



DANE COUNTY
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION

REQUEST FOR PROPOSAL (RFP)

Revised 05/2021

RFP NUMBER: 121074

RFP TITLE: Marketing & Advertising Services for
the Dane County Regional Airport

RFP DEADLINE: Tuesday, September 28, 2021
2:00 p.m. (CST)

**PROPOSALS
MUST BE
UPLOADED TO:** Purchasing Bid Dropbox
www.danepurchasing.com

Late, faxed, mailed, hand-delivered or unsigned proposals will be rejected

**DIRECT
ALL INQUIRES TO:**

Megan Rogan
Purchasing Officer
(608)283-1487
rogan.megan@countyofdane.com
www.danepurchasing.com

PROPOSAL SUBMISSION CHECKLIST

- | | | |
|-----------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Update Vendor Registration | <input type="checkbox"/> RFP Response
(Separate from Cost Proposal) | <input type="checkbox"/> Upload RFP Response
and Cost Proposal to
Purchasing Bid
Dropbox |
| <input type="checkbox"/> Read Entire RFP Document | <input type="checkbox"/> Cost Proposal
(Separate from RFP Response) | |

DATE ISSUED | August 13, 2021

Table of Contents

- 1.0 RFP OVERVIEW**
 - 1.1 Introduction
 - 1.2 Clarification of the Specifications
 - 1.3 Vendor Conference
 - 1.4 Calendar of Events
 - 1.5 Evaluation Criteria
 - 1.6 Submittal Instructions
- 2.0 PROJECT OVERVIEW AND SCOPE OF SERVICES**
 - 2.1 Definitions and Links
 - 2.2 Scope of Services/Specification Overview
- 3.0 PROPOSAL PREPARATION REQUIREMENTS**
 - [3.1 Attachment A – Vendor Information](#)
 - 3.2 Tab 1: Table of Contents
 - 3.3 Tab 2: Organization Capabilities
 - 3.4 Tab 3: Staff Qualifications
 - 3.5 Tab 4: Mass Transportation / Commercial Airport Experience
 - 3.6 Tab 5: Airline, Federal Agency, and Government Relations Experience
 - 3.7 Tab 6: Marketing & Brand Plan Development & Management
 - 3.8 Tab 7: Creative Element Design & Production
 - 3.9 Tab 8: Media Buying Services
 - 3.10 Tab 9: Market Research & Evaluation Management
 - 3.11 Tab 10: Social Media Development & Management
 - 3.12 Tab 11: Video & Audio Production/Management
 - 3.13 Tab 12: Crisis Communication Coordination/Consulting
 - 3.14 Tab 13: Air Service Development Marketing
 - 3.15 Tab 14: Proposer References

1.0 RFP OVERVIEW

1.1 Introduction

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal according to the specifications set forth within this document.

The County intends to use the results of this process to award a contract or issue of purchase order for the product(s) and or services(s) stated.

The Dane County Purchasing Division is the sole point of contact for questions and issues that may arise during the RFP process.

1.2 Clarification of the Specifications

All inquiries concerning this RFP must be **emailed** to the **person indicated on the cover page** of the RFP Document.

Any questions concerning this RFP must be submitted in writing by e-mail on or before the stated date on the **Calendar of Events** (Section 1.4).

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Proposers are prohibited from communicating directly with any employee of Dane County, except as described herein. No County employee or representative other than those individuals listed as County contacts in this RFP is authorized to provide any information or respond to any question or inquiry concerning this RFP.

1.3 Vendor Conference

[There will not be a vendor conference.](#)

1.4 Calendar of Events

Listed below are specific and estimated dates and times of actions related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by the County. In the event that the County finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing an addendum to this RFP and posting such addendum on the Dane County [website](#). There may or may not be a formal notification issued for changes in the estimated dates and times.

