



## REQUEST FOR PROPOSALS

Marketing/Communication Services

Bid Number: 1067

DUE DATE: October 8, 2020

DUE TIME: 2:00 pm (local)

## INTRODUCTION

The Gerald R. Ford International Airport Authority (GFIAA) is looking for an experienced marketing/advertising partner that can provide results-oriented, efficient, cost-effective and customized marketing and advertising strategy, creative design and tactical implementation for the Ford Airport. As the second busiest airport in Michigan, the Ford Airport has a great track record of being a convenient and easy-to-navigate airport focused on providing a superior guest experience for the greater West Michigan community – and beyond.

The Airport is managed by GFIAA, which is comprised of a seven-member board and nearly 100 team members who support nearly 2,000 people who work at the airport to provide air service, travel amenities and assistance. Over the past seven years, Ford Airport has invested nearly \$50 million to elevate the guest experience, offering a simplified TSA screening process, improved dining options, enhanced ticketing counters, expanded baggage claim space and new, modern finishes throughout the terminal.

As 2020 began, the Airport was on track to continue breaking travel records, but the COVID-19 pandemic hit. In a matter of days, traffic dropped nearly 96%. Since then, daily traffic is back to about 40% pre-pandemic and is projected to return to about 50% by the end of the year. As the flying public begins to re-engage, there is an opportunity to share the many safeguards the Airport has put in place to restore confidence and rebuild both leisure and business travel.

## SOLICITATION AND PROJECT SCHEDULE

ACTIVITY	DATE
RFP Issue Date	September 10, 2020
Question Deadline	October 2, 2020
Submission Due Date	October 8, 2020 at 2 pm
Contract Start Date	October 2020

GFIAA reserves the right to modify the deadline set forth in the above table in its sole discretion. Any such modifications will be stated in an addendum.

## WORK SCOPE

The selected firm will work alongside an internal team as well with an external communications agency to provide marketing and advertising services, management and support to the Airport. The selected firm should have a strong background in brand management, creative services, consumer analytics, media buying and campaign strategy.

Big picture: The Airport is seeking a firm to help us understand who our guests are and how to best reach them in the most strategic, creative and cost-effective way. More specifically:

### Short-term scope

GFIAA is looking for an agency to partner with to continue development and implementation of our comprehensive marketing and advertising campaign: *Fly Safe. Fly Ford.*, which is designed to re-engage the flying public in light of challenges related to COVID-19. Initial work has already begun from a public relations, in-terminal education and social media perspective. Our new partner would be expected to augment initial efforts through traditional and digital advertising, content and collateral development and other guest interaction points.

Outlook for this campaign would initially be through 2020, with adjustments made based on market conditions as well as changes in the COVID-19 landscape. The selected firm will help provide a creative and analytical approach to best

reach potential guests. The firm should be willing to jump right into this project and be ready for a quick turnaround of implementation.

### Long-term scope

Simultaneous to the *Fly Safe. Fly Ford.* campaign, work will be done to better align the Airport's current marketing efforts with an emphasis on refining our approach and delivery to target markets. The selected firm would be responsible for helping with:

- **Market Segmentation:** Understanding who Ford Airport's target markets are, including demographic and geographic data, guest personas (both business and leisure travelers), targeting segments for enhanced growth within West Michigan and pinpointing markets for growth beyond West Michigan.
- **Marketing Strategy:** Augment the Airport's research and marketing strategy development to create a comprehensive program that will work in coordination with public relations and internal communications initiatives. This will include development of a formal written plan, including objectives, audience description, strategies, tactics and budgets.
- **Advertising Plan:** A coordinated advertising campaign to support overall marketing efforts that will include print, broadcast, digital, online, email, experiential media, etc. This will include development of a formal written plan, including objectives, audience description, strategies, tactics, budgets and creative development.
  - **Media Planning and Buying:** Media negotiations, client meetings, phone calls and correspondence related to specific media plans/buys.
- **Creative Review:** An audit of the Ford Airport brand to understand inconsistencies and areas of improvement across all communication channels. (Please note, a complete re-brand is not being requested at this time.) From the audit, recommendations on creative strategy and design creation of collateral, reports, advertising and visual display, broadcast or social media materials and other vehicles as needed. This will include concept development, including graphic design, copywriting and editing. Depending on findings of the audit, a refresh to current brand guidelines may be considered.

