



**REQUEST FOR QUALIFICATIONS  
MEDIA BUYING, BRANDING AND CREATIVE SERVICES**

***Introduction***

The Bishop International Airport Authority (BIAA) issues this Request for Qualifications (RFQ) to award a professional services contract for the desired services of a Media Buyer/Advertising/Branding Agency which has extensive experience negotiating and buying media; developing strategic advertising plans; branding; designing creative advertising concepts, assets and materials as well as coordinating the production and implementation (including trafficking) of advertising and marketing plans. Additionally, we are looking for experience in performing post-buy analysis. The selected partner will work with the Airport marketing department, and when required, its airline partners and/or tenants.

**Submissions must arrive in the BIAA offices prior to 3:00 PM (EST) April 28, 2017. No exceptions to this deadline will be made.**

**Terms of Contract**

BIAA wishes to receive proposals for selection of an agency, licensed to practice in the State of Michigan, to provide services as described herein for a period of two (2) years, beginning upon receipt of Notice to Proceed. This proposal shall be extended/renewed for two (2) additional one (1) year periods at the sole discretion of the BIAA, provided there are no changes in pricing, terms and conditions.

**Expectations**

It is understood that the media buying organization has the ability to present proposed schedules for media buys—based on currently available rating, circulation and activity metrics—within a timely manner of BIAA’s request. These schedules should include an analysis showing why the specified media was chosen, the projected reach, frequency and cost. All proposed media schedules must be approved by BIAA before they may be implemented. All advertisement creative must also be approved by the BIAA marketing department before being trafficked.

Aviation is a fast-paced, ever changing industry, and any agency hired to work in the capacities outlined within must be able to offer great flexibility and quick turn-around times on new and revised initiatives on a continuous basis throughout the year.

Any subcontracting will need to be approved in advance by BIAA. BIAA also has a list of current subcontractors that we approve. It is expected that the agency selected will proactively negotiate as much added value for the Airport’s campaigns as possible. This may take the form of bonus air time, program or event sponsorships and contests, webpage links and banner advertisements and other appropriate opportunities. The Airport may also request these services in-between buying cycles.

It is expected that all proposed buys will be focused on fulfilling BIAA’s goals and objectives for each campaign or monthly initiative. The agency must be impartial and objective in relationships with all media outlets.

The contracted agency must be available to meet with BIAA staff in person when given appropriate notice. Most communication will be in the form of emails and phone calls.

BIAA, its airline partners or a subcontracted creative agency may provide creative materials along with campaign direction. When this occurs, media materials (spots, artwork, web elements, etc.) will be provided to the contracted agency in a timely manner to meet the advance date that the advertisement placement is scheduled to run.

In those cases, BIAA marketing department will rely upon the media buying agency to provide:

- Print advertisement publication sizes
- Online/digital specifications and file formats
- Outdoor dimensions and required file formats
- Broadcast media specifics
- Deadlines for creative element submissions
- Ongoing campaign analysis

This RFQ in no manner obligates BIAA to the eventual purchase of any services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by BIAA within the scope of the contract's permissions.

BIAA is looking to identify the most qualified response based on the overall capabilities of the respondents. Firms will be evaluated on their responses to the following:

#### **Capabilities**

- Will be required to identify appropriate communications and channels, using traditional and non-traditional media for marketing strategies and tactics to meet the rapidly-changing conditions and needs of the BIAA
- Should develop cost-effective and innovative marketing and advertising tactics and campaigns to reach specific audiences and objectives.
- Should identify opportunities for marketing partnerships and collaborative campaigns to meet mutual goals of the BIAA and Airport partners.
- Will provide marketing and communications services including but not limited to: conceptual and creative development, copywriting, photography, art direction, graphic design and production, television and radio production, audio and video production, as well as media planning, buying and trafficking services.
- Develop and execute a branding/ rebranding campaign. The purpose is to most effectively and clearly communicate with the Airport's various stakeholder groups in Southeast Michigan about our Airport and our airlines' services and amenities, and to generate and maintain the highest awareness of, and preference for, those services and amenities specifically from our facility. The branding campaign should focus on local, regional and national markets and how best to reposition our Airport to influence those travelers to use BIAA over other facilities in the region. It will potentially include a redesign of the Airport's logo among other items.
- Must be financially able to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed and/or the promotion/advertisement has run. Bills are paid promptly upon receipt of proof of performance (within thirty days or less if applicable).