DATE	EVENT
August 13, 2021	RFP Issued
September 17, 2021	Last day to submit written inquiries (2:00 p.m. CST)
September 23, 2021	Addendums or supplements to the RFP posted on the Purchasing Division website
September 28, 2021	Proposals due (2:00 p.m. CST)
October 2021	Interviews (if needed)
October 2021	Vendor Selection/Award

1.5 Evaluation Criteria

The proposals will be scored using the following criteria:

Proposal Requirements	Percent
Organizational Capabilities & Staff Qualifications (Section 4.3 & 4.4)	5%
Mass Transportation / Commercial Airport Experience & Management & Airline, Federal Agency, and Government Relations Experience (Section 4.5 & 4.6)	10%
Marketing and Brand Development (Section 4.7)	15%
Creative Element Design & Production (Section 4.8)	15%
Media Planning Services (Section 4.9)	5%
Market Research & Evaluation Management (Section 4.10)	5%
Social Media Development/Management (Section 4.11)	20%
Video & Audio Production/Management (Section 4.12)	5%
Crisis Communication Coordination/Consulting (Section 4.13)	5%
Air Service Development Marketing (Section 4.14)	5%
Cost	Percent
Cost (Section 5)	10%
Total	100%

1.6 Submittal Instructions

Proposals must be received in the Purchasing – Bid Dropbox located on the www.danepurchasing.com website no later than the date and time indicated within the RFP Deadline field on the RFP Cover Page or addenda. Late, faxed, mailed, hand-delivered, or unsigned proposals will be rejected unless otherwise specified. Dane County is not liable for any cost incurred by proposers in replying to this RFP.

SECTION 1 – RFP OVERVIEW

All proposals must be saved in PDF format unless otherwise specified within the RFP document and the file name shall include the RFP# and name of business submitting proposal.

Example of how to name the files:

120012 – Vendor Name – RFP Response

120012 – Vendor Name – Cost Proposal

To Submit a Proposal:

1. Go to www.danepurchasing.com and click on Purchasing – Bid Dropbox or click on the Open RFP's and Bids page link.
2. Click on the Submit a Bid button within the green Purchasing Bid Dropbox.
3. Type in the Email, First Name, Last Name and Company information and click Continue.
4. Drag and drop the RFP files one at a time into the “Drag files here” box.
5. After all files have been placed into the “Drag files here” box, click on the blue Upload button.
 - a. The file upload status can be seen for each document uploaded.
 - b. After each document reaches 100%, it will say “Uploaded”.
6. Confirm all files have been uploaded and then close out of the window.

2.0 PROJECT OVERVIEW AND SCOPE OF SERVICES

2.1 Definitions and Links

The following definitions and links are used throughout the RFP.

County: Dane County

County Agency: Department/Division utilizing the service or product.

Dane County Purchasing website: www.danepurchasing.com

Fair Labor Practices websites: www.nlr.gov and <http://werc.wi.gov>

Purchasing

Proposer/Vendor/Firm/Contractor: a company submitting a proposal in response to this RFP.

2.2 Scope of Services/Specification Overview

The purpose of this RFP is to award a five year contract (with a 60 day opt out notification) for services to provide the Dane County Regional Airport On Call Services as requested covering advertising, marketing, social media, website design/redesign/development/enrichment, brand development, creative development, media buying and market research, air service development marketing, press releases and media advisories, and crisis communication management as specifically related to an airport within a mass transportation system, focused on the continual development of an established distinctive brand that will resonate with visitors, residents, stakeholders and the community. The professional company must implement a results-oriented, objectively measured, plan coupled with a winning strategy for execution.

A proposer must qualify in multiple, if not all, of the areas of the following requested areas of service. A proposer may also work with multiple partner companies to fulfil all the requested areas of service, while still being the primary vendor.

Marketing events, community outreach events, planning sessions and other face-to-face meetings are required and will largely be conducted in the Madison area.

Marketing, Advertising and Brand Development & Management

Based on the airport's current marketing goals, the selected contractor shall develop and submit for approval a marketing strategy, including creative concepts for a campaign with slogans, themes, graphics and visual elements for print, electronic media, social media, and word of mouth applications.