The Ford Airport is relying on the selected firm to be a strategic partner and bring creativity, flexibility and a proven track record of results to the table. If a firm feels there is a better approach to achieving the above objectives, it should provide insights and processes into how they would achieve similar outcomes. In addition, the firm should be able to recommend strategies to expand the impact of advertising/marketing campaigns allowing for the broadest possible exposure to the target markets within the available budget.

The selected firm should be able to clearly articulate the goal(s), objectives, audiences, strategies, budget and measurement prior to the launch of a campaign. The selected firm must demonstrate ability to strategically plan, integrate, manage and execute an assortment of marketing projects. New and emerging technology opportunities are consistently being introduced and the selected firm must be able to identify, evaluate, recommend, develop and execute and/or manage the execution of these opportunities.

### Account Management & Reporting

- Meet with GFIAA staff as needed for the purposes of carrying out initiatives
- Maintain internal procedures that ensure budget control, prompt billing and quality control for campaigns
- Prepare cost schedules and project sheets for advertising expenditures and other related costs and secure GFIAA's approval of all expenditures with regard to authorized advertising by submitting preproduction estimates
- Understand trademark, copyright and other applicable intellectual property protections and work with the Airport to safeguard its brand
- Provide ongoing status reports, or as otherwise requested, to GFIAA updating the progress of all projects
- Provide monthly, quarterly and annual performance cost analysis for investment
- Develop analytical data reports and key performance indicators, or KPIs, in collaboration with GFIAA leadership to measure overall effectiveness and performance, and provide detailed reports monthly

## EVALUATION CRITERIA

Firms will be evaluated on the following criteria:

- **Background & Experience:**
  - The firm should have a strong track record of successfully producing results for organizations with tangible outcomes such as new customers, new markets, increased brand awareness, new revenues, etc.
  - The firm should have a strong understanding on how to elevate public brands utilizing audience data in order to grow and build loyalty for an organization
  - The firm should have the ability to develop and use consumer insights to connect stakeholders with relevant messages
  - The firm should have implemented large-scale marketing plans supported by sophisticated advertising efforts
- **Strategic Vision:**
  - The firm should be able to clearly articulate plan and campaign goals, objectives, messages and budget, with an eye to results
  - The firm should not just be an order-taker, but be able to review current efforts and provide strategic guidance and recommendations
  - The firm should be able to provide new insights, direction and approaches to marketing and advertising efforts in order to best position the Ford Airport
- **Creativity:**
  - The firm will demonstrate a creative approach to problem solving, offering unique, tailored solutions to best elevate the Ford Airport brand
  - The firm should have a strong competence in design, providing strong visuals to help tell and enhance the Ford Airport story
  - The firm should be able to push back (gently and as appropriate) to help internal teams approach a problem through a new lens
- **Personality/cultural fit:**
  - The firm should have the ability to play well in the sandbox with internal stakeholders and outside vendors, creating a pleasant work experience that contributes to overall organization goals
  - The firm will understand the role of the airport in both creating a transportation hub for the region, but also its importance in the local economy
  - It is preferred the have ties to West Michigan and be available for in-person meetings (when it is safe to do so)
- **Value:**
  - The firm should provide cost-effective, yet creative and relevant solutions

## SUBMISSION FORMAT

Submissions should be submitted in the format outlined below:

### Agency Overview

- Provide a brief background on your agency, including why are you unique and what fresh perspective will you bring to the table
- Share your accomplishments, capabilities, areas of competence and similar experience
- Explain how the account would be staffed, including team members and account structure; for any work intended to be outsourced to other companies, please describe how these relationships are managed

### Process

- Explain your philosophy and how you approach new clients, your strategic planning process and any additional information relevant to process
- Demonstrate how your agency develops a holistic approach to marketing, integrating traditional, digital and emerging media to create a comprehensive strategy
- Show how your agency has evolved with consumer trends and how you've adapted to best utilize new and emerging channels
- Describe your media buying process: How do you determine where, when and how to purchase media, what you charge for agency mark-up, etc.

