



**REQUEST FOR PROPOSALS
19-02
BRANDING, MARKETING AND
WEBSITE DESIGN SERVICES**

<p>RFP ADDENDUM No. 1 ISSUE DATE: April 1, 2019</p>
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This addendum is being issued to modify some sections of the RFP as well as to answer questions submitted by the question deadline.

I. MODIFICATIONS:

1. **REVISIONS:** Pricing sheets issued on March 22, 2019 have been updated. A red-lined version of the revised pages may be found below in this addendum. **Bold red text** has been added.

EXHIBIT B – (UPDATED) PRICING SHEET

Package A Cost Form	
<p>Maximum Total Anticipated Cost (provide individual cost/hour requirements for each line item)</p> <ul style="list-style-type: none"> -Branding Work Listed Under “Anticipated Scope of Work for Branding” pg. 8 <ul style="list-style-type: none"> -Press Release -Billboard -Print Ad Creation -Five Facebook posts including graphics <ul style="list-style-type: none"> -.:30 Radio Spot -.:30 Television Spot -3 minute Video Including One Day of On-Site Capture 	
<p>Your Agency’s Maximum Hourly Rate (If not blended breakdown by department/task)</p>	
<p>Production Management Cost (Markup if any, or hourly cost)</p>	
<p>Any Discounts Extended to the CRAA</p>	
<p>Authorized Signature</p>	

EXHIBIT B – (UPDATED) PRICING SHEET
2.

Package B Cost Form	
Maximum Total Anticipated Cost	
Maximum Hourly Rate for Ongoing Updates/Maintenance	
Maximum Annual Hosting Cost	
Any Discounts Extended to the CRAA	
Authorized Signature	

II. ANSWERS TO SUBMITTED QUESTIONS:

1. The CRAA will provide logo and name...the development of these components will not be part of the bid, correct?
 - a. *Correct.*
2. Is primary market research available...if so, how recent?
 - a. *Primary research will be available, conducted 2018-2019*
3. Is Strategic Marketing Plan, including objectives and tactical plan, to be done prior to branding?
 - a. *This will be done in coordination with final branding development.*
4. Is the desired Communication Plan to include?
 - a. Communication Objectives
 - b. Creative Strategy
 - c. Message Development
 - d. Element Creative Development and production
 - e. Media Overview/buying
 - f. Timeline
 - g. Budget
 - i. Yes
5. Will development of Facebook or other social media content be an ongoing responsibility of ours, or a joint effort with CRAA? Only five posts are requested in the cost breakdown form.
 - a. *It will be a joint effort.*
6. A "crisis proposal" is mentioned as a possible deliverable for the PR tactics. Is this the same as a crisis plan, or just a proposal to develop a crisis plan?
 - a. *This would be a plan for handling crisis situations*
7. The RFP states that we can bid on one or all of three service areas: Branding, Marketing and/or Website Design Services. Scope of Work designations exist for Branding and Website Design Services only...where are the Marketing requirements?
 - a. *Marketing is part of Package A*
8. Does Scope of Work for Branding include all items detailed in 'Scope of Work for Ongoing Creative Development and Brand Enhancement,' or does this section speak to Marketing services?
 - a. *Those two sections combine to create Package A*
9. Are firms conducting 'Marketing' and 'Website Design Services' expected to coordinate efforts with firms doing 'Branding' projects, and vice versa?
 - a. *Yes, all vendors are expected to work in collaboration towards the goals of CRAA.*
10. If Queue does all Branding projects, would we have open access and input to all Marketing and Website Development activities as they are being developed?
 - a. *There will be a collaborative relationship between all vendors.*
11. Can CRAA provide target completion timelines for all marketing and branding activities as well as website introduction?
 - a. *Anticipated launch of the new brand, including website, is Late Summer 2019*

