



Advertising Services

Presented to: Organizational, Services &
Performance Monitoring Committee

November 9, 2021



Advertising Services Project Overview

Scope of Work:

- Heighten GCRTA's brand to align with the Mission, *Connecting the Community*
- Position GCRTA as an anchor in the economic and workforce ecosystem
- Target diverse audiences (riders, choice riders, Millennials) with messages to increase ridership
- Develop campaigns and creative (digital and written)

Advertising Services Project Overview

Scope of Work cont'd, in partnership with GCRTA's Marketing and Communications Department:

- Design and produce GCRTA's Annual Report
- Develop GCRTA's annual marketing plan:
 - broadcast and connected television
 - radio and digital
 - robust social media and direct mail
 - market/consumer research, promotional opportunities, and special events
 - community-directed programs

Advertising Services Project Overview

Scope of Work cont'd, in partnership with GCRTA's Marketing and Communications Department:

- Engage partners for joint marketing promotions
- Design creative for special projects/events and public relations
- Involvement in market research and social media analytics

Advertising Services Procurement Overview

- Request for Proposal (RFP) issued July 19, 2021
- Accessed on the GCRTA website by 32 interested parties
- 6 firms proposed

Advertising Services Procurement Overview

Evaluation Panel:

- Administration and External Affairs
- Marketing
- Office of Business Development
- Operations
- Procurement

Advertising Services Procurement Overview

Evaluation Criteria:

- Creative approach, understanding, and capacity to service the scope of work
- Experience working with other retail-oriented, service-related clients
- Cost (hourly rates)
- Experience in developing joint promotional programs
- Experience in developing social media driven marketing initiatives
- Experience in working with a public transit system

Advertising Services Procurement Overview

Recommended Firm:

- Brokaw, Inc., located in Cleveland, Ohio

11% DBE Goal will be achieved through the use of:

- DAR Public Relations (African American female-owned)
- Media Impressions, Inc. (female-owned)

Advertising Services Procurement Overview

Brokaw, Inc.:

- Depth of resources (digital, strategy, creative, in-house video and photo production, and media planning and buying)
- Network (leveraging of clients like University Hospitals, Cleveland Foundation, University Circle, Inc., Cleveland Museum of Natural History, GE Lighting, etc.)
- Proximity
- Significant past experience and great working relationship with the Authority for the previous 20 years
- Thoroughly understands the Authority's new mission, vision, and strategic plan and the need to engage employees, customers, and the community

Advertising Services Procurement Overview

Other Clients include:

- Cleveland Foundation
- University Hospitals
- University Circle, Inc.
- Cleveland Hopkins International Airport
- Cleveland Museum of Natural History
- GE Lighting
- Sherwin-Williams
- Nestle

Advertising Services Procurement Overview

Recommendation:

- Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award to Brokaw, Inc. to provide Advertising Services for a period of one year in an amount not to exceed \$850,000.00, with two, one-year options in an amount not to exceed \$850,000.00 for each option year, for a total contract amount not to exceed \$2,550,000.00. This project will be funded through the General Fund.

Advertising Services

Questions?

