

RFP / TITLE**CONTACT****EMAIL****PHONE NUMBER****SUBMITTAL DUE DATE****Q&A ISSUE DATE****QUESTIONS & RESPONSES #03****PA000000029 NWSA Marketing & Creative Consulting Services
2024****Axa Turney, Contracts and Procurement Analyst**procurement@portoftacoma.com**253-888-4744****December 13, 2024 @ 2:00 PM (PST)****December 9, 2024**

#	Question	Answer	Question #
1	Will the Port of Tacoma accept/consider submissions in response to this proposal from Canadian agencies/vendors?	companies outside the US can apply. The Port expects availability during the Port's business hours (PST)	Q-002714
2	What digital channels have been used for advertising in the past?	Digital advertising w/major industry publications; social media platforms (LinkedIn, Facebook); ad targeting campaigns (served ads)	Q-002715
3	Were these channels successful in achieving your objectives?	To varying degrees of success; depending on the publication, tactic and messaging	Q-002715
4	Are you interested in exploring or implementing new channels?	We would consider other channels, dependent on how well they integrate within the broader scope of the overall digital strategy and the budget requirements.	Q-002715
5	The deliverables outlined in the RFP seem broad—can you provide an extended or itemized list for clarification?	Please see Section "E" of the RFP (Deliverables)	Q-002715
6	Can you elaborate on what you would like included in the three ad campaigns?	2 campaigns promoting our container business and one for breakbulk. Deliverables for each campaign consist of print and digital ads (sized to suit needs of individual publications) and a web landing page.	Q-002715
7	Who are the target audiences for these campaigns?	Companies involved in international shipping and supply chain (i.e. importers, exporters, freight forwarding companies, logistics companies, international shipping lines, transportation intermediaries)	Q-002715
8	What specific objectives are you hoping to achieve through the campaigning effort?	Cargo volume growth; brand awareness; differentiation	Q-002715
9	What is the allocated marketing budget for this initiative?	The budget for this contract is \$100,000. The advertising budget is separate from this contract (\$350K) and managed by The Northwest Seaport Alliance.	Q-002715
10	Is there a general timeline for the three ad campaigns and broader deliverables? Will the work require even distribution throughout the contract or involve distinct peak periods?	Ad campaigns will be worked on sequentially over the course of the year. Other work is spaced out relatively evenly over the course of the year, although intensity does ramp up typically in the last quarter in conjunction with our North Star event and the Holiday Card.	Q-002715
11	Is there an expectation to provide three storyboards or iteration options for all deliverables and campaigns?	Yes, unless the work involves a refresh to an existing piece.	Q-002715
12	What are your expectations for the three campaign web landing pages? Are they intended to be information/design-based pages, or do they require more extensive third-party platform integration and analytics setup?	Landing pages are information/design based.	Q-002715
13	Can you clarify the need for logos or branding work in Year 1 of the contract?	Logos will not change, but may need to be stylized for specific uses. Branding work would involve a design refresh of e-newsletter and direct email templates	Q-002715
14	Describe the onboarding timeframe from the point of contract execution.	Selected vendor is expected to "hit the ground running". There will be a short on-boarding period (up to 3 months, in conjunction with scheduled projects), but the vendor is expected to self-educate and take full advantage of on-line and other resources to understand the target market.	Q-002745

15	What are the approximate key milestone dates of the contract in terms of each deliverable?	Will jointly work a schedule when the vendor is selected.	Q-002745
16	Can you provide examples of past ad campaigns? What part of the experience worked well and what improvement areas are you hoping for? □	Please see digital editions of print publications we work with. AJOT.com, JOC.com, inboundlogistics.com, etc.	Q-002745
17	How many print and advertising campaigns do you anticipate a quarter/year?	Up to three (2 container, 1 breakbulk) depending upon vendor capacity ability/fit within the budget given other projects as identified in the RFP.	Q-002745
18	For this engagement will you be utilizing existing brand assets or is a brand refresh part of this scope?	Existing brand assets.	Q-002745
19	For the design and production of print and digital materials, confirm A) if the assets track to the current visual expression and B) if we will be editing and updating existing materials (like the map) or starting anew. □	Both.	Q-002745
20	For print deliverables, describe need and expectations beyond providing final assets. □	Only requirement is that the vendor provide the creative files for use by the print shop. We would consider using the vendor's in-house printer or a referral; final selection is at the discretion of NWSA.	Q-002745
21	Who manages printing services? do you have a preferred printing vendor? Do you need the vendor at press checks?	NWSA has relationships with a number of printer in the Seattle-Tacoma area and will make a determination based on quote and the type of job.	Q-002745
22	What are expectations on collaboration with NWSA on concept development and strategic messaging?	Collaborative, iterative approach. See RFP for expectations related to concepts.	Q-002745
23	Describe the type of copy support you expect to need overall. Will we support from scratch and how will your team expect to contribute/collaborate? □	NWSA will provide copy and solicit feedback from vendor for changes (i.e. text edits, refined messaging, layout improvements).	Q-002745
24	Describe the type of port video footage you are looking to source? Indoor, outdoor, aerial (drone) footage? Will employees or models or stand-ins be involved?	While mention of video is included in the scope, it will be a very small part of the overall workplan, if at all. As per the RFP, there are no specific/defined video projects in the deliverables. It is rarely needed, and only in special circumstances. The capability is a value-add.	Q-002745
25	What type of marketing videos do you imagine from the port videos and where will they be hosted (e.g. social platforms) and who is the audience? What type of accessibility files will you need? (ex: captioned files or audio description)	See #24.	Q-002745
26	What type of materials do you need to support the NWSA activities and events?	Print materials listed in the RFP (Facilities & Services Guide, Industrial Warehouse Map, Peak Planning Meeting Recap, Truckers' Guides). Please see digital files	Q-002745
27	What is the deliverable for the holiday message and what are the distribution points for that message? □	Digital animated graphic sent to customers, tenants and supply chain stakeholders. NWSA manages distribution of the message using MS Dynamics 365.	Q-002745
28	For the landing page development, are specifications available to further define requirements □	No. The vendor is expected to make recommendations.	Q-002745
29	Where will the deliverables be hosted or their final destination?	Print publications in digital format are hosted on the NWSA web site.	Q-002745
30	Who does the social media management and scheduling for posts and ads? Is that the Northwest Seaport Alliance or do you wish that to be included as well?	NWSA manages its own social media channels.	Q-002746
31	What have you found to be the most successful way to reach your potential and existing customers up to now?	NWSA uses a mix of direct email marketing, digital and print advertising and direct contact with customers and stakeholders via our Business Development Team.	Q-002746
32	How are you doing the marketing, design, and production work now?	We have an agency under contract.	Q-002747
33	Is this the first time you have sought a single consultant or firm to serve as a strategic partner and handle ongoing print, digital, and video production? If so, what overarching purpose do you want the selected firm to achieve outside of strategic and production excellence, if any?	No. Effective branding and creative messaging to drive cargo volume growth.	Q-002747
34	Is the budget for video production—such as recording, editing, and post-production—part of the overall \$100,000 contract limit, or is there a separate allocation for these services?	See #24.	Email
35	What types of video content do you anticipate needing most frequently (e.g., B-roll, promotional videos, event coverage)? Additionally, what level of production quality is typically expected for these, and do you have examples?	See #24.	Email