



REQUEST FOR INFORMATION ADDENDUM #1

RFI #DC-2022-JW-02 Refining Travellers' Segmentation Methodology

Deadline to Question Close Date/Time:

April 25, 2022
14:00 hours
Pacific Time

Issue Date: May 9, 2022

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are answers to questions submitted in regards to the above noted RFI as of April 25, 2022.

- Q1. Are you looking to obtain segmentations only for travellers who have a higher likelihood of travelling to Canada from each of the 11 priority target countries, or are you looking to do more of an overall segmentation analysis of travellers and then determine for each individual country which of these segments are more likely to travel to Canada?

Answer:

DC is interested in identifying and segmenting travellers with a higher likelihood of travelling to Canada from each of our 11 priority target countries.

- Q2. Is it mandatory to provide a submission to the RFI as a condition to be able to qualify to submit to the RFP for this project?

Answer: No, your submission to the RFI does not impact your qualification for the RFP should DC decide to proceed with a future competition. That being said, this RFI acts as a feasibility test on the market, hence, if we don't receive promising responses from the RFI we may not proceed with the NRFP.

- Q3. The RFI requires a significant amount of information that will likely require more than the preferred length of 5 pages. Will you accept a lengthier submission and if so, would there be any penalties for exceeding the preferred proposal length?

Answer: In terms of submission, there would not be any penalties for exceeding the preferred proposal length (5 pages). Lengthier submissions will be accepted.

- Q4. Should the preferred 5-page length of the RFI submission include both the proposed segmentation approach AND the marketing activation approach OR do we have 5 pages to discuss each of these elements (e.g. a total of 10 pages)?

Answer: In terms of submission, there would not be any penalties for exceeding the preferred proposal length (5 pages). Lengthier submissions will be accepted.

- Q5. We are aware that DC intends on building a 1st party data strategy. Depending on the strategy, this could impact what is feasible in terms of a segmentation approach. What data does DC have, or

what does DC have access to from partners? To what extent are you hoping/anticipating that the segmentation will link to your 1st party data strategy?

Answer:

DC cannot share requested information as incumbent vendor knowledge of our strategy is involved.

- Q6. Do you have a DMP and which DSPs does Destination Canada work with? Which digital media partners are you mainly working with (DSPs, social media, etc.)

Answer:

Destination Canada does not have a DMP. We currently use DV360 as our primary DSP. Other Digital Media partners include Meta (Facebook & Instagram), Twitter, Pinterest, YouTube, Google Ads, Connected TV (ie Roku, Samsung, Hulu), Digital Audio (ie Spotify), Reddit, MailChimp, Google Analytics, and large international publications.

- Q7. We understand that you want a global segmentation, but are you expecting that the segmentation solution be applicable in all markets? Or are you willing to accept that certain markets will have unique segmentation solutions?

Answer:

We are open to unique segmentation solutions for some of our target markets.

- Q8. Is DC still willing and/or considering using PRIZM as a data source for profiling and activation?

Answer:

Yes, DC would consider using PRIZM.

- Q9. In the RFI it mentions in several places the desire to inform marketing attribution. In most cases, marketing attribution is understanding impact on sales. In DC's case, it is not clear that you can track sales/bookings. Are you able to provide sales or are there proxy metrics you would consider using? What other KPIs would you consider using for attribution, such as brand lift, etc.?

Answer:

Increase in visitation tracked via mobility data, accommodation bookings, overnight visitations, travel search for Canada in our target audience vs. Control groups and brand lift studies are some examples of the KPIs that we track. In addition, our Travel Trades and Online Travel Agents (OTAs) in our target markets provide varying levels of booking information. We are also open to suggestions from proponents.

- Q10. Our understanding is that EQ was a segmentation of individuals, not on occasions. To what extent is DC expecting a segmentation solution that is similar to EQ in that it focuses on people rather than occasions? Is DC willing to consider an occasion-based segmentation?

Answer:

We are open to considering an occasion-based segmentation or other proposed methodologies. We encourage providing evidence to support the effectiveness and relevance of the proposed methodology and proposing a media activation approach.

- Q11. The RFI indicates that DC wishes to track and monitor the target segments over time. Can DC provide some indication of the frequency of tracking and to what level (e.g. specific geographic city markets from within China as an example).

Answer:

We are looking for recommendations on the appropriate frequency and level of tracking that balances business value and effort/cost.

- Q12. The RFI asks proponents to provide marketing activation capabilities that we have. Can DC clarify that the RFI scope is solely focused on research and does not intend on leveraging the services of a research firm for marketing activation?

Answer:

DC is interested in a segmentation approach that can be easily activated through marketing initiatives. Proponents are expected to provide an activation strategy, but they are not expected to implement the activation.

- Q13. It is clear that DC is interested in a solution that can be applied in all markets, but given the differences in technology, survey participation rates, etc., certain markets are more problematic than others from a feasibility perspective. It also may be possible to segment a population in a given market, but not necessarily apply media activation solutions due to country-specific differences. Can DC comment about these trade-offs and how important each are in its plans to update the segmentation solution?

Answer:

We have outlined our ideal situation in the RFI and we understand the differences and limitations in some of our markets. We look forward to reviewing proponent proposals to assess what is possible. That being said, the possibility of applying media activation solutions in each market is very important to us.