### Examples

- Provide examples of client work, including the problem/directive and how you approached the project with solutions that delivered results

### Analytics

- Provide an overview of how you determine success, including analytical tools you use, what types of information you would typically report back and any other philosophies you have on reporting

### References

- List a representative sample of clients and the types of work performed, with a focus on items relevant to this RFP; Provide a minimum of three (3) relevant references, preferably for projects of similar scope and complexity

### Cost

Prepare and submit your best pricing offer and cost sheet, including how you track time and if you provide detailed billing reports. Pricing may be provided in the most suitable format and may be presented in either a monthly retainer breakdown or hourly rates based on work performed (menu pricing).

1. Pricing should include, but not limited to, the following categories:
  - a. Short-term efforts for *Fly Safe. Fly Ford.*
  - b. Strategic planning
  - c. Media planning, negotiation, buying
  - d. Content creation
  - e. Creative development
  - f. Digital management
  - g. Production (including video production for website content)

2. The price(s) quoted should be inclusive
3. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees
4. If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined

## REQUEST FOR PROPOSAL SUBMISSION

Due to COVID-19, responses should be delivered electronically. To be considered, complete submissions must be received as a single PDF document to:

<https://www.dropbox.com/request/b7DNZn1xZYHxtoR2PgAL>

Electronic submissions shall be named with a form or portion of the firm's name as part of the document name.

The firm certifies the response submitted has not been made or prepared in collusion with any other respondent and the prices, terms or conditions thereof have not been communicated by or on behalf of the respondent to any other respondent prior to the official opening of this request. This certification may be treated for all purposes as if it were a sworn statement made under oath, subject to the penalties for perjury. Moreover, it is made subject to the provisions of 18 U.S.C. Section 1001, relating to the making of false statements.

Submissions may be withdrawn by written request only if the request is received on or before the opening date and time.

Submissions not meeting these criteria may be deemed non-responsive.

GFIAA is not liable for any costs incurred by any prospective firm prior to the awarding of a contract, including any costs incurred in addressing this solicitation.

Each submission must be signed by a person authorized to sign contracts on the behalf of the firm. The name of the person signing must be followed by title.

## REQUESTS FOR INFORMATION

Questions regarding this solicitation are to be submitted in writing to [purchasing@grr.org](mailto:purchasing@grr.org) prior to 2 p.m. on October 2, 2020.

GFIAA reserves the right to publish and respond to an inquiry, respond directly to the inquirer without publishing or not respond to the inquiry at its sole discretion.

It is the firm's responsibility to become familiar with and fully informed regarding the terms, conditions, and specifications of this solicitation. Lack of understanding or misinterpretation of any portions of this solicitation shall not be cause for withdrawal after opening or for subsequent protest of award.

Addendums will only be published by the GFIAA Purchasing Department and available for review at [www.flyford.org](http://www.flyford.org).

## TERMS AND CONDITIONS

GFIAA reserves the right to require that its standard terms and conditions apply to any actual order placed in response to a firm's submission. No attempt to modify GFIAA's Standard Terms and Conditions shall be binding, absent agreement on such modification in writing and signed by GFIAA.

No payment shall be made to the Respondent for any extra material or services, or of any greater amount of money than stipulated to be paid in the contract, unless changes in or additions to the contract requiring additional outlay by the Respondent shall first have been expressly authorized and ordered in writing by contract amendment or otherwise furnished by the GFIAA.

The intent of these specifications is to promote a properly designed and all-inclusive response. Any requirements not in the specifications, but which are needed for such a response, are to be included in the submission.

The Respondent shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

The Respondent shall observe and comply with all applicable federal, state, and local laws, ordinances, rules and regulations at all times during the completion of any contract with the GFIAA.

The terms of this request shall be interpreted, construed and enforced pursuant to the laws of the State of Michigan, and the Parties irrevocably consent to the jurisdiction of the federal and state courts presiding in Michigan.

The GFIAA is tax-exempt and a regional airport authority organized under 2015 P.A. 95, being MCL 259.137 et. seq.

Vendor Representation and Warranty Regarding Federal Excluded Parties List: The Respondent acknowledges that the GFIAA may be receiving funds from or through the Federal Government; such funds may not be used to pay any Respondent on the Federal Excluded Parties List (EPLS). The Respondent represents and warrants to the GFIAA that it is not on the Federal EPLS. If the Respondent is in non-compliance at any time during execution or term of this agreement (including any extensions thereof), the Respondent shall be in breach and the GFIAA shall be entitled to all remedies available to it at law or equity, specifically including but not limited to recovery of all moneys paid to the Respondent, all consequential damages (including the loss of grant funding or the requirement that grant funding be returned), and attorney fees (including the costs of in-house counsel) sustained as a result of the Respondent's non-compliance with this warranty and representation.

