



# Rhode Island

## Airport Corporation

December 6, 2022

**ADDENDUM NO. 002**  
**Request for Proposals No. 32773**  
**On Call Marketing & Creative Services**

Prospective proposers and all concerned are hereby notified of the following changes in the Request for Proposals (RFP) document related to RFQ No. 32773. These changes shall be incorporated in and shall become an integral part of the contract documents.

1. Due to confidentiality, we cannot provide client budgets. Will we be disqualified as this is listed in the criteria for the submission? **No.**
2. What is the annual budget that should be worked against for the conceptual marketing plan? **The FY23 annual marketing budget is \$1.8 million.**
3. Our agency does not bill hourly, will we be disqualified because our pricing structure is based on a flat fee with a number of needed services included? **Please refer to SUBMITTAL CRITERIA, bullet #7, page 6, and: EVALUATION CRITERIA bullet #3.**
4. Can we assume that we would be working closely with Kellie Ann Myrtle Wright as well as John Goodman, or will there be other members involved? **RIAC's Chief Marketing Officer is the lead for the marketing department and other RIAC members will be involved in the process as needed.**
5. Is there a specific goal that RIAC is looking to achieve through marketing efforts (increased traffic, reduced communication time, etc)? **A number of goals are associated with the marketing efforts, including but not limited to: increased load factors, new airlines, increased enplanements, new destinations, and total number of impressions.**
6. May we ask the reason for transition from the previous agency? **RIAC's previous "On Call Marketing and Creative Services" agreement expired in October 2022.**
7. When was the last time RIAC has undergone user/customer experience analysis, strategic communications plan, and/or story and messaging updates? **RIAC continuously evaluates its user experience, strategic communications plan, as well as its brand story and messaging.**

8. Is there any current analytical data that supports the Airport's image? **RIAC obtains air service data along with quarterly data released by the Department of Transportation (DOT).**
9. How many specific campaigns/promotions does RIAC anticipate or foresee over the next 5yrs? **This number varies depending on the air service, number of flights and brand awareness campaigns. Overall, RIAC can expect to conduct roughly over a dozen campaigns on a yearly basis.**
10. What is the current email list size for RIAC? **Over 100,000 subscribers.**
11. Is there a preferred technology, or are you looking for recommendations? **This information is not being provided as part of this solicitation.**
12. Are you requiring creative direction for the proposal stage (Ideas, design, etc.)? **It is strongly recommended that firms provide creative designs to help the selection Committee better understand the agencies caliber of work.**
13. It would be especially helpful to make suggestions based on a budget – Do you have a specific budget that you would like to stay within for an engagement like this (Annually, for or over 5yrs)? **Currently, the FY23 annual marketing budget is \$1.8 million. This amount varies on an annual basis as determined by RIAC.**
14. It would be especially helpful to break this down by category (Overall Strategy/Support, Social Management, Campaigns, Media Spend, Video Production, Etc.). **Refer to response in question 13 above.**
15. What is the total budget for the 5-year contract to cover all Marketing and Creative Agency Services listed in the RFP? **Refer to response in question 13 above.**
16. If the budget for the marketing, advertising, media and creative services is a set amount each year, what is the annual contract amount? How are you evaluating cost estimates and rate structures? **The marketing budget is approved annually by the RIAC Board of Directors (BOD). Please refer to the SCOPE section, page 4 of the solicitation; the awarded contract(s) will be subject to the selection of firm(s), and specific scope(s) of services in the task order(s). Please refer to EVALUATION CRITERIA, page 6 of the solicitation for how cost will be evaluated.**
17. If an in-state presence isn't required, what does the submitting company need to do to be registered to do business with the state of RI? Are there any additional RFP forms that need to be submitted? **All required information to submit a proposal has been included in this solicitation. RIAC, at its sole discretion, may ask for additional information, which will be posted in the form of an addendum. Firms should reference the Rhode Island Secretary of State's Office website for information on how to register to do business in Rhode Island.**

