



## QUESTIONS & RESPONSES #03

RFP or RFQ / TITLE      070923 | Marketing and Advertising Support Services

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PROPOSER QUESTIONS	PORT RESPONSES	RFP/ RFQ Section
Whether companies from Outside USA can apply for this? (like, from India or Canada)	Firms outside the United State may propose if they can mee the requirements of the RFP.	
Whether we need to come over there for meetings?	There will need to be occasional in person meetings.	
Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Assuming the submitter can meet the requirements of the work, home office location is negotiable.	
Can we submit the proposals via email?	Proposals must be received via email on or before the date and time outlined on the front page of this proposal. Send your electronic submittal to: NWSAprocurement@nwseaportalliance.com, Name of Firm, ITB Title (Subject Line)	Attach. A, page 2
Is/are there incumbent(s) currently providing these services to the NWSA or to either port individually?	Currently the work described is handled through multiple contracts with some local vendors. This is a new approach to look for a single firm or partnership of firms to provide service to multiple parts of the organization.	
If there is/are incumbent(s), are they local, i.e. based in the Puget Sound region?	Currently the work described is handled through multiple contracts with some local vendors. This is a new approach to look for a single firm or partnership of firms to provide service to multiple parts of the organization.	
Page 5 states "Routine meetings between the Vendor and the port/NWSA staff will be required." Can you please provide any clarification on the anticipated or estimated frequency of these meetings? Weekly, Monthly, etc.?	The amount of interaction will be dependent on the projects underway at that time. During a major initiative weekly calls or meetings may be necessary. At a minimum, a monthly or bi-monthly meeting will be likely.	

<p>We have the capabilities to deliver what is requested but I believe there might be a disconnect between the objectives and the scope of work. For instance, In the introduction you state that "you need a partner to implement marketing and public affairs messaging for the organizations" in the scope of services you state that " and in the scope of services you state " The successful agency's responsibilities will include collaboration with NWSA staff on any of the items below, as required by each participating organization: Develop marketing campaigns, including design and messaging for print and digital ads, to reflect the established NWSA brand. Design and print coordination of such publications as the Pacific Gateway magazine and annual reports. Developing marketing materials, including fliers, brochures, booth displays, ads, postcards and banners. Providing analysis, advice and support for marketing campaigns. "However, the result of the scope of services outlined will not result in any action from your audience. Furthermore, there are different approaches we would like to recommend to keep costs within budget and maximize level of effort. To better understand the purpose of investing in a marketing partnership please answer the following questions</p>	<p>NA</p>	
<p>What are your goals? - why do you want to invest in marketing &amp; what do you expect in return of efforts please be specific - example --</p> <ul style="list-style-type: none"> <li>• Increase sales by 30% by mm/dd/yyyy</li> <li>• Increase awareness by X% by mm/dd/yyyy</li> <li>• What is the current CAC (cost per customer acquisition)?</li> </ul>	<p>We have dual goals for investing in marketing services: to attract new customers and supply chain partners to the gateway and increase the understanding of the Northwest Seaport Alliance and the importance of maritime trade to our region. The goals of the campaign will be determined with the successful bidder after the development of the strategy.</p>	
<p><i>TARGET AUDIENCE QUESTIONS-Can you provide the type of service that the following audiences would use.</i></p> <p>1. international shipping lines - what service would they use and why</p> <p>2. beneficial cargo owners - what service would they use and why</p> <p>3. logistics providers - what service would they use and why</p> <p>4. warehouse and distribution centers - what service would they use and why</p> <p>5. trucking companies and railroads - what service would they use and why</p> <p>If no answer is can be provided, would key stakeholders be available for interviews so that we can gather enough data to understand key target audience?</p>	<p>We will work with the successful firm to determine the answers to the following questions (1-5).</p>	
<p>We typically only show clients 1-2 initial creative concepts (so we don't waste hours producing creative that doesn't get used)--is 3 concepts a project requirement?</p>	<p>While we prefer 3 options it is negotiable. We do need to see options. Sometimes the ideas are spot on, but sometimes when only one idea is presented it doesn't cover what is needed.</p>	
<p>Can you explain what you mean by only charging for artwork once (this is on page 4 of the RFP)? For example, if we use one creative concept across multiple graphics (i.e. social media, web, print, etc.) do you only want to be charged for one?</p>	<p>If the artwork is created and the image is used multiple times, only one charge for the creation of the artwork is payable. We will pay for resizing of the work to fit different formats.</p>	
<p>Is our portfolio included in the 10-page limit? 10 pages doesn't provide enough room for our portfolio and the other RFP requirements.</p>	<p>The portfolio can be submitted as an appendix.</p>	

