

Integrated Marketing Services

Presented to: Organizational, Services &
Performance Monitoring Committee

June 3, 2025

Project Overview

Purpose:

Select a qualified agency to support GCRTA's Marketing team as a strategic partner—filling resource gaps, providing creative and technical expertise, and lifting the load on key campaigns and deliverables.

Scope of Work Highlights:

- Elevate GCRTA's brand to align with its mission: *Connecting the Community*
- Position GCRTA as an anchor in the region's economic and workforce ecosystem
- Develop focused campaigns to engage and grow ridership across diverse audiences

Project Overview

Scope of Work Highlights (continued)

- Provide integrated support for:
 - Annual brand campaigns, special projects, and creative services
 - Media planning, buying, analytics, and annual marketing strategy
 - Annual Report production and website content integration (Drupal)
 - Market research, social media analytics, and promotional partnerships

Procurement Overview

- Request for Proposal issued February 2, 2025
- Accessed on the GCRTA Website by 101 interested parties
- Proposals received on March 18, 2025
- 15 firms proposed

Procurement Overview

Evaluation Panel:

- Administration and External Affairs
- Marketing
- Management Information Services (MIS)
- Service Management
- Office of Business Development
- Procurement

Procurement Overview

Evaluation Criteria:

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

Procurement Overview

Recommended Firm:

- The Adcom Group, Inc., located in Cleveland, Ohio
- 13% DBE Goal will be achieved through the use of Media Impressions, Inc. (female-owned)

Procurement Overview

The Adcom Group, Inc.:

- Cleveland-based and deeply rooted in the local market, Adcom brings unmatched knowledge of Greater Cleveland's civic landscape, audiences, and institutions.
- Proven success in high-profile civic, healthcare, and public-sector campaigns (e.g., Cleveland Clinic, Destination Cleveland)
- Well-positioned to elevate GCRTA's brand, grow ridership, and enhance public perception
- Ready-to-go team with strong media, government, and community ties
- Strategic access to civic leaders
- Maintains continuity using a subcontractor experienced in GCRTA media buying and reconciliation

Procurement Overview

Other Clients Include:

- The Cleveland Clinic Foundation
- Destination Cleveland
- Great Lakes Brewing Co.
- Medical Mutual of Ohio
- Travel Centers of America
- GetGo

Procurement Overview

Recommendation:

Staff requests that the Organizational, Services & Performance Monitoring Committee recommend to the Board of Trustees an award to The Adcom Group, Inc. to provide Integrated Marketing Services for a period of three years in a negotiated amount not to exceed \$2,100,000.00, with two, one-year options in an amount not to exceed \$700,000.00 for each option year, for a total contract amount not to exceed \$3,500,000.00.

Questions?