

CONTRACT INFORMATION				
Anticipated Contract Amount:	\$75,000 annually			
Anticipated BOE Date:	October 12, 2021			
Anticipated Contract Term:	From:	October 12, 2021	To:	October 12, 2023
<i>Identify the names and titles of the individuals that will sign the contract:</i>				
<i>Name</i>		<i>Title</i>		
Brenda Scolari		Director		
Angie Mathiesen		Operations & Finance Manager		
<i>Identify the name of the individual to whom the insurance documents should be sent:</i>				
<i>Name</i>		<i>Title</i>	<i>Email Address</i>	
Angie Mathiesen		Operations and Finance Manager	amathiesen@travelnevada.com	
PROJECT OVERVIEW:				
<p>The principal goal of this project is to gain insight and guidance from potential Nevada visitors as it relates to Travel Nevada’s future television, print, digital and mobile marketing components to determine if they are communicating the state brand's intended message. In addition, ads will be tested to understand its appeal to key audiences and ability to influence consumer purchase decisions. Ads will be tested to determine if they are involving, motivating and engaging enough to affect a potential visitor's disposition to travel to Nevada, with an emphasis on rural Nevada.</p> <p>Travel Nevada would like to fully evaluate the emotional and functional benefits and/or drawbacks of its ads to produce better ads that effectively communicate the state's brand. Travel Nevada seeks to contract for two fiscal years (FY22-24) to conduct ad testing research based on Travel Nevada 's branding efforts. Travel Nevada reserves the right to not perform testing during the course of a certain fiscal year if it chooses.</p> <p>The study will have qualitative focus group interviews, including, but not limited to prior and non-Nevada visitors residing in current markets that Travel Nevada is advertising in along with potential markets that Travel Nevada may want to advertise in. In addition, Nevada residents from Reno, Las Vegas and rural Nevada should be included through the qualitative sampling process.</p> <p>The study will also need to include a quantitative component. The vendor will identify the source or panel provider to be used, along with detail regarding the balancing, response rates, recruiting and management practices employed by the source or panel provider.</p> <p>In both quantitative and qualitative cases, accurate, functioning representations of the television, print, digital and mobile ads will be presented to respondents for feedback. Vendor must provide detail on how the methodology and analytical framework allows for optimization across any channel (TV, print, digital,</p>				

etc.). Travel Nevada would like to understand how previous Nevada visitation impacts the new ads' effect on respondents.

In addition, Travel Nevada may want to understand how competing DMO ads resonate with key audiences, and whether these ads better motivate consumers to travel to these destinations when compared to ads from Travel Nevada. Further, please provide detail on any database that you may have that allows for benchmarking against a travel norm.

GOALS AND OBJECTIVES:

1. Determine if new ads are communicating the state brand's intended message.
2. Determine the ads appeal and effect on key audiences.
3. Determine the ads effect on breaking through the clutter.
4. Determine if the ads have a motivating and engaging effects toward travel to Nevada.
5. Determine if the ads have a motivating and engaging effects toward travel to rural Nevada.
6. Evaluate the emotional and functional benefits and/or drawbacks of the ads.
7. Understand the impact the new ads have on respondents with prior Nevada visitation.
8. Understand how competitor ads are resonating with key audiences and determine if they are more or less receptive to their ads comparatively.
9. Evaluate the ads effectiveness in delivering on Travel Nevada's agency goals.