



Scope of Work

The Chattanooga Metropolitan Airport Authority (CMAA) is seeking a qualified consultant to provide Brand Development and Advertising Creative and Placement Services for the Airport. The selected Innovative Creative Partner ("Consultant") shall work with the Airport Authority staff ("CMAA") to develop the specific scope of services. Consultant shall, among other things:

1. develop well-researched, customer-centric brand value statements for CMAA which will drive the CMAA's advertising efforts within the growing community
2. conduct surveys and/or focus groups relative to developing the airport brand, analyze results and develop reports. Surveys should mine emotive, personal associations about the airport to assist Consultant in cultivating customer-centric brand messages.
3. develop an annual Advertising Plan, including strategies for reaching business and leisure travelers, along with associated Annual Budget, to be delivered to CMAA by February 10 each year (for fiscal year of July 1 – June 30)
4. make recommendations to CMAA as to the types and locations of airport advertising in and around the Chattanooga area which support the airport's brand and reach the evolving airport demographic
5. share with CMAA general demographic and psychographic trends for a traveler from the annual Mediamark Research Study (MRI) database to assist CMAA and Consultant in making effective media buying decisions
6. develop advertising creative graphics for approved locations which supports CMAA's brand
7. negotiate rates and place media buys for approved CMAA advertising purchases
8. report monthly on marketing activities and consumer reach
9. other advertising and creative consulting services, as required

Subject to approval by the Board of Commissioners, CMAA intends to award the Agreement in the second quarter of 2011. The term of the Agreement shall be two (2) years with two one-year options at the discretion of CMAA. The proposed budget for developing the brand is \$20,000 with creative development and media buy

budgeted at \$100,000-150,000 for FY 2012. CMAA reserves the right to reject all submitted statements of qualifications.

Questions regarding the scope of this work or the factors driving the need for the rebranding should be submitted in writing to csiebold@chattairport.com. All responses will be posted on the airport's website, www.chattairport.com under the Request for Bids page.

Statement of Qualification Criteria

Each Statement of Qualification (SOQ) will be evaluated according to the following criteria:

- | | |
|-----|--|
| 25% | Demonstrated experience and success in developing customer-centric brand statements. |
| 25% | Demonstrated experience and success in developing traditional and new media advertising campaigns (including creative material) which effectively support customer-centric brand statements. |
| 20% | Qualifications of staff to be assigned to the CMAA account. |
| 20% | Demonstrated understanding of the Chattanooga Airport and the demographic and psychographic profile of the customers we serve. |
| 10% | Demonstrated ability to execute campaigns on time and within budget. |

Submittal Requirements

Firms should submit a Statement of Qualification (SOQ), which includes a one-page cover letter plus a maximum length of 10 pages (not including resumes) to address all SOQ criteria, specifically describing previous work that demonstrates experience in executing successful brand development campaigns, as well as three references. Resumes for each key team member shall be limited to a maximum length of two pages and should be attached as an appendix to the SOQ. Please include hourly rates for each person assigned to the account. Also include a proposed billing model for the account and indicate what services are included in the charges. The terms of the resulting contract will be subject to negotiation with the successful bidder. Please provide an original plus three copies of the SOQ by 3:00 pm EST on March 25, 2011, to:

Chattanooga Metropolitan Airport Authority
Attn: Director, Marketing & Communications
1001 Airport Road, Suite 14
Chattanooga, TN 37421