

**The Norfolk Airport Authority (NAA) received written questions from multiple parties expressing interest in this Request for Qualifications. An edited summary of these is presented below. Some questions were deliberately unanswered to encourage bidders to present their specific vision and capabilities for the successful management of this contract, rather than seeking to meet any limited, predefined criteria set by the client.**

**For competitive purposes, NAA has also omitted the identities of any parties that submitted written inquiries. We look forward to reviewing your submissions soon.**

- Is there a local vendor preference for this solicitation or is the airport willing to work with a vendor from outside the region?

**There is no geographic preference, though the selected vendor's duties could occasionally require onsite work performed at our facility in Norfolk, Virginia.**

- Has a budget been established for this initial contract period?

**The projected first-year budget is \$620,000, to include all agency costs including retainer, production, media placements and travel. We cannot predict future years, but historically NAA's budget has held steady or increased based on prevailing economic conditions.**

- Should a final submission be emailed or mailed?

**All proposals should be submitted to NAA electronically.**

- Is there an incumbent currently providing these services? If so, would you please provide the incumbent contract details?

**An outside agency is currently providing similar services for NAA. Its five-year contract expires this summer, which prompted the current RFP process.**

**There are no stipulations to prevent the current contract holder from submitting another bid under the current RFP.**

**The existing agency of record's contract signed in 2019 is viewable [here](#).**

- Are there specific segments or demographics you wish to target?

**ORF is the primary commercial airport for Hampton Roads and northeastern North Carolina, serving air travelers residing within this region as well as visitors to popular destinations such as Virginia Beach, Williamsburg and the Outer Banks. Norfolk itself is a busy location with multiple universities, cultural amenities and a year-round cruise hub. Major military installations also drive demand for air travel within the region.**

**NAA's target audience is primarily residents within this region.**

- What are your key objectives by which success of the campaign will be measured? Are there specific KPIs?

**This contract will include recurring check-ins using standard industry KPIs including but not limited to impressions, clicks, click through rate (CTR), conversions, dwell time and costs per action (i.e., clicks, likes, views, etc.); subjective factors may include responsiveness and quality of work.**

**The effectiveness of select projects will be measured using comparative sales metrics for features products or services, pre-campaign vs. post-campaign.**

- What is NAA looking for in the cost proposal? Would a blended rate by service type be considered acceptable?

**Each proposal will be weighed independently, including evaluation of pricing options. There is no preset preference.**

- Is there recent existing research (audiences, website user experience etc.) that would be available to work from to support this effort?

**NAA will share relevant web traffic, customer survey research and other metrics with its selected Advertising, Marketing and Public Relations Services provider.**

- Can you elaborate on the types of communications channels that you have used in the past and/or any you specifically have an interest in targeting under this contract?

**In tandem with and under the direction of the NAA, the selected vendor will be tasked with identifying appropriate communications channels, using traditional and non-traditional media as well as social media and online channels for marketing strategies and tactics.**

- Do you see the selected partner creating press releases or simply providing more high-level communications guidance?

**NAA typically crafts and distributes its own press releases.**

- Are there any multilingual requirements for this project?

**There are no such requirements.**

- Can you elaborate on the types of services you need a firm to complement vs. the ones you would like a partner that can fully own?

**Please refer to Section I of the RFQ.**

- Video production can encompass a wide range of approaches, complexity, styles, budgets etc. Can you describe what type of video work you see as being in scope for this project?

**NAA is desirous to better utilize video as part of its external communication efforts, primarily short content for use with social media or online platforms.**

- Are you looking to keep your website on WordPress for the foreseeable future?

**NAA is open to exploring options to improve its online presence.**

- How many stakeholders do you envision needing to approve various deliverables?

**Most approvals occur within the Market Development team; larger items may involve top-level executive approvals based upon scope, visibility, cost, etc.**

- Is there an interest in including website user testing as part of this engagement?

**NAA is open to exploring options to improve its online presence.**

- Are there existing brand guidelines that can be leveraged for this work, or would those need to be re-thought/created by the selected vendor?

**NAA updated its brand standards in 2023, though additional changes should not be ruled out over the upcoming contract