The Contractor must be able to develop and maintain an insightful and nuanced description of the target customer groups for the airport. In addition, the contractor must be experienced in developing: a brand promise, brand positioning maps, a category frame of reference, customer touch points design and qualitative research techniques including: projective, laddering, guided imagery. The Contractor must be able to leverage current brand strategies as well as develop new and additional strategies and platforms to ensure word of mouth exposures, non-traditional media deliveries, increased customer loyalties, and increased market share.

Historically, leisure travelers commuting to nearby airports has been the target market for Dane County Regional Airport. This leakage is due to varying flight schedules, different and unique destinations, and pricing.

SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

Creative Element Design & Production

The Contractor will translate creative concepts to produce print and electronic materials, allowing DCRA adequate time for review and approval. The contractor must submit written production estimates to the DCRA Marketing and Communications Director prior to production.

The Contractor must be well-versed in best-in-class user design and user experience for website design and development. The Contractor will be called upon to redesign the Airport's website within the term of this contract.

The print products will be camera-ready in electronic form. The electronic products will consist of finished products for airing on radio, TV, CD, DVD, presentation software or other web applications, to the specifications required for placement. Services may include studio production, scripting, editing, treatment, casting, graphics, animations, background music and narration. Contractor will provide all necessary talent. The Airport will approve all formats, talent, scripts and locations in advance.

Media Planning and Buying - Securing Value-Added Exposure

The Contractor will create and submit for approval a comprehensive media plan designed to reach proposed target audiences through advertising and media placements in venues such as print, outdoor, television, radio, web, social media, advertorials, or other event/location marketing locations. Submittal shall include details of methodology, reach, exposure, and frequency goals.

The Contractor must be able to work directly with media providers to obtain additional value-added exposure concurrent with key media buys which can include: advertorials, web advertising, program or event sponsorships, printed inserts, logo sharing, social media promotions, or other programs or services that directly provide additional exposure above and beyond the original media buy.

Market Research & Evaluation Management

The Contractor must be able to manage the collection and evaluation of attitudinal research, pre-test and/or post-test, or other customer research. Examples of research tools would be: focus groups, A/B testing, interviews, panels, written, phone, mail, email or web-based surveys. Contractor must be able to ensure that data is collected, tabulated, summarized, and analyzed for presentation.

Social Media Development / Management

The Contractor should be able to develop and execute a clearly defined social media strategy, building off of current established strategies and vehicles that directly support marketing and customer engagement initiatives. Contractor will be responsible for evaluating, planning, organizing, executing, managing, measuring, monitoring, and contributing to all social media channels. Routine measurement of effectiveness against established goals is essential.

Video & Audio Production / Management

The Contractor should be able to develop and execute a clearly defined video and audio strategy, building off of current established strategies and vehicles that directly supports marketing and customer engagement initiatives. Contractor will be responsible for evaluating, planning, organizing, managing and contributing to all production channels.

SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

Crisis Communication Coordination / Consulting

The Contractor must be able to work directly with staff to assist in the development, management, coordination, and monitoring of media and other related crisis communication methods. Contractor should be able to provide on-call, emergency response availability for the assistance with operation, management, and coordination of the Joint Information Network location. Familiarity with airport operations, federal disaster response processes, and large scale public relations and crisis communication systems. The Contractor must be able to, as an extension of the Airport, step in during emergencies to assist with the Airport's response from a communication, public relation, and news media perspective. This includes, but is not limited to, drafting press releases and media advisories, updating social media, and coordinating the assembly of a press conference.

Air Service Development Marketing

The Contractor should be able to provide on-call and supportive graphic design, marketing, and creative development services for the purpose of air service development and related marketing. This requires a direct understanding of new airline development, pricing, and destination marketing.

If an airline begins new, nonstop service to a qualifying destination not now served by the airport, it may be eligible to receive \$10,000 - \$150,000 in marketing support dollars per destination through the Community Air Service Support Program. These dollars would be used to purchase media.

SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

3.0 RFP RESPONSE PREPARATION REQUIREMENTS

Proposals shall be organized to comply with the section numbers and names as shown below. Each section heading should be clearly marked. Graphics may be included. The RFP sections which should be submitted/responded to are:

3.1 Attachment A – Vendor Information

3.2 Table of Contents

Provide a table of contents that, at a minimum, includes all of the sections as identified below. Listings of sub-sections and graphics/tables also may be included. Section dividers are encouraged.