- Must be flexible in working with varying airline co-op programs and airline-based co-branding initiatives as well as the required differences required in planning, implementation, trafficking, creative and billing.

### **Desired Qualifications**

- Expertise in the development, implementation and maintenance of online advertising content, materials, programs, placement and measurement.
- Expertise in the development and production of radio, television, internet, printed information materials, newspaper, digital media, signage and other collateral.
- Expertise in traditional and non-traditional advertising planning and buying.
- Expertise in advertising copywriting and design.
- Expertise with primary and secondary marketing research and implementation.
- Knowledge of practical methods for program evaluation.
- Ability to be flexible, collaborative and resourceful to achieve marketing and communications goals under rapidly changing conditions and with limited resources. This may require purchasing media buys multiple times per year as well as altering copy more than monthly.
- Expertise in developing and implementing branding/rebranding campaigns, and all of the elements they require from research to analysis and implementation.
- Expertise in the media outlets available in Southeast Michigan. Special consideration may be given to firms with additional experience in aviation and/or travel/tourism.

### **Instructions**

***This entire RFQ has a maximum page allowance of 35 pages, one-sided***

- In-house agency services, i.e. creative services, production, website development, etc.
- Adequate accounting capability to handle Airport requirements for documentation
- Inclination to use research in the development of strategic platforms for the basis of any and/or all campaigns
- Current workload
- Familiarity with Airports and the aviation industry
- Experience with programs similar in size and scope to those herein proposed
- Firm's capability of meeting schedules
- Flexibility for potential monthly changes to campaigns and any fees associated with the need to place buys multiple times per year
- Geographic location of the firm

### **Project Staffing**

- Qualifications of personnel who would be assigned to our account and provide a chart with the staff you are committing to the request. Show lines of authority and communication, and provide a brief role description and responsibilities for each person as they relate to the request. Contractors, subcontractors, sub-consultants and independent subcontractors that you propose to work with on this campaign need to be clearly labeled in the request as we will require final approvals on these entities.

## Proposal Questionnaire

1. A brief history and description of your organization and its innovative capabilities and past record of professional accomplishments
2. A list of key organization contacts, their capabilities and experience. Also, identify who will be the Airport's primary day-to-day point of contact
3. An overview of the types of media your organization researches, plans and buys using in house staff vs. third party or contract staff. If using third party or contract staff, please identify and explain how that process is managed and note the BIAA will require final approval of these entities.
4. A brief overview and examples of your organization's media buying experience within the Southeast Michigan markets (Flint/Detroit/Thumb Region)
5. Provide an overview of any major trends or changes taking place within the Southeast Michigan that your organization feels could drastically change the landscape of media buying over the next few years
6. A brief description of how your organization's media buys are analyzed and measured for effectiveness, efficiency and return on investment
7. A brief overview of what you know about Bishop International Airport and its brand
8. An overview of any unique partnerships your organization may have that would be valuable in the Airport's efforts to increase usage of airline service at BIAA
9. Describe how quickly your firm could adapt to changing dynamics that would require rapid shifts in marketing efforts and strategies
10. Please list your hourly rates/commission structure for the various job classifications identified in your response (e.g. media buyer, graphic artist, etc.).
  - a. How would you measure the effectiveness of an Airport campaign? Please provide examples while illustrating how you would display metrics for radio, outdoor, digital, television, print or any other media?
  - b. What is the method you use for developing media buying, marketing and advertising goals?
11. Please outline any related experience of your staff members who would work on this account (this includes experience outside your agency and outside of the advertising field).
12. Please give us a brief and concise statement about your media buying and marketing/advertising philosophy
13. Include a brief discussion of your media and creative departments' organization/operational structure. What is your marketing philosophy and current use of technology?
14. What procedures do you follow in selecting and developing basic creative promotional strategies and objectives?
15. Do you have a specific system for idea generation? If so, please describe it.
16. Do you make adjustments during a campaign? If so, cite specific examples.
17. Explain in detail how you would bill the Airport for work. Include samples to show how invoices will be presented.

## References

- Provide a minimum of five (5) references of current/past customers who can verify the quality of services your company provides. BIAA requests references of similar size and scope.

### **Conflict of Interest**

In addition to complying with any applicable professional conduct standards relating to conflicts of interest, respondent affirms and agrees that he/she has not represented any client in any matter that may result in a conflict of interest. Any potential conflict of interest shall be clearly disclosed in the respondent's proposal.