Pursuant to the Michigan Iran Economic Sanctions Act, 2012 P.A. 517, by submitting a bid, proposal or response, Respondent certifies, under civil penalty for false certification, that it is fully eligible to do so under law and that it is not an "Iran linked business," as that term is defined in the Act.

Insurance requirements are posted on the Documents and Forms page of the GFIAA website within the Purchasing Terms and Conditions document

Termination For Cause: Should the firm fail to perform the Work as required by and in accordance with the schedule or time requirements, or otherwise violate any of the terms set forth in the Solicitation Request, it shall constitute breach of the Contract. Other than in force majeure situations, Respondent shall have five (5) calendar days to cure a breach of the Contract (the "Cure Period") following issuance of GFIAA written notice. Failure to cure a breach of the Contract within said Cure Period shall allow the GFIAA to, without further notice to the Respondent, declare the Contract terminated and proceed with the replacement of the Respondent and the GFIAA shall be entitled to all remedies available to it at law or in equity including a claim against any required payment/performance bonds. Termination Without Cause: Notwithstanding any other provision, at any time and without cause, GFIAA shall have the right, in its sole discretion, to terminate the contract by giving sixty (60) days written notice.

Although it is the intent to contract with one provider, the GFIAA reserves the right to contract with alternate sources if the Respondent is unable or unwilling to service its obligation, or it is deemed by GFIAA to be in its best interest to use alternate sources.

Assignment: Neither party shall assign or delegate any of its rights or obligations under this Agreement without the prior written consent of the other party.

Respondent warrants that they are an authorized provider of products or services of his/her submission.

## **MICHIGAN FREEDOM OF INFORMATION ACT**

Information submitted in this solicitation is subject to the Michigan Freedom of Information Act and may not be held in confidence after the Respondent's submission is opened. A submission will be available for review after the project has been awarded.

GFIAA cannot assure that all of the information submitted as part of or peripheral to the Respondent's submission will be kept confidential. Any Respondent submission language designated as confidential is considered automatically invalid and void. GFIAA is subject to the Michigan Freedom of Information Act, which prohibits it from concealing information on or associated with responses, successful or unsuccessful, once they are opened.

## **EVALUATION, STATUS UPDATES/AWARD NOTIFICATION**

The Authority reserves the right to request additional information it may deem necessary after the submissions are received.

As part of the evaluation process, Respondents may be requested to make an oral presentation, at the Respondent's expense, to an evaluation committee. Key staff to be assigned to this project must participate in this presentation unless otherwise waived by the Authority. The presentation may be followed by a question-and-answer session.

The Authority reserves the right at its discretion to waive irregularities of this solicitation process.

In the event of extension errors, the unit price shall prevail and the Respondent's total offer will be corrected accordingly. In the event of addition errors, the extended totals will prevail and the Respondent's total will be corrected accordingly. Respondent must check their submission where applicable. Failure to do so will be at the Respondent's risk. Submissions having erasures or corrections must be initialed in ink by the Respondent. Respondents are cautioned to recheck their submissions for possible errors.

The Respondent shall not be allowed to take advantage of error, omissions or discrepancies in the specifications.

The Authority, at its sole discretion, reserves the right to award to the Respondent whose response is deemed most advantageous to the Authority. The Authority, at its sole discretion, shall select the most responsive and responsible Respondent and evaluate all responses based on the requirements and criterion set forth in this solicitation while reserving the right to weigh specifications and other factors in the award. The Authority reserves the right to reject any and all submissions as a result of this solicitation.

The Authority reserves the right to award by line item when applicable and to accept or reject any or all parts of a submission.

Accelerated discounts should be so stated at the time of submission. If quick-pay discounts are offered, The Authority reserves the right to include that discount as part of the award criterion. Prices must, however, be based upon payment in thirty (30) days after receipt, inspection, and acceptance. In all cases, quick-pay discounts will be



calculated from the date of the invoice or the date of acceptance, whichever is later.

Award notifications are posted on the Authority website. It is the Respondent's responsibility to monitor the website for status updates.