

Greater Cleveland Regional Transit Authority

SUMMARY OF PROPOSED AWARD Marketing and Advertising Services

Presented to: Finance Committee

October 4, 2016



Project Overview

Marketing and Advertising Services

- Heighten RTA's Brand Awareness
- Increase Ridership
- Establish New Relationships/Nurture Existing Relationships
- Targeting Diverse Audiences with message
- Requires creative approach: media & message

Project Overview

Marketing and Advertising Services

Scope of Work

- Assist in the development of the Authority's annual marketing plan
- Develop the annual media plan and advertising creative to reach targeted audiences
- Design and produce Authority's Annual Report

Project Overview

Marketing and Advertising Services

Scope of Work

- Assist in soliciting partners for joint marketing promotions
- Display flexibility to complete special projects within limited time frames
- Provide support with other marketing functions including public relations, special events and market research

Procurement Overview

Marketing and Advertising Services

- RFP issued July 18, 2016
- Accessed on the GCRTA website by 41 interested parties
- Five firms proposed

Procurement Overview

Marketing and Advertising Services

Evaluation Panel Members:

- Marketing
- Human Resources
- Office of Business Development
- Executive
- Procurement

Procurement Overview

Marketing and Advertising Services

Evaluation Criteria:

- Creative Approach, understanding & capacity to service the scope of work
- Experience working with other retail oriented, service related clients
- Cost
- Experience in development joint promotional programs
- Experience in developing social media driven marketing initiatives

Procurement Overview

Marketing and Advertising Services

Recommended Firm:

- Brokaw, Inc.
- DBE Goal of 15%
 - DAR Public Relations (African-American, female-owned)
 - Media Impressions (female-owned)

Procurement Overview

Marketing and Advertising Services

Experience:

- Depth of resources (digital, strategy, creative, in-house TV production, PR, media, etc.)
- Network (leveraging of clients like CLE, UH, University Circle, Cleveland Museum of Art)
- Been in business since 1992
- Experience with GCRTA – great working relationship for the past 15 years

Procurement Overview

Marketing and Advertising Services

- Other Clients
 - The Cleveland Airport System
 - University Hospitals
 - Rainbow Babies and Children
 - The Cleveland Museum of Art
 - Hilton Hotels & Resorts
 - Lubrizol
 - GE Lighting

Procurement Overview

Marketing and Advertising Services

- Staff requests that the Finance Committee recommend to the Board of Trustees the award of a contract to Brokaw, Inc. for a period of three years with two, one-year options in an annual amount NTE \$825,000 for a total amount NTE \$2,475,000 for the base three year contract and \$825,000 for each of the two option years, for a total contract amount NTE \$4,125,000