



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

QUESTIONS AND ANSWERS

1. Q: Is your primary interest in continuing to build and expand support for your existing branding or more focused on rebranding/repositioning efforts?

A: It is our belief that the industry shift toward profit as the key metric necessitates a look at increasing our share of business travelers. We believe a rebranding or repositioning of the airport may be what is needed to achieve this position. However, it is also important that we do so without cannibalizing our position as the region's low cost leader.

2. Q: **Examples of Work:** Are you asking for two examples of previous work as well as a branding campaign example (done for other clients) or are you seeking us to develop campaigns for Bishop based on the catchment data and attached campaign outlines?

A: Please submit two (2) examples of previous work.

3. Q: I just wanted to make sure that there are no issues with partnering with another agency on a proposal. Any issues for you and your team?

A: I have no problem with partnering as one firm may bring strengths that another may not have. I would want to make sure that their structure was such that we had one primary contact (though we could always contact others as we build the relationship, i.e. RS&H).