



# **Three Year YMM Marketing Campaign: Request for Proposal (RFP)**

March 22, 2024

# Request for Proposal (RFP)

## Fort McMurray International Airport (YMM) Three-Year Marketing Campaign

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## Project Introduction

### 1.1) Airport Background

Fort McMurray International Airport (the “Airport”) is owned and operated by the Fort McMurray Airport Authority (the “FMAA”). The Fort McMurray Airport Authority is a community-based, non-share capital organization. The Airport offers non-stop flights to Edmonton, Calgary and Toronto.



The airport is a major economic driver for the region, with an economic output of over \$354 million, supporting over 70 businesses on airport campus and over 900 jobs.

### 1.2) Purpose of the RFP

It is expected that in their response, the applicants will demonstrate their qualifications, capabilities, experience, methodology and costs to providing the services necessary to create and launch a marketing campaign as described. The chosen strategic partner must be a firm that has experience in managing complex marketing campaigns, and demonstrate expertise in best practices such as:


- Concept and strategy design
- Graphic design
- Google Analytics
- Content strategy
- Social media integration
- Search engine optimization
- Responsive design

The FMAA will review and select from the proposals received, in compliance with the RFP process, the firm (the “Contractor”) that is the best overall value to the FMAA, as evaluated per the RFP process. The FMAA is not under any obligation to select the lowest, nor any, proposal. Parties interested in the Project shall submit their proposal no later than the closing date and time, and following the instructions contained within the RFP document.

### 1.4) Scope of Work

The FMAA is seeking proposals from qualified marketing/advertising firms to develop and execute a comprehensive three-year marketing campaign igniting YMM passenger loyalty. Thousands of residents travel south to larger airports to save on flight costs or fly non-stop to destinations not currently offered by YMM.

The goal of this campaign is to increase brand awareness and loyalty, creating sense of pride in those supporting their local airport, ultimately increasing passenger ridership to/from YMM.



The FMAA is looking for innovative and experienced marketing partners who can create a strategic and results-driven robust marketing campaign. Submissions should include one campaign theme/concept.

A recent Leakage Study (provided by FMAA) will be provided to the Contractor upon award of contract, to be reviewed to support development of the campaign.

Media buys: Online (web and social) buys and SEO will be the responsibility of the Contractor, while local buys (billboard, radio, bus wraps, contra agreements with community businesses/organizations, etc.) will be managed by the FMAA Manager.

Objectives and goals of the campaign are as follows:

- Increase brand visibility and reputation.
- Enhance brand as a community hub and partner.
- Enhance customer loyalty, increasing passenger ridership.
- Deter residents from using other airports as their travel starting point.
- Improve and increase engagement with the target market: Fort McMurray Wood Buffalo/outlying rural communities.
- Create awareness of the many destinations available via connecting through YEG, YYC, and YYZ
- Drive traffic to our website: increasing conversion rates.
- Increase followers and engagement of social media pages.
- Grow YMM's external newsletter distribution list.
- We want a vendor partner who will help guide us to where we need to be and provide ongoing support to keep us there in the future. The Contractor should employ a strategic research-based and data-driven process to gather input and define expectations.

## 2.) **Definitions**

2.1) "Project" is defined as the Fort McMurray International Airport Three Year Marketing Campaign.

2.2) "Proposal" is defined as the submission by applicant in response to the Request for Proposal document.

2.3) "Request for Proposal" or "RFP" refers to this document.

2.4) “Closing Time” is defined as the date and time specified in the documents, that a Proposal be received and at the location indicated and in the format in the Request for Proposals document.

2.5) “Contractor” is defined as the successful applicant to be engaged to undertake the scope of work as defined by the Request for Proposal document.

2.6) “FMAA” is defined as the Fort McMurray Airport Authority.

### 3.) **Submission Instructions**

3.1) All questions and inquiries may be submitted by email to [Jessica.Lipton@flyymm.com](mailto:Jessica.Lipton@flyymm.com).

Proposals must be received prior to the Closing Time. Proposals will be accepted in hard copy, or email attachment. The FMAA does not accept liability for courier, equipment or communication failures that preclude successful delivery or transmission of the proposal. Proposals shall be submitted complete with the subject labeled with the project title and return address provided. The FMAA reserves the right to seek clarifications and undertake negotiations, after the Closing Time in the interests of the FMAA.

All submissions shall be submitted to:

**Jessica Lipton**, Manager, Marketing & Communications

Fort McMurray Airport Authority

(P) 780-880-0333


(E) [Jessica.lipton@flyymm.com](mailto:Jessica.lipton@flyymm.com)

300 – 100 Snowbird Way

Fort McMurray, AB T9H 0G3

### 4.) **Requirement of the FMAA**

4.1) Form of Contract: By submission of the proposal, the Contractor agrees that if selected by the FMAA, the Contractor will enter a Contract with the FMAA. The contract will be based on the Scope of Work section of this RFP.



4.2) Content Supplied by FMAA: The awarded contractor will work closely with the FMAA Manager of Marketing & Communications for input. The FMAA Manager will provide the Leakage Study and complete branding package to be adhered to in every facet of the campaign.

4.3) Contract Schedule:

- RFP Issue – Mar. 21, 2024
- RFP Close – May 21, 2024
- Award of Contract – June 14, 2024
- Campaign Execution – August 12, 2024 – April 30, 2027
- Project Closeout – May 1, 2027

## 5.) **Selection Criteria:**

Proposals will be evaluated based on the following criteria:

- Relevance and creativity of proposed strategy.
- Demonstrated experience and success in similar marketing campaigns.
- Cost-effectiveness and transparency of the proposed budget.
- Qualifications and expertise of the agency's team members.
- Timeliness and feasibility of the proposed timeline.

## 6.0) **Project Budget:**

\$105,000 is budgeted for year one of the campaign, and \$80,000 per year for the following two years. The budget shall cover all paid advertising expenses associated with the advertising campaign, as well as the Contractor's fees.

The campaign is intended to stretch over a three-year timeline, to allow for advertising consistency and three-year advertisement agreements with prospective media outlets.

### 6.1) **Strategy and Planning**

- Market research
- Competitor analysis

- Strategy development
- Campaign planning

#### **6.2) Creative Development**

- Graphic design
- Copywriting
- Video production
- Content creation

#### **6.3) Advertising and Promotion**

- Paid media placements (social media ads, billboards, etc.)
- Influencer marketing
- Sponsored content

#### **6.4) Digital Marketing**

- Website optimization
- Search engine optimization (SEO)
- Email marketing
- Marketing automation tools

#### **6.5) Analytics and Measurement**

- Marketing analytics tools
- Reporting services
- Data analysis

#### **6.6) Contingency**

- Unforeseen expenses or adjustments