3.3 Tab 2: Organization Capabilities

Describe the firm's experience and capabilities in providing similar services to those required. Be specific and identify projects, dates, and results.

3.4 Tab 3: Staff Qualifications

Provide resumes describing the educational and work experiences for each of the key staff who would be assigned to the project/account.

3.5 Tab 4: Mass Transportation / Commercial Airport Experience

Describe the firm's experience and capabilities of working with a commercial airport or mass transit system for greater than 5 years.

3.6 Tab 5: Airline, Federal Agency, and Government Relations Experience

Describe the firm's experience and capabilities of working closely with airline, federal, county, and local agencies in relation to project management and coordination of marketing events, crisis management, and emergency messaging response.

3.7 Tab 6: Marketing & Brand Plan Development & Management

Provide a list of projects; similar in type and scope to the requirements of this RFP, that vendor has in its portfolio in relation to: marketing and brand plan development and management.

Provide samples (photos or web site references are allowable) of a comprehensive brand plan and associated marketing plan that executes a campaign aimed at building passenger traffic, new route development, and passenger loyalty.

Describe the vendor's facilities, equipment, and expertise for developing a comprehensive brand and marketing plan as well as associated deliverables.

Provide examples of rebranding campaigns completed for past clients. This can include a change in name, logo, color palette, or even industry.

3.8 Tab 7: Creative Element Design & Production

Provide a list of projects; similar in type and scope to the requirements of this RFP. Provide samples (photos or web site references are allowable) of creative element design and production.

Describe the vendor's facilities, equipment, and expertise for creative element design and production.

SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

Provide examples of past website design and development projects. Provide samples (photos or web site references are allowable) and analytical evidence of improvement from old website to new. Describe how client needs were identified and how the new website met the client's goals. Include methodology for website design.

3.9 Tab 8: Media Buying Services

Provide a list of projects; similar in type and scope to the requirements of this RFP, that vendor has in its portfolio in relation to: advertising planning and media buying.

Provide samples of media buys, value-added exposure above and beyond the media buy, and supporting documentation that vendor has produced.

Describe the vendor's facilities, equipment, and training for developing a comprehensive brand and marketing plan as well as associated deliverables.

3.10 Tab 9: Market Research & Evaluation Management

Provide a sample list of the types of marketing research products completed. State the goal of the client and how the vendor approached research for that client. (Client names need not be used.)

Provide a sample of a client report, including results and recommendations.

Describe the vendor's facilities and expertise (or past contracted services) for conducting marketing research management through different methodologies.

3.11 Tab 10: Social Media Development & Management

Provide a list of projects; similar in type and scope to the requirements of this RFP, that vendor has in its portfolio in relation to: development and execution of a robust social media marketing plan as well as day to day management of these programs.

Provide samples (photos or web site references are allowable) of a comprehensive social media plan that executes a campaign aimed at building brand loyalty and engaging enthusiasts.

Describe the vendor's facilities, equipment, and expertise for developing a comprehensive social media marketing plan as well as associated deliverables.

3.12 Tab 11: Video & Audio Production/Management

Provide a list of projects; similar in type and scope to the requirements of this RFP.

Provide samples (photos or web site references are allowable) of video and audio production.

Describe the vendor's facilities, equipment and expertise (or past contracted services) for conducting video and audio production.

SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

3.13 Tab 12: Crisis Communication Coordination/Consulting

Provide a list of projects or work; similar in type and scope to the requirements of this RFP.

Describe the vendor's facilities, equipment, training, certifications for managing and consulting in relation to crisis communication(s).

3.14 Tab 13: Air Service Development Marketing

Provide a list of projects or work; similar in type and scope to the requirements of this RFP.

Provide samples (photos or web site references are allowable) of creative, marketing, presentations, or other support materials developed in direct support of air service development.

3.15 Tab 14: Proposer References

Proposers must include in their RFPs a list of organizations, including points of contact (name, address, and telephone number), which can be used as references for work performed in the area of service required. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project.