.
	Sponsor involvement – is there anything further you can share that speaks to the structure and levels of involvement, anticipated engagement?	We have a sponsorship manager who deals with sponsorships in terms of levels and funding. We have Vivid Partners, Vivid Supporters, Vivid

		Collaborators, Third Party Precincts and Vivid Light Contributors. Refer Vividsydney.com.au for further details regarding sponsors/sponsorships.
	When will 2019 sponsors be confirmed?	After Vivid Sydney media launch.
	Is influencer activity all unpaid? Is there an official policy internally for working with influencers?	No. Policy to deal with is on a case by case basis. Integration with Vivid Sydney and NSW Government messaging and activities.
	Would your partners (Samsung/Amex) be interested in helping to further amplify the Vivid experience with the right idea/opportunity?	Sponsors are to be confirmed and such approaches can be made for leveraging.
Reporting & Measurement	How is your AVE calculated and are you open to an alternate approach?	AVE is calculated on the flat advertising rate. No multiplier is applied.
	Why are AVE targets in place and how are you currently calculating (against general industry standard and code)?	AVE is calculated on the flat advertising rate. No multiplier is applied. In 2018 Vivid Sydney delivered an AVE of circa \$75 million.
	Beyond AVEs, can you share any other results from last year? (pg.7 of the brief mentions % increase against past results). What other metrics do you currently use? We notice the brief mentions driving coverage and talkability through social media but no mention of social metrics or measurement so it would be great to understand how you currently measure that as well?	Vivid Sydney brings together emerging and pioneering global creative innovators and this year attracted 2.25 million attendees from Australia and across the globe, generating more than \$172 million for the NSW visitor economy
	What other KPIs – if any – did you measure against last year?	Beyond the scope of the PR agency, Destination NSW's communications division also secured 119 International Media who attended the official Lights On events or throughout the Festival program
	What existing measurement tools do you use (for earned, social)?	Meltwater monitoring.
	A key metric outlined in the brief is to increase intention to visit. How have you measured / tracked that in the past that had an attributable link to PR?	The volume and positivity of coverage is believed to be a key driver – therefore the PR measures are media coverage by volume and AVE
	What does success look like for you i.e. achieving greater results YoY, reaching certain outlets, global reach and impact?	Increased media volume, reach and AVE.
	Can you share more detail on how you calculate / use AVE as an earned media metric? Also, are you open to an alternative measurement approach?	As above. AVE is a key metric.
	We note that the budget guide of \$150,000 is from the 2016/17 campaign; however, the results expectation for 2019 is to exceed the \$75M AVE from 2018. Was the 2018 budget roughly the same, more or less than the \$150K budget from 2016/17 to achieve that result?	The total PR budget for the Vivid Sydney 2018 was \$150,000 which was a slight increase on prior year.
	AVE definition – is it a pure advertising value or is	As above.

	it multiplied by a factor to cover the added value of editorial?	
	Is partner coverage counted in the results (i.e. all mentions of Vivid) or just proactive touch?	Only media results delivered by Destination NSW and its agencies are considered.
	In regards to digital media, are only traditional media websites and social media accounts included in the AVE measurement? Or would earned influencer/blogger content be counted as well?	Earned influencer coverage would be included where it is possible to determine a direct AVE for this.
	We understand that Destination NSW has an existing service with an independent media evaluation company. Will the PR agency have access to/be provided with the media coverage as it comes in through Destination NSW's existing service, or is it expected that the PR agency will also be capturing coverage separately through its own service?	Destination NSW leverages the whole of government agreement for media monitoring via Meltwater and through this the clippings associated with the event will be captured. Destination NSW has an independent media evaluation agency that determine AVE.