

Marketing and Advertising RFP

Addenda No. 1

1. Can this RFP be submitted in a digital format?

On page 9/15 of the RFP, "Proposal Submission Deadline: One unbound original, five (5) bound copies, and an electronic file of the Proposal responding to the information requested in the Evaluation Criteria section of this RFP must be received by the Airport no later than the deadline noted in this RFP. Proposals must be delivered to the address indicated on page 1 of this RFP. Electronic files and submissions of prior work samples must be provided on a USB drive in a common file format (i.e., PDF, DOC, JPG, WAV, MOV) and must be subject to public dissemination and display with no restrictions."

2. Has the Spokane International Airport had an experience working with an agency before?

Yes

3. Is there a budget / range?

The annual budget for marketing and advertising is approximately, \$250,000

4. Is the media buy a part of said budget?

No

5. Does the Spokane International Airport have a marketing team or one person that would be working alongside the agency?

The Airport's Marketing department consists of two people.

6. In terms of website updates, do you have an in-house development team that we would be working with? Or would you need the chosen agency to take over development and website management as well?

The Airport's Marketing department handles day-to-day website management, but from time to time the chosen agency might be called upon to provide development support, graphic creation, and recommendations on website

content/design. The agency would coordinate with Marketing department staff to make the applicable additions/changes to the websites.

7. By “develop branding” is the Spokane International Airport looking for a rebrand? Or specific branding for the Renovation and Expansion project?

The branding development referred to could include short-term or long-term marketing or business development campaigns, specific airport events, etc.

8. Will there be any video/motion graphics involved in this project?

Yes

9. What is the annual Airport operating budget for the requested marketing and advertising services?

\$250,000

10. What is the breakdown of the budget between media buying and placement, messaging/ creative development, and consulting/ strategy?

Media buying/placement is not part of the budget, however, messaging/ creative development, and consulting/ strategy are.

11. The Project Scope section of this RFP does not provide the comprehensive detail needed to determine specific project costs or estimates. Accurate estimates will be based on recommended strategies and tactics determined after discovery work and collaboration between our teams; in which your goals, needs and criteria will be determine. Will ranges or ballpark figures be sufficient, for the purpose of this RFP?

Yes

12. Is there an incumbent for this work? If so, can you provide the length of time Spokane International Airport has worked with the incumbent?

No

13. Will the successful proposer be responsible for management of the project's website, or just assistance?

Just assistance.

14. Has Spokane International Airport conducted any market research in the past? If yes, how long ago and will the successful proposer have access to this research?

No

15. Will the successful proposer have access to past media plans and/or campaign reporting?

Yes

16. On Page 9, Section 7: Standard Contract Language, the RFP states that a sample contract may be viewed at the following website of the Airport: <http://business.spokaneairports.net/rfp/> by clicking on "Sample Contract for Non-Architects and Engineers". We were unable to find this content at the provided link. Can you please send us the sample contract or a different link?

There is a small typo on Page 9, Section 7 of the RFP document. Instead of clicking on the provided URL link the sample contract has instead been attached to the end of the RFP document.

17. How will you measure success?

The chosen agency will provide the Airport with marketing and advertising services supporting the promotion of a variety of functions and activities, as well as advancing the mission of the Airport's business development efforts. Success will be measured by the agency's ability to deliver professional, quality assets, support and advice in a timely manner.

18. What system(s) do you use to measure success?

The agency will be evaluated on a number of factors, such as quality of work, speed of delivery, ability to execute projects, and the caliber of concepts and suggestions offered when requested. Additionally, for digital assets campaign

analytics and other performance data metrics will be considered when determining the level of success.

19. Do you leverage Geo-Location data analysis & insights?

For digital marketing campaigns we've run previously, yes.

20. What are your primary and secondary marketing targets?

Our primary target is the Spokane/Coeur d'Alene region, and our secondary targets include our catchment area (Northern Idaho, Western Montana and southern British Columbia and Alberta) as well as specialized markets on occasion for specific campaigns deployed in support of a new airline route.

21. What is your current breakdown of media investment by objective?

Currently our marketing mix is 100% traditional. This is comprised of community sponsorships, sports team/university sponsorships, billboards, radio and print ads.

22. What percent of your current media mix is digital vs traditional?

100% Traditional, but looking to expand digital presence in the future. However, marketing support provided to an airline for new route is applied almost exclusively in digital.

