



## QUESTIONS & RESPONSES #01

RFP or RFQ / TITLE 071461 | NWSA Marketing & Creative Consulting Services

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Q&A ISSUE DATE March 5, 2021

PROPOSER QUESTIONS	PORT RESPONSES	RFP/ RFQ Section
As the scope of work is somewhat open-ended, could we provide budget for the development of a marketing plan and cost estimates as a menu of options for other requested services?	No. We will compile a list of projects and cost estimates based on needs in cooperation with selected firm.	
Are media buy costs included in the project annual budget?	No. NWSA will plan, contract and pay directly for advertising with industry publications and printing of any marketing collateral.	
Does the anticipated \$100,000 budget for the initial nine-month period need to include out of pocket expenses such as media placements and/or video production fees?	The budget should not include expenses for media placements (see above). It may include money for video production fees.	
We are realizing that \$100k could be limiting to do all of the things that you've included in the proposal. How do you plan to prioritize the potential tactics included in the RFP?	Scheduling and need. Advertising will be a part of the workplan (see below). Printed material will be prioritized.	
Are local agencies preferred?	We will consider all submittals based on the quality of their proposals.	
In a post-pandemic world, how often would you anticipate having in-person meetings?	We have been working very well with our vendors virtually since COVID. Frequency of in-person meetings after COVID would depend on the location of the selected firm. Out of area may require an initial in-person visit, but meetings and presentations may be conducted virtually.	
How many campaigns would you say you typically execute in one calendar year?	2 ad campaigns + printed collateral on an as needed basis	
Do you have brand guidelines (messaging)? Brand style guide?	Yes.	
Do you have other internal or contracted designers we'll need to work with or consult?	Selected firm will do the creative when assigned a project. Internal staff that does some in-house work, but they and other team members will only be involved in providing input during the creative process .	
Do you have audience personas?	No.	
Do you have any research on your audiences that you'd be willing to share?	No.	

Do you have an overarching marketing strategy that you'd be willing to share?	No.	
What is the most important attribute of an agency partner?	Flexibility.	
Have you ever worked with an agency before? If so, what have been the biggest challenges?	Yes. The port and shipping industry is a niche within the transportation sector that many agencies haven't had the opportunity to work in. There is often a knowledge gap that has to be overcome in order for the agency to perform well.	
Have you ever worked with an agency before? If so, what have been the biggest challenges?	See above.	