18. Are the 1/24 contractor interviews in-person or virtual? How many agencies will be invited? ***The interviews will be in-person. The number of agencies invited will be at the sole discretion of the selection committee's determination.***
19. Who is on the Evaluation Committee? ***The members of RIAC's Board of Directors (BOD) are serving on the selection committee.***
20. Is there an incumbent agency? Who are your current partners? ***This information is not being provided as part of this solicitation.***
21. How do you anticipate breaking up this contract with different partners? ***This information is not being provided as part of this solicitation. Please refer to SCOPE section of solicitation, page 4, final paragraph: "RIAC may award one or more contracts for any combination of services including specific tasks within a subcategory. The firm(s) selected by RIAC under this RFP may be utilized for a five year period, at RIAC's sole discretion..."***
22. What have you done with social media? Who is in charge of PR? ***Currently, we have an outside agency who handles our social media accounts. Our AVP of Media and Public Relations manages media and public relations.***
23. What are your biggest challenges? ***This information is not being provided as part of this solicitation.***
24. What are the specific goals/objectives for this work? ***RIAC is moving with good momentum in FY23 as demand is rebuilding and passenger traffic steadily rebuilds. In the past few years, the corporation went through a rebrand and name change to Rhode Island T. F. Green International. Our goals are to strengthen the new brand identity while highlighting new and current service from airlines. Our objective is to develop and maintain originating traffic from PVD on an overall basis with all carriers and routes and achieve an increased share of outbound trips at PVD from Rhode Island travelers. We continuously build brand awareness of Rhode Island T. F. Green International Airport, both as a convenient close-by airport, and as an economic engine for Rhode Island. New airline data has provided reports on our catchment area and gives valuable detail for analysis and insights. RIAC continues to build, attract and retain our target audiences within our catchment area and community.***
25. How will the success of these efforts be measured? ***A number of measurements are taken into consideration, including but not limited to increased load factors, new airlines, enplanements, new destinations, total number of impressions, key performance indicators (KPIs), click through rates, CPM, CPC, visits, conversions, cost per conversion, video completion rate, interaction rate and much more.***
26. What are you doing now through marketing and media, and/or can you share past programs? ***RIAC utilizes a number of marketing tactics including digital, print, out-of-home media, billboards, radio, paid social, search engine marketing, and more.***
27. Is there research on the customer experience, its strengths and weaknesses? ***RIAC has performed SWOT analysis.***

28. Are there any other airports you admire/aspire to be like? If yes, what do you like about them? How are they different from you? ***This information is not being provided as part of this solicitation.***
29. What are the geographic priorities of the target audiences - local, national, and international? ***RIAC advertises within our catchment area which pertains to all of Rhode Island, southern Massachusetts and northern Connecticut.***
30. Do you have target personas or segmentation that you can share? ***Persons with a propensity for air travel, especially leisure; travel planners; business travelers or decision makers; people actively researching or booking travel.***
31. Do you have current brand guidelines and messaging you can share? ***This information is not being provided as part of this solicitation.***
32. Does the 12pt font requirement only pertain to only the body copy? Can the 8 ½" x 11" be landscape or portrait oriented? ***Please refer to REQUEST FOR PROPOSALS REQUIREMENTS section of RFP.***
33. How have you historically and are currently gathering data? Site side analytics etc? Or would the design and sourcing of this type of tech-stack be part of the RFP ask? ***RIAC is open to new ideas as to how to better track and gather data. Currently, we are tracking our website with google analytics and our digital campaigns are tracked. RIAC receives monthly reports with estimated number of impressions, click through rates, KPIs, cost per click, visitation, video completion rate, etc.***
34. Do you currently use a marketing calendar or editorial approach to planning and prioritization? ***Yes, RIAC utilizes a calendar and Monday.com to streamline, plan and prioritize. RIAC has used Microsoft Planner in the past.***

**###END OF ADDENDUM###**