



Tulsa
International Airport

Request for Qualifications

Marketing and Advertising Services

August 25, 2023

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Tulsa International Airport (“Airport”) is soliciting RFQs (Request for Qualifications) from professional firms to provide Marketing and Advertising Services for the Airport for the next two (2) years, commencing on November 9, 2023, with an option for one (1) additional one (1) year terms. The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of mediums to support and promote airline routes, parking products, and general airport services and nonstop destinations. Services relating to consultation in other areas of marketing, advertising, promotions, social media, web applications, and branding may be solicited from other Proposers at the airport’s discretion.

Background Information

Millions of people use Tulsa International Airport (TUL) every year to connect with loved ones, pursue business opportunities, and explore new destinations. The airport not only supports the traveling public, but also serves as an economic driver for the region. TUL is home to the largest commercial maintenance, repair, and overhaul facility in the world, American Tech Ops-Tulsa, as well as the Oklahoma Air National Guard’s 138th Fighter Wing, Spirit AeroSystems, and over 75 other companies. Tulsa International Airport is a global hub for the aviation and aerospace industry, with a strong commercial, private, and military presence.

This past year was a banner year for air service growth in Tulsa. Passenger traffic at Tulsa International Airport was up 27% year-over-year, on a capacity (total seats) increase of 22%, meaning passenger growth is outpacing the large increase in capacity, and airline load factors are incredibly strong.

Despite the effects of the pandemic that are still impacting air travel in several parts of the country, TUL has exceeded our 2019 pre-pandemic passenger numbers every month since July 2022. Throughout the pandemic, TUL’s passenger recovery numbers have been, on average, 10 percentage points stronger than the average U.S. airport. This recovery and rapid growth in passengers and capacity can be credited to a few factors: A strong local business community, airlines continuing to invest in new routes in Tulsa, and a strong leisure travel demand as COVID-19 concerns have decreased. As a result of our continued focus on air service growth, six new nonstop flights were added at TUL, bringing the total number of destinations served from the airport to 23.

Airport modernization continues, with a focus on supporting passengers with disabilities along their travel journey. A new functional needs area has opened on each concourse that includes a mother’s room, sensory room, family restrooms, and service animal relief area. These additional facilities will make our terminal a more welcoming and inclusive

environment for our customers, which is aligned with one of the airport's main business goals to advance inclusive initiatives for our users.

A new customs facility will be starting construction at the end of this year, that will open the opportunity for international arrivals in 2025. The new gate and concourse will be connected to Concourse A where American, Delta, and Allegiant currently operate out of. A long hallway will connect the current terminal to the new addition that will have a new jet bridge, passenger waiting area, and the facilities for both passengers and luggage to get properly screened when coming in on an international flight.

Other updates include adding a new suspended art installation at the security checkpoint and adding infrastructure for additional EV charging stations in the parking garage.

At Tulsa International Airport, we are committed to providing first-class facilities and services to our users. We take pride in welcoming visitors from around the world to Tulsa and continue to prioritize investments in our facilities and services that make their experience as smooth as possible.

Scope of Work

The Airport has used several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize their expertise to suggest what mediums should be used to maximize the individual budget allocation or needs of the project.

TUL is seeking to develop a minimum of two marketing campaigns per year, starting in 2024, for the airport:

1. An air service campaign that increases awareness of current TUL nonstop destinations.
2. A parking campaign to promote TUL's onsite parking and its new parking rewards program.
3. Other marketing projects as needed, with additional budget allocated outside of the two campaigns listed above, not-to-exceed \$50,000.

In the past, the airport would go out to proposal for each campaign, and potentially had different agencies working on coinciding campaigns. We want to provide more brand cohesion between both campaigns by utilizing one firm and provide a better brand experience for our customers that utilize our airport and our parking services.

The length of agreement would be for two years (2024-2025), with a mutual option to extend one year (2026). After the campaigns, TUL would receive all design collateral created for future use.

Approach

Describe how you will develop the messaging to reach the target audience (see Attachment 1).

1. What media will you use to reach the target audience(s)?
2. How will you measure the effectiveness of your strategy, based upon the goals listed below?

