

Q 1: Is there an Incumbent? If so, can you indicate who? Can you indicate the Pros and Cons/ Likes and Dislikes of their performance? Will they be bidding on this RFP?

- GPT has worked with an ad agency. The RFQ is open to any who choose to submit.

Q2: Is there an in-house Marketing Team who will provide any of the messaging or creatives?

- Messaging and creatives are done in consultation with the Director of Marketing.

Q3: Who would be the point-of-contact for the marketing agency chosen?

- Director of Marketing

Q4: What is the anticipated ad spend budget for each year of the contract? Note - this is critical information needed in order to recommend marketing tactics as some tactics require a much bigger ad spend.

- Our budget is currently being formulated for FY 2021.

Q5: What has the previous yearly ad spend budget been?

- For FY 2020, the approved marketing budget was \$420,000. This includes advertising, creative, agency commission, and other miscellaneous services and expenses. The current and future budgets are impacted by COVID-19.

Q6: Is there a target price per hour/job title that you are looking for?

- See above

Q7: For print & signage, what is the anticipated production cost budget?

- See above

Q8: You mention all of the following tactics: social media, newspaper, radio, television, internet, printed information materials, Website, signage and other collateral - what percentage of the budget would you like spent on each of these tactics?

- To be determined collaboratively between GPT and selected ad agency. GPT will seek recommendations from selected ad agency as to appropriate spend in each area.

Q9: The cost for a new website can vary greatly - are you looking for a completely new website?

- No

Q10: OR, are you anticipating a revision of the current website?

- No

Q11: Which marketing tactics have you used in the past?

- Diverse marketing and advertising campaigns as mentioned in Q8

Q12: Which tactics have been successful, and which have not?

- We have successfully utilized a variety of tactics co-developed with our advertising agencies.

Q13: Who is your target audience?

- Regional passengers

Q14: What is the geographical area you would like to reach?

- South Mississippi, portions of Louisiana and Alabama

Q15: For the videos/TV spots, is there available footage from previous events that can be used?

- There is limited existing stock airport footage available dependent upon the nature of the video/spot being produced.

Q16: Is there an existing photograph library that can be used for both video and social media?

- There is limited existing airport stock photography available dependent upon the nature of the video/social media content being produced.

Q17: Is there a preference for a local vendor?

- GPT is seeking an agency to maximize and increase visibility and marketing/advertising opportunities. Local/regional media buying familiarity will be considered.

Q 18: How many in-person meetings would be required each year or could they all be attended via video conference?

- Both in-person and video conference meetings would be required based on deliverables.

Q19: If travel costs are needed, would these be reimbursed?

- Travel costs could be reimbursed but would need to fall within set budget.

Q20: Is there market research already available that has been done in the past? If yes, please explain the results of this research.

- Due to the volume and complexity of GPT-related research and data, applicable studies may be requested after the RFQ process is complete. Statistics and financials are available on www.FlyGPT.com.

Q21: Can you share any previous results and the KPIs used to evaluate past performance?

- Traffic growth, social/digital/other advertising metrics

Q22: Will the same KPIs be used for this campaign?

- Yes

Q23: The RFP states the bids should be mailed or hand-delivered - due to the current health situation, could we submit an electronic copy instead? If yes, what email would we submit it to?

- RFQ materials must be mailed, overnighted or hand delivered.

Q24: Is there any scoring advantage for women/minority owned certified businesses?

- No, the criteria the airport will utilize during the selection process is listed in subsection 2 of the "Evaluation & Selection Process" Paragraph of the Request for Qualifications.

Q25: The RFP states "The Committee's ranking of prospective firms shall be based on the firm's capabilities and adequacy of personnel, past record, recent experience, current workload and location of the firm." - can you indicate the order of importance?

- All will collectively be evaluated as part of the submittal.

Q26: The RFP states " The Committee may request oral presentations from the top ranked vendors" - if requested, due to the current health situation, can this presentation be given via Zoom or other video conference?

- Zoom or video conference could be an option.

Q27: What is the anticipated award date?

- Prior to the end of the current fiscal year

Q28: What is the expected project start date?

- The start date will be in the new fiscal year.

Q29: What is the anticipated budget for new market research?

- Our budget is currently being formulated for FY 2021 and will be a part of the total ad budget.

Q30: In the RFQ, it asks about "current workload." Can you please further explain what information you would like included in that section?

- GPT is looking to ensure the interested firm has the time to service the account and seeking applicable experience.

Q31: Are you able to provide any budget guidance, such as a maximum available or allowed?

- See Q5.