### **Examples of Work**

Please provide at least two (2) examples each of an advertising campaign as well as a branding/rebranding campaign. Use the Airport Catchment data included in the appendix to assist you in determining how your campaign will be geographically divided. All examples must be of work product performed by your organization. Links to online content are permissible.

### **Additionally, provide two (2) sample campaigns:**

1. Leisure travel focused buy
2. Business travel focused buy

*The parameters for each are in the Appendix.*

Failure to provide any of the required data to allow for evaluation of the respondent's submission to the RFQ, or failure to follow and complete the RFQ format and accompanying documents will be grounds for rejecting the qualification statement. **BIAA maintains the right to reject any and all qualification statements submitted for consideration.**

### **Qualification Statement Submission**

The qualification statement should respond to the information requested in all sections of this RFQ. Your submission package should be clearly marked: "**BIAA ADVERTISING/MARKETING SERVICES.**" Five (5) copies of your completed qualification statement and schedule of fees—should be mailed to or dropped off in a sealed package to the attention of:

**Craig Williams, A.A.E.**  
**Airport Director**  
**Bishop International Airport**  
**G-3425 W. Bristol Road**  
**Flint, MI 48507**

***Email and facsimile copies of submissions will NOT be accepted and will be automatically disqualified if received.*** All questions must be submitted via e-mail to Craig Williams at [cwilliams@bishopairport.org](mailto:cwilliams@bishopairport.org). Written answers, including any amendments to the RFQ will be posted at <http://bishopairport.org/Business-Opportunities> and it is the sole responsibility of the responding organization to routinely monitor this page for additional information. All costs incurred by your agency/firm during the preparation and presentation of a response to this RFQ will be the sole responsibility of your organization. All materials submitted in response to this RFQ shall become the property of BIAA.

**RFQ Evaluation and Selection Process**

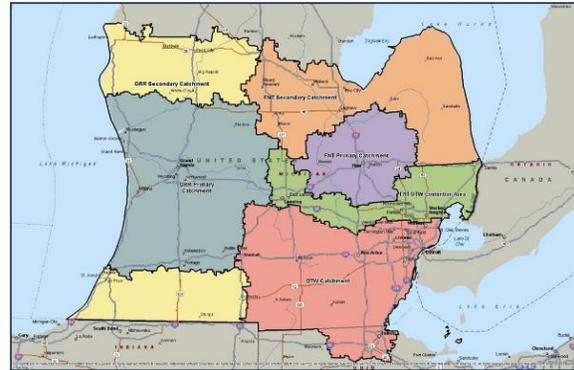
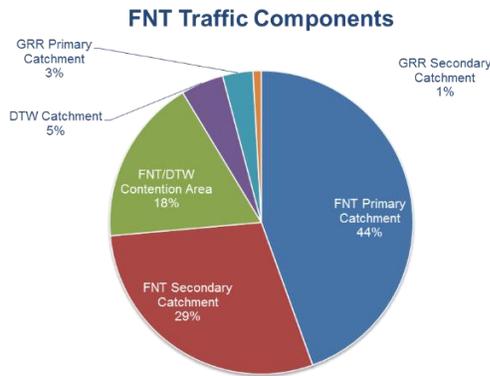
1. A Selection Committee will review all documents and materials submitted.
2. The Committee will request oral presentations from the top ranked candidates.
3. The BIAA reserves the right to award more than one contract. No single agency will have exclusivity.
4. All correspondence with the BIAA including responses to this RFQ will become the exclusive property of the BIAA

***APPENDIX***

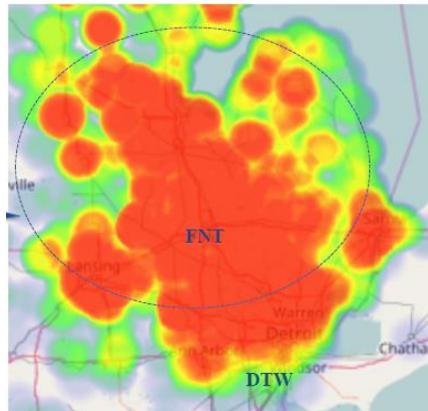
**APPENDIX P. 1**

**AIRPORT CATCHMENT AREA**

The charts below are from our Catchment Area Analysis from January 2012 and delineates our traffic base:



This heat map from 2017 gives a graphic visual on where our passengers are currently coming from:



Keeping these traffic components in mind, our marketing efforts should be focused appropriately.

