

ADDENDUM 1

April 11, 2019

ADVERTISING RFQ QUESTIONS

- 1) Can you provide a total budget and/or yearly range that has been allocated for the project?
  - a. No. This is an RFQ, so money is not provided at this time. We are requesting your qualifications.
- 2) Has a specific amount (or percentage) of funds been allocated for paid media?
  - a. As previously provided, we are requesting qualifications, including your rates.
- 3) Is total or annual campaign cost required to be included, or just a list of agency rates?
  - a. A list of agency rates.
- 4) How will campaign success be judged?

EVALUATION CRITERIA	POINTS
Demonstrated Experience and success in developing advertising programs.	0-30 Points
Qualifications of staff to be assigned to the account.	0-5 Points
Demonstrated understanding and knowledge of BHM and airports in general.	0-10 Points
Lack of potential conflicting contracts with other Alabama Airports and/or willingness to give preference to Birmingham in situations where similar service is sought by a conflicting airport.	0-10 Points
Cost Effectiveness	0-30 Points
DBE Participation	0-15 Points
TOTAL	100 Points

- 5) Can you provide KPIs that are important to BAA and the airline(s) that will be advertised?
  - a. We anticipate Key Performance Indicators could be impressions, click thru rates, conversions, conversion rates, bounce rates, and clicks depending on the campaign deployed.
- 6) How many total destinations will the campaign be advertising for?

- a. Initially, it will be for three (3) destinations, but this could be increased over time.
- 7) Is there a percentage of time or cost that needs to be allocated to advertising BHM vs. a specific airline?
- a. While promoting the airline, BHM must also be promoted. A set percentage of time or cost has not been set.
- 8) Are there multiple airlines that will be advertised under this campaign? If so, how many?
- a. Currently, there is one (1) airline. That is subject to change to increase should more airlines participate in the marketing incentive.
- 9) Will the selected vendor be working with any other agencies, consultants or vendors?
- a. That is a possibility.
- 10) Are resumes for team members specifically required, or will a bio (containing necessary information) suffice?
- a. A bio will be acceptable assuming that it provides the necessary information.
- 11) Is preference given to DBE *certified* firms, or will the same amount of points be given to firms who qualify but aren't certified?
- a. The Birmingham Airport Authority is part of the Alabama Unified Certification Program. To qualify for DBE consideration for points in the Evaluation Criteria, you must be certified with the Alabama Unified Certification Program, which includes the Birmingham Airport Authority, Alabama Department of Transportation, the Wave Transit System, the Huntsville Airport Authority and the Mobile Port Authority.
- 12) Does BAA or the airline(s) do any affiliate marketing?
- a. Not that we are immediately aware of in regards to the airline(s), nor does BAA.
- 13) What are expectations for the surveys and focus groups around the BHM brand?
- Are you open to performing this under a different scope of work?
  - Has an incentive budget been established for this piece?
    - o The expectations of the surveys and focus groups could include receiving information to help us understand the impact of the marketing and advertising campaigns as well as gain insights on passenger and air travel behavior. An incentive budget has not been established for this piece and could possibly be considered under a different scope of work.

- 14) Will BAA comp in-airport advertising? Does BAA have relationships with other airports that would allow for comps or discounts?
- a. No. Our Advertising Agency that provides advertising in the airport terminal is Lamar Airport Advertising, and you would be required to pay them. No, the Authority does not have relationships with other airports that would allow for comps or discounts.
- 15) Can you identify the level of detail desired in monthly reports? Will access to any BAA or airline systems be needed to provide the desired level of detail?
- a. We would need a monthly report to show the performance of the campaign. The level of reporting will be determined by the type of campaign. We are not immediately aware of any BAA or airline systems that would need to share information to provide details for the performance reports.
- 16) How many special events, and what type of events does BAA anticipate being covered in this scope of work?
- a. We do anticipate special events to be requested in this scope of work but the approval, number, and level of events has yet to be determined.
- 17) Is BAA married to running radio, TV, print, etc. (as listed in the RFQ), or looking for the consultant to make a recommendation?
- a. We are looking to the consultant to work with the airline to determine the best scope and then move forward with ensuring the money is spent accurately and accordingly.
- 18) Can we develop content and recommendations for BHM's social media accounts?
- a. That is not in the scope at this time.
- 19) What is the anticipated total budget spend with the selected vendor over the two year contract? Is that inclusive of media placement hard costs or just the planning? And does it include print production/event execution or just the planning?
- a. We are not providing the amount, as this is an RFQ. It would be an all-inclusive number, not just the planning.
- 20) Is the respondent required to be local to Birmingham or is looked favorably upon?
- a. A requirement was not provided that it had to be a local Agency. It is not in the Evaluation Criteria.

- 21) The RFP states the scope includes holding regular strategy meetings with staff, etc. Would virtual meetings be possible, or are in person meetings required?
- a. There will be some meetings that must be attended, but a lot can be done remotely.
- 22) Can companies outside of the USA apply for this?
- a. Yes. There is not a stipulation that it must be a company from the USA.
- 23) Do we need to come over there for meetings?
- a. As provided, there will be some meetings that must be attended, but a lot can be done remotely.
- 24) Can the Agency perform the tasks (related to RFQ) outside the USA (like, from India or Canada)?
- a. If you feel that you can accommodate the necessary items remotely, let us know.
- 25) Can we submit the proposals via email?
- a. No, the proposal must be provided as specified in the RFQ.
- 26) Can you provide the primary reason for travel to the cities for Via since the routes began – business or leisure? Is there a percentage for this (i.e., 75% business, 25% leisure)?
- a. This percentage is a good estimate at this time. More concrete data will be available soon.

If not, do you know the primary reason for travel from the Birmingham Airport Authority over the last 2-4 years (i.e., 75% business, 25% leisure)?

In the recent research done by New South Research, they reported the following regarding the types of passengers traveling through BHM:

Business Travelers 59%  
Leisure Travelers 34%  
Both 7%