12. Is submission of Exhibit E, anti-terrorism required for this proposal, or simply if we are awarded the project?
 - a. This is required for the submission
13. To whom will we report?
 - a. *Vendors will report to the CRAA marketing team*
14. What is the scope or scale of website content development?
 - a. *The new content will be similar in scope to the existing website.*
15. What ticketing system do you currently use and require integration with?
 - a. *Currently the platform being used is TravelServer Software*
16. What is the expectation around "solution for ticket sales" - is this custom or leveraging a third-party platform?
 - a. *Expectation is to leverage a third-party platform*
17. In what format is the flight tracking data feed delivered - RSS/XML or API?
 - a. RSS/XML
18. Can you further define expectations around loyalty/rewards? Does this mean simply gating content for registered vs non-registered users or something else?
 - a. *Gated content behind a registration/login*
19. Do you have any special requirements as it relates to hosting?
 - a. *Nothing beyond industry standard uptimes and support*
20. Is there an airport or authority website you admire?
 - a. We have a number of websites/brands that we admire, we can share these once we are further into the website process.
21. What type of ongoing maintenance do you expect? This will largely inform the ongoing maintenance budget proposal
 - a. *CRAA expects to be able to make any content changes ourselves, the maintenance we would need your support for would be small design changes, or any programming/integration changes*
22. What is the reason you are fielding this RFP at this time?
 - a. *The airport is at the start of a large revitalization and we are looking for partners to support us during the changes.*
23. How many agencies do you currently work with for marketing services?
 - a. *We are currently not under contract with an agency for overall marketing services, but instead work on individual projects with firms.*
24. Are you pleased with CRAA's current agency(s)? If so, what is working well? What is not?
 - a. *We are very focused on strategic efforts towards big goals, while keeping a personal and human feel. This personal touch is what has been lost when working with outside agencies in the past.*

25. Do you anticipate any major service enhancements/announcements in 2019?
- a. *We are always working to bring in new airlines/routes but there are none planned at this time.*
26. What are the current barriers to success for CRAA?
- a. *Our brand image has not been strong in recent years, leading to a loss of awareness.*
27. The RFP mentions that a new name and logo is/has been developed. Can you share that? Is it for the Lansing Airport specifically, or is it for the Authority as a whole?
- a. *The new logo and name are in development now, it will be a new name only for the Capital Region International Airport.*
28. What is the expected frequency of ongoing project support?
- a. *We are looking for a partner who is easily accessible, likely bi-weekly "update" meetings to make sure everything is on track.*
29. What are the milestone dates for the RFP process? The RFP current states "April 2019" for all milestones.
- a. All expected milestones will be completed in April
30. What is the priority of key business challenges you hope to address, or help address, through communications and marketing?
- a. Increased passenger counts?
 - b. Airline service/attraction?
 - c. Increased awareness?
 - d. Other?
 - i. *We are always working towards increased passengers, which can be accomplished through a number of ancillary goals.*
31. What are the current significant growth opportunities?
- a. *There has been a strong focus on our direct destinations while our airport can be utilized for a trip to anywhere in the world.*
32. Can you share any target audience research?
- a. *We will be able to share primary research conducted 2018-2019 with the selected partners.*
33. In the past, what communication channels have been most successful for CRAA?
- a. *We have seen strong success on social media as well as outdoor*
34. What is the make-up of CRAA's marketing/communications team? How is it structured, what is its culture?
- a. *CRAA has a small internal team focused on strategy and content, with less depth in design. We are a team excited to highlight the changes taking place and ready to look to new technologies and channels to share the brand.*