Flint Region/Primary Catchment Area: Currently, the vast majority of our travelers originate in this region, and as such, it is the easiest region from which to increase our airport’s usage. Therefore, we need to continue to ensure that this stronghold of passengers is aware of our service and continue to market to them accordingly.

Detroit Region/Contention Area: This area currently comprises 6% of the traffic generated in the region, but just 18% of our overall traffic. It remains dominated by Detroit Metro, with 87% of the bookings. Flint outperforms its average share in this region when it offers nonstop flights. This zone offers the greatest opportunity for growth, but also requires additional nonstop capacity to be offered from Flint.

## **APPENDIX P. 2**

- While the Detroit market/contention area is a significant growth opportunity, easier opportunities exist to capture traffic from the primary and secondary catchment areas.
- The Detroit Market is market size #13, compared to Flint/Saginaw, which is at #72 and Lansing market, which comes in at #113, and their advertising rates are priced accordingly. The larger the market, the more dollars are needed to make our commercial efforts effective. This creates a budgetary challenge due to our current funding levels.

Saginaw Region/Secondary Catchment Area: Passengers leaking from the MBS airport to the DTW airport must literally drive past our facility on 75 South to do so.

## **APPENDIX P. 3**

### ***Leisure Marketing Sample Campaign***

**Campaign Objective:** Sell airline tickets for the upcoming June – August summer travel season on airline X from the FNT primary and secondary market area between Bishop International Airport and Las Vegas. Creative is not needed for the campaign, just the media plan, its desired impact and what metrics will be used to measure its effectiveness/ROI.

Also, please include a timeline of how the process works including but not limited to: initial planning, research, placement, execution dates, reconciliation, billing, review and analysis

Budget: \$100,000 over 6 months

#### **PRIMARY TARGET**

- Primarily female (56%)
- Caucasian, average age: 40
- Married w/2 children 0–17 years
- Education: high school only 30%; some college, no degree 18%; bachelor’s degree 19%
- Employed 74%
- Average HHI: \$73.5K
- Owns home average value: \$194K
- Heavy Internet users – most trusted medium
- Social networking is important to keep in touch with and follow activities of family and friends.
- Booking window: 30-45 days before travel

#### **ABOUT LAS VEGAS**

Visitors in 2015 were likely to be married, employed and earning over \$40,000 a year. The proportion of visitors who were 40 years old or older was 65% (up from 57% last year) and the average age was 47.7 (also up from last year). Over one-half (56%) were college graduates, up significantly from 2011–2014.

## **APPENDIX P. 4**

### ***Business Marketing Sample Campaign***

**Campaign Objective:** Sell airline tickets during the April and May shoulder travel season on airline Y from the FNT primary market between Bishop International Airport and Charlotte, North Carolina. Creative is not needed for the campaign, just the media plan, its desired impact and what metrics will be used to measure its effectiveness/ROI.

Also, please include a timeline of how the process works including but not limited to: initial planning, research, placement, execution dates, reconciliation, billing, review and analysis

Budget: \$100,000 over 6 months

#### **PRIMARY TARGET**

- Primarily male (60%)
- Caucasian, average age: 45
- Married w/2 children 0–17 years
- Education: high school only 25%; some college, no degree 18%; bachelor's degree 40%
- Average HHI: \$100,000
- Owns home, average value: \$225K
- Heavy Internet users – most trusted medium
- Social networking is important only to maintain business relationships.
- Booking window: 10-14 days before travel

#### **ABOUT CHARLOTTE**

Charlotte has become a major U.S. financial center, and is now the second largest banking center in the United States after New York City. Nicknamed the Queen City, Charlotte and its resident county are named in honor of Charlotte of Mecklenburg-Strelitz, the queen consort of British King George III during the time of the city's founding. Charlotte is home to the Carolina Panthers of the NFL, the Charlotte Bobcats of the NBA, the NASCAR Hall of Fame and the U.S. National Whitewater Center. A number of notable universities and colleges are based in Charlotte such as Johnson & Wales University, Queens University of Charlotte, Johnson C. Smith University, Charlotte School of Law, York Technical College, Clinton Junior College, Winthrop University and University of North Carolina at Charlotte.