Without having a clearer understanding of all project deliverables, we can't accurately estimate the project's total cost. For example, the scope of services says there will be multiple marketing campaigns, but not how many; likewise, we don't know how many marketing materials we'll need to design/write. With this in mind, are you open to us including our hourly rate for each service, along with a statement that we won't exceed your "not to exceed" budget?	Yes, we are open to understanding the hourly rate, but would also like to have a ballpark estimate for hours needed to produce pieces like: Multipage marketing brochure, front/back flier, print ad, digital ad, etc.	
Is the total not to exceed budget \$450,000 over two years?	Yes	
How much of the budget do you foresee going to ads/media buys (if any)?	We have a separate budget for the actual purchase of ads. This RFP is for creation of materials only.	
Is there an incumbent vendor (i.e. an agency you're already working with)?	See response #15 above.	
How will you measure this project's success?	Approval by internal and external stakeholders; ad impact measures by publications in which we place ads; click through rates for digital.	
The Background and Scope of Services section does not mention Public Affairs, however in the Initial Evaluation Phase, section 1 – Team Experience, Public Affairs and PR experience are stressed. Is PA/PR experience a major part of this evaluation? If not, what experience should be stressed in this section?	See Addendum #1 posted 6/13/18	
We realize that there has been a separate PR and Public Affairs RFP issued. Does an agency that brings both PR/PA experience and Marketing experience to the table, would they have an advantage over a marketing agency with specific capabilities to meet only the outlined marketing RFP standards?	Knowing that marketing and public affairs/public relations work are sometimes different skills we decided to separate the procurements to cast the widest net. Firms are welcome to bid for both contracts.	
In terms of agency capabilities, what do you feel you are looking for from your ideal marketing and advertising agency?	We are looking for a firm that understands our business, our region and can partner with us to have a distinctive look and feel.	
In terms of an agency partner, do you feel a certain size agency would work better for the NWSA? What might be that ideal size?	No, in our opinion, each agency brings a different perspective and size is only one element of that perspective.	
How many agencies will be on the short list?	Generally, 2-3, but it is dependent the number of submittals and the point spread of the final scores.	
The scope of work does not reference Web. Is this separate from your current needs in this RFP?	It is separate, the Alliance maintains another contractor for website. However, we do expect to do some web advertising.	
The RFP doesn't request agency sample creative work. Is there a process for reviewing and evaluating agency creative work?	We expect review of creative work will be part of the process. We will likely invite firms chosen for the next round of review to provide samples of creative work.	
Can we access samples of current NWSA creative work? Especially the publications mentioned in the scope of services?	We do not have current creative work available to post.	
In the publication Pacific Gateway Magazine, who is providing the content for these issues?	Content for the Gateway is created in house and by contract writers.	
Is media a part of the overall budget?	See answer above, #33.	
Does the Seaport require media planning capabilities from the agency?	We expect the agency to provide advice and strategize regarding media selection.	

On page 4, paragraph 2, “the vendor will be responsible for creative design, copywriting, and production of printed materials produced in support of the alliances advertising efforts...” Does this mean that we are producing print production ready files and you will have a print vendor print these materials? Or are we responsible for printing the materials, and the printing hard costs are incorporated into the overall budget outlined on page 2?	Materials are printed by the Alliance staff through another contractor.	