35. How do you envision the “blended approach” for marketing services working? As mentioned, outside resources are currently responsible for all marketing.
- a. *The expectation is that all involved vendors and CRAA staff will be partners in developing a strategic direction and executing the strategies through all channels.*
36. Where do the majority of your passengers come from?
- a. *The majority of our passengers use the airport as the starting point for their travels, a home airport if you will.*
37. What is the CRAA doing from a business operations standpoint to attract new business? (facility updates, pricing scenarios, service enhancements, etc.)
- a. *There is a renewed vigor towards development within CRAA, including physical updates throughout the property, and new strategies for pitching business development.*
38. Is there a particular airport or authority (Michigan or at large) that you admire for their marketing efforts? Why do they stand out?
- a. *We will share our benchmarks as part of the onboarding process*
39. Do you feel your current digital/social media strategy is working or are you looking for strategic support (in addition to tactical planning)?
- a. *We have found what has worked well on social, but with all of the change happening we know our messaging will soon change.*
40. What paid media tactics have been most successful in the past? How was this success measured?
- a. *Paid digital and outdoor have been successful, measurement is done through passenger numbers.*
41. What is the goal of your paid media program - awareness or more transactional (i.e. driving booking)?
- a. *Because we do not control the actual booking, awareness is what we usually focus on.*
42. How will success of the paid media campaign be measured?
- a. *Passenger numbers and awareness benchmarks.*
43. Who is the target audience you’d like to reach with a paid media campaign?
- a. *Frequent travelers who do not consider the Capital Region International Airport.*
44. Are the paid media tactics listed in the RFP mandatory or would you be open to a primarily digital campaign?
- a. *We are open to any and all paid media tactics*
45. Does the new name and logo exist yet?

- a. *It is currently in production*
- 46. If so, can we see it before proposal so we can see what we have to work with?
 - a. *No*
- 47. If not, will it be done before branding work commences?
 - a. *Yes*
- 48. If not, will agency have opportunity to consult on development?
 - a. *No*
- 49. "Utilize extensive research..." Does this mean you are providing us with the extensive research, or are we to include an extensive research component in our proposal?
 - a. *Research has been conducted and will be provided*
- 50. Social media images and content: how much content? How long? What channels? Do you define "images" as elements such as avatars and headers? Or do you define "images" as the photos or videos that go in the post? (Our internal terms call visual assets for posts part of the content. So needing to clarify here.)
 - a. *This refers to the images and words on a social media platform that are not "posted," for example profile images, banner images, intros, taglines, etc.*
- 51. Would any print management be required for physical assets, or is client handling that?
 - a. *Print management will be determined based on the project*
- 52. Design business cards: are you looking for a template and internal staff will take care of the rest, or develop all and deliver files to printer? If the latter, how many total business cards needed for launch?
 - a. *A template that can be used by internal team members would suffice.*
- 53. Will you need help executing the brand launch plan, or will all execution happen internally?
 - a. *We are hoping that our partner will help develop and launch the brand.*
- 54. Same question with the 6-month communications plan.
 - a. *See above*
- 55. What platform is your current site built on? When was it built?
 - a. *The current site was built on Drupal, over 5 years ago*
- 56. "integration with existing ticketing API" seems to overlap with the next bullet, to find a new solution for ticket sales. Can you clarify whether we'll be using an existing ticketing platform or there is a need to find and replace?
 - a. *The existing platform may be used, but we would like to explore new options*
- 57. If an existing platform for ticketing exists, could you share the name with us?
 - a. *Currently we use TravelServer Software*

58. What platform is the current site built on?
- a. *See above*
59. Can you elaborate on Loyalty/Rewards bullet? Are you looking for creation of personalized user interface pages that would be custom to each new member? That would also mean password protected and unique user identifications. If so, are you looking for a custom built or an integration with a third-party platform? If it's a third-party platform, do you have one identified or are you looking for feedback/recommendations?
- a. *The loyalty processing itself will be handled by a separate rewards program, we want a section of the site to be accessible only to those who are members of that rewards program.*
60. Do you have a budget/budget range for the project?
- a. We have set aside sufficient budget for all projects in the RFP
61. RFP Title is divided into 3 services: "Initial Branding, Website, or Ongoing Services". How do these 3 correlate to Packages A and B? If we are submitting for Package A, should we title the response Initial Branding and Ongoing Services?
- a. *Initial Branding and Ongoing Services make up Package A*
62. Given the nature of a distributed team, do we need to disclose individuals' home addresses or can we list all work as being completed in our company's headquarters?
- a. *Company headquarters is sufficient*
63. Are we allowed to have subcontractors as key project team members?
- a. Yes
64. Do we need resumes for sub-contractors?
- a. *If possible*
65. Are we allowed to present formatted resumes, or is it preferred to have plain text resumes?
- a. *Formatted resumes are accepted*
66. For Parts IV and VI, may we submit examples of the work? Is there a limit to the number of pages for each work example?
- a. *You may submit samples of work, there is no limit but please include only relevant examples*
67. How are the work samples requested in Part IV differentiated from Part IV? Should we format work samples in part VI it the same way as in Part IV (client name, date of service, description of service, client contact information)? Is media (such as a video) allowed, or only what can be printed)? Does the same time frame (5 years) apply?