When considering the approach, airport-owned assets should be considered, but you are not limited to those assets (see Attachment 2).

Creative examples (ad designs, overall campaign theme) are NOT required in this proposal. We will be scoring based on the Evaluation Criteria listed on page 6.

Goals

Based on marketing industry standards, we would like to create goals based upon media impressions, click-thru-rate, and views.

For Air Service, it is difficult to measure actual bookings or revenue generated since we can't necessarily attribute the campaign to the success/failure of a route. We look more for overall awareness and engagement on the campaign which would be leading to increased bookings/revenue. Success to us is having a high interaction rate on digital ads and other mediums used, and having fun, memorable creative. For parking, the goals would be based on increasing parking revenue by 6%, and Parking Perks sign-ups by 10%.

Please include what you suggest are realistic goals for the campaigns.

Budget

The budget for each campaign, each year, is as follows:

2024:

Air Service: Not-to-exceed \$110,000.

Parking: Not-to-exceed \$80,000.

2025:

Air Service: Not-to-exceed \$110,000.

Parking: Not-to-exceed \$95,000.

Other marketing projects as needed, not-to-exceed \$50,000 per year.

Timeline

We would like the first parts of the campaigns to begin in February 2024, with the intention of having kick-off meetings in November 2023 to discuss the best path forward for the campaigns and brainstorm what the creative will look like.

Background of Previous Campaigns

Air Service

The primary target audience was adults 25-54 who are looking to book a getaway or vacation for themselves, and for their families. Ad placement was focused on potential travelers within the Tulsa and NW Arkansas DMAs.

Past Air Service Campaign Slogans:

- 2023: What has you going nonstop?
- 2022: Nonstop [blank]. (Nonstop Awe, Nonstop Adventure, etc.)
- 2021: Travel is back.
- 2020: On pause for the pandemic.
- 2019: TUL Takes U There
- 2018: What's Non-Stopping You?

Parking

Parking generates the most non-airline revenue for Tulsa International Airport, making it essential for funding airport operations and improvements. Other large non-airline revenue generators for TUL include the terminal's restaurants, retail shops and advertising sales.

Current Parking Branding:

TUL's parking tagline is "One Spot Closer", which suggests that passengers that park onsite at the airport are one spot closer to their destination. This tagline was created in 2016 and is currently used on TUL parking shuttles, coupons, and other marketing materials. While this is the current tagline, the TAIT marketing team is open to new suggestions if the selected agency would like to propose a new tagline. The last parking campaign was focused on TUL Parking Perks, the airport's parking rewards program, and the tagline was "Airport Perking".

Evaluation Criteria

The Airport will evaluate RFQs received based on the following evaluation criteria and will score RFQs up to the maximum number of points as noted for each evaluation criterion.

The Proposer must include in its RFQ the information noted in the evaluation criteria and must demonstrate how the firm meets the evaluation criteria.

Evaluation Criteria	Maximum Points
Qualification Information: You must include the name and contact information of the individual in your firm that the Airport should contact regarding questions about your RFQ and scheduling a potential interview. The contact information should include the following: name of individual, title, firm name, address (city, state, zip code), telephone number, e-mail address.	5
Cover Letter: A cover letter expressing interest, addressing, at a minimum, the following: <ul style="list-style-type: none">• Executive Summary: A high level, executive summary of your firm's relevant qualifications and experiences, as well as the relevant experiences of key staff proposed for this project in performing similar services.• Firm Size and Workload: Outline the size of your firm and discuss your capability to manage a project of this size and scope within the identified time frame, relative to your current workload.• Finances: Discuss your firm's financial and organizational stability.	10
Relevant Experience of the Firm: Identify past projects, what they included, the staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. The Proposer shall commit that staff identified in its Proposal will perform the assigned work.	30
Staff Experience and Availability: A description of the staff proposed and discussion of their availability for performing the work as outlined in this RFQ that demonstrates relevant experience from other projects. Experience should include projects of similar, or larger, size and scope including work involving large corporations; working under tight time schedules; media placement and analytical evaluation; ability to monitor, evaluate, and modify advertising schedules and messages; and graphic arts. Discuss their experience in developing and implementing successful creative concepts.	15