- Q14. Outside of the reasons already stated under why Destination Canada is revisiting its traveler segmentation approach, are you seeing any problems with the segmentation or other issues that are driving your current timing of this RFI?

Answer:

No additional reasons other than those mentioned in “Why is DC revisiting its traveller segmentation approach?” section of the RFI.

- Q15. What’s the #1 metric you’ll use to determine if you should proceed with an RFP based on these RFI responses?

Answer:

We will carefully evaluate the responses against our intended output outlined in the RFI. If we come across responses that have the potential to advance our segmentation approach, we will move forward with an NRFP.

- Q16. What are the top 2-3 things that will be most important for you in determining if you want to work with a new provider to rebuild EQ?

Answer:

Please refer to the items outlined in the “Information Requested” and “Intended Output” sections of the RFI. Please note we are not necessarily looking to rebuild EQ, we are open to other suggested segmentation methodologies and proposed marketing activation approaches.

- Q17. What are the top 2-3 things you like and have gotten good value from in your current provider relationship?

Answer:

For the purpose of this RFI we recommend focusing on “Why is DC revisiting its travellers segmentation approach?” section.

- Q18. You stated that the overall goal of this effort is to develop a global traveler segmentation methodology that identifies uniquely differentiating characteristics that best segment those who have a higher likelihood of traveling to Canada. Please outline the main pain point(s) you are facing that caused you to issue this RFI?

Answer:

Please refer to the “Why is DC revisiting its traveller segmentation approach” section in the RFI.

- Q19. Is the expected outcome to completely replace your current segmentation solution, or supplement it?

Answer:

The next steps will be decided after reviewing the proponent proposals and further investigations.

- Q20. Can you provide some guidance in terms of overall budget range or expectations that will help us to refine options we would recommend?

Answer: No, we do not have budget information. We are exploring the market to see what options are available.

- Q21. In the RFI you mention, “In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.” Can you provide an example of who these partners are?

Answer: You will find the information in the Introduction of the RFI. In terms of collaboration, the partners that we work with in the markets could be, but not limited to destination marketing organizations, provincial or territorial marketing organizations, travel trade partners, etc. For more information, please visit www.destinationcanada.com.

- Q22. Is there a current contact strategy to manage frequency/cadence of your prospecting/retention efforts?

Answer:

We only manage frequency on a per campaign basis using DV360.

- Q23. Are you looking for entirely new segmentation or do the old EQ segments need to be considered?

Answer:

We are open to both approaches as long as a clear media activation approach is proposed. Our EQ segments were developed in 2007 and need to be revisited to ensure alignment with today’s travellers’ characteristics and preferences.

- Q24. Are there particular EQ segments that have been much more impactful than others?

Answer:

Learners and Escapists used to be more aligned with DC’s target audience pre-pandemic. However, we noticed a shift during the pandemic, and we require more data points to be able to comment on a clear trend. As mentioned throughout the document, DC is open to new segmentation methodologies.

Q25. What kind of data does Destination Canada have on these travelers? Note this is a follow-up question for Q24.

Answer:

We have robust quantitative and qualitative data that varies by the market that we would be able to share at the time of NRFP (i.e., Global Tourism Watch and Resident Sentiment Surveys).

Q26. What does your data dictionary look like?

Answer: We use many different data sources from different resources and data providers.

Q27. What is the volume of data available? How many records are there?

Answer:

We have access to a variety of data sources and the volume of data is variable.

Q28. Do you have name and address information on current customers? This would allow us to target at the individual or household level instead of the traditional FSA level they have used in the past.

Answer:

We collect first party data pursuant to the privacy policy; click here to view [Privacy Policy | Destination Canada](#).

Q29. In terms of Traveler Segmentation Activation, are we limited in any way to certain paid channels? That is, are certain paid channels already managed internally or by another agency?

For activation performance data collection, what are the primary KPIs? e.g., CPA, RoAS, CTR, CPM, reach, etc.

Answer:

Our paid media activation is managed by our Paid Media Agency of Record. Please note you are not limited to any paid channels. We use a variety of KPIs depending on the campaign set up and requirements.

We would like to emphasize for the purpose of this RFI you are only required to propose a segmentation methodology and a media activation approach. We are interested in a segmentation approach that easily flows into activation that can be used by our current Paid Media Agency of Record for our marketing campaigns.

Q30. Can we receive any performance metrics/benchmarks for past or current marketing campaigns for your brand?

Answer:

Should DC proceed with a future competition, the information may be shared to the successful proponent after having signed the NDA.

Q31. Is there a specific paid media budget in mind? This will be useful as we potentially build a full-funnel proposal for your consideration.

Answer:

Please note our paid media budget is not relevant for the purpose of this RFI since the activation is managed by our Paid Media Agency of Record. The proponents are only expected to propose a clear path to activation.

Q32. Can Destination Canada share any information about current systems and tech partners in place? Specifically, does Destination Canada have a direct relationship with a digital onboarder like LiveRamp?

Answer:

Our digital activation will be done through our Paid Media Agency of Record, who has access to a robust set of systems and technologies.