- a. *Sample work in section VI may be less detailed/formal than the reference projects in section IV. 5-year timeline does not apply*
68. Since our firm is 5 years old, are we allowed to submit cumulative experience of key team members' past relevant clients or projects prior to this firm's founding?
- a. Yes
69. Does the timeline refer to how long it would take to complete each deliverable, or a projected schedule in the upcoming calendar year? Or both?
- a. *Both if possible, we would like to see the expected length of time to complete the project, but also a sense of overall timing.*
70. Will the content for the deliverables be for the initial rebrand and/or for ongoing airport marketing purposes?
- a. *Initially they will focus on the rebrand, but we are hoping to enter into a partnership that provides content for ongoing marketing purposes.*
71. Is this the correct interpretation of Exhibit placement?
- a. Tab 2, IV: Exhibit C
- b. Tab 4: Exhibit B
- c. Tab 6: Exhibit A
- i. *This format will be accepted*
72. If we insert Exhibits in their respective Tabs, do we need to maintain the exact same formatting as the RFP PDF? Or are we allowed to add our branding elements to the formatting style?
- a. *Branding elements may be added, as long as CRAA employees will be able to easily navigate proposals for evaluation purposes.*
73. If required to use the same format, will an interactive Form of the 3 Exhibits be made available to all Proposers? Or should we recreate?
- a. *Please recreate as closely as possible for evaluation purposes*
74. Do the clients and projects listed as references need to be the same as Tab 2, IV?
- a. No
75. Do the required insurance coverages and amounts need to be in compliance prior to submitting the RFP, or upon contract execution?
- a. Upon contract execution
76. Would you be open to other CMS alternatives to WordPress if we presented features, usability, and a budget that worked well for your team?
- a. We would be open to alternatives that meet our standards for usability and future support.
77. Would you be open to reviewing alternatives to the TravelServer ticketing software?
- a. Yes

78. Do you have any past strategic marketing studies that you can provide to help us prepare?
- a. We will make our past research and studies available to our partners.
79. Can you provide historical passenger numbers that include airline and by month so we can see travel patterns at the airport?
- a. Yes
80. Do you have the most recent data on airport leakage study?
- a. We will make all past research and studies available to our partners.
81. Does CRAA have an incumbent agency?
- a. We do not have an incumbent agency, however we use multiple agencies for small projects.
82. Does CRAA have a preference for using a local agency?
- a. No
83. Has the new name and logo been completed? If not, do you have an anticipated date of completion?
- a. The new logo and name will be completed early spring.
84. Is there a target or desired completion date for the branding work?
- a. The target completion date for branding is late summer 2019
85. For media event execution, is on-site presence expected?
- a. On-site service will likely be necessary for some events.
86. Approximately how many media events per year are anticipated?
- a. There is no set number, it will depend on any airport news/updates.
87. Is there a target or desired completion date for the new website?
- a. The new website is to be completed when the new brand is launched.
88. To best quote SECTION 3B is there and API inpoint that the developer can test?
- a. Once an agreement is signed, yes
89. What ticketing system used on the website?
- a. Currently TravelServer is used
90. Are there any implementation specifications or materials from the ticketing system that can provided?
- a. This will be provided once an agreement is reached
91. Will one firm be awarded, or will multiple firms become preferred vendors?
- a. Multiple firms will become preferred vendors

< End of Addendum #1 >