23. How satisfied are you with your website? Any issues or concerns?

The Airport website does a nice job of offering passengers with information and resources to help them in their travels. For the long-term, the Airport will continue to evaluate the website's ability to provide the content passengers are looking for and expecting from an Airport website, and doing so in an easily navigable manner.

24. What CRM platform do you use?

N/A

25. How closely do you partner with your local CVB/DMO to drive visitation to the region?

The Airport has a great relationship with Visit Spokane, Visit Coeur d'Alene and Spokane Sports. They assist help drive visitors and events to the Spokane region, including providing air service data, coordinating VIP welcome events and participating in various marketing campaigns.

26. To what degree does the local CVB/DMO participate in air service development?

The local CVB provides the Airport an 18-month community calendar of events (i.e., conventions, meetings, large sporting events, etc.) the Airport shares with airline network planning teams to demonstrate future demand.

27. Specific to brand positioning, how closely does the airport align or utilize the destination's brand or that of an economic development agency?

The Airport has assisted with and participated in marketing campaigns with the CVB; however, the Airport's advertising campaigns are typically directed towards Airport-related initiatives such as marketing new routes, parking, Airport amenities, etc.

28. How does the airport engage with other economic sectors in developing new service or sustaining existing routes?

The Airport regularly engages with business leaders, companies and community organizations and utilizes their information and feedback when conversing with airlines about sustaining/enhancing existing routes as well as adding new routes.

29. Have you conducted any recent customer satisfaction surveys specific to concessions, parking and/or overall airport experience?

No

30. What do you believe is your biggest area of opportunity?

Utilizing digital marketing channels to increase brand awareness on the Airport in general and specifically routes, amenities, terminal expansion, parking, etc.

31. Any airports that you admire for their work/marketing?

N/A

32. Sample Contract; where is this located? It's not where indicated in the RFP.

There is a small typo on Page 9, Section 7 of the RFP document. Instead of clicking on the provided URL link the sample contract has instead been attached to the end of the RFP document.

33. How do you feel the incumbent agency has performed in meeting the airports goals?

N/A

34. Are there PR components needed as part of this contract, besides media tours for the TREX project?

No

35. Do you have any recent research on consumer opinions with regard to the airport and their services?

No

36. For task #1 and #7, do you expect to have specific campaigns running every month? Including nonstop routes for specific airlines and new/ongoing airport advertising. What % of the total media spending is typically for nonstop routes?

Not at this time, but a majority of ongoing airport advertising is related to promoting our nonstop destinations. New airline/route campaigns would be run on an as-needed basis. As for media buys, this could refer to both existing long-term campaigns as well as potential future short-term campaigns. The Airport's total market investment varies and is determined by a number of factors including but not limited to duration of the service (e.g., seasonal versus year round), stage length of the new route (e.g., regional, transcontinental, international), and aircraft seat capacity.

- 37. With regard to task #2, does your team already have an outreach plan for the terminal renovation work, or should we include costs for strategy as well? Further, regarding "support for the project's website, www.gegtrex.com. Could you clarify what kind of support? Are you seeking monthly maintenance costs or will the site continue to grow as the program continues?**

To this point the focus has been on developing awareness signage assets for the project and building the GEG TREX website to provide news and updates on the project. The chosen agency will help to continue this work as well as work with the Airport's Marketing department on potential awareness/outreach strategies around the project. As for the website, the Airport's Marketing department handles day-to-day website management, but from time to time the chosen agency might be called upon to provide development support, graphic creation, and recommendations on website content/design. The agency would coordinate with Marketing department staff to make the applicable additions/changes to the website.

- 38. Per task #3, can you offer some clarification on the type of support for the www.SpokaneAero.com website? New content or just monthly maintenance, and do you have a current monthly maintenance agreement of a set number of hours for both websites?**

Similar to the GEG TREX website, we would occasionally need development support, graphic creation, and recommendations on website content/design for the Spokane Aero website. The agency would coordinate with Marketing department staff to make the applicable additions/changes to the website. In regards to a set number of hours, the amount of time spent on website-related projects has varied by month due to the work needed to be completed.

- 39. In task #4, are you seeking to develop entirely new conference materials, or to continue to support an existing campaign?**

Typically the work required would be new materials created specifically for said event, although occasionally the requested work would be modifications/revisions of existing assets.

- 40. For task #5, approximately what % of your annual budget might you allocate to specialty items?**

The answer is dependent on how many of these special events we would need specialty items for, but overall this would be a small percentage of the overall budget.