<p>Proposed Implementation Plan: Provide, in as much detail as possible, how your team's relevant work experience will allow you to accomplish items outlined in the Scope of Work, Approach, and Goals section.</p> <p>Include in your proposal a tentative work-plan, examples of similar work, anticipated time requirement to complete the tasks and deliverables in order to achieve the goals of this RFQ.</p>	30
Total Points	90

Submission Requirements

Please submit one (1) electronic copy and four (4) hard copies by COB on Friday, September 29, 2023.

Stephanie Chester
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Late Submittals: Submissions will not be accepted by the Airport after the date and time specified in this RFQ. In the event that a Submission is delivered after the submission deadline, the Submission will not be accepted or considered and will be returned to the Proposer unopened. Proposers are responsible for ensuring that the Airport receives Submission at the designated location by the deadline stated in this RFQ.

Selection Process: The Submissions will be reviewed by an evaluation committee and the selected firm shall be notified by November 9, 2023.

Civil Rights: The Tulsa Airports Improvement Trust, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders or offerors that it will affirmatively ensure that for any contract entered into pursuant to this advertisement, businesses will be afforded full and fair opportunity to submit bids in response to this invitation and no businesses will be discriminated against on the grounds of race, color, national origin (including limited English proficiency), creed, sex (including sexual orientation and gender identity), age, or disability in consideration for an award.

Attachment 1 – Target Audience

The demographics below represent people living in the Tulsa DMA who have flown out of Tulsa International Airport within the last year, pulled from a 2022 Nielsen Scarborough Research report.

Gender:

Female: 51%

Male: 49%

Household Income:

\$30,000 - 49,000: 20%

\$50,000 - 74,999: 17%

\$75,000 - 99,999: 13%

\$100,000 - 149,999: 16%

\$150,000 - 249,999: 7%

\$250,000+: 2%

Mean Household Income: \$95,896

Education Level:

High School Graduate: 36%

Some College: 33%

College Graduate: 12%

Some Postgraduate: 2%

Post Graduate Degree: 9%

Age:

Gen Z: 5.8%

Millennials: 22.7%

Gen X: 23.2%

Boomers: 31.5%

Silent Generation: 16.7%

Median Age: 49

Occupation:

Retired: 21%

Management: 8%

Business and Financial: 2.5%

Healthcare: 5%

Sales: 5%

Office and Admin Support: 5%

Attachment 2 – Airport Assets

- 1. Terminal Banners (located post security between the A and B concourse)**
 - a. Quantity: 15 banners (we typically repeat the images, so 7 columns would have the same image rotating with a message on 8 other columns)
 - b. Size: 22 inches wide x 84 inches height
- 2. Chamber Report Ad – Distributed bi-monthly to the Tulsa Regional Chamber membership.**
 - a. Size: 8 inches wide x 5 inches height
- 3. BIDS Graphic (these are the screens that are above the baggage carousels – images rotate whenever there is not a flight operating)**
 - a. Quantity: 1 design
 - b. Size: Monitors are installed landscape/horizontal: 1920 pixels width by 1084 height
- 4. Terminal Sign Holders (These are located in the hallways leading to baggage claim)**
 - a. Quantity: 1 design
 - b. Size: 22 inches wide x 28 inches height with a 1" bleed
- 5. Elevator Sign Holders (These are located in the elevators, both pre-and post-security.)**
 - a. Quantity: 1 design
 - b. Size: 11 inches wide x 17 inches height
- 6. Digital Graphic on LCD Towers (located in the gate areas)**
 - a. Quantity: 1 design
 - b. Size: Monitors are installed portrait/vertical: 1080 pixels width by 1920 height
- 7. Website Header Image (visit our website flytulsa.com to see an example)**
 - a. Quantity: 1 design
- 8. :15 Second Ad on Fox23**
 - a. We currently have a trade agreement with Fox23 and have a :15 second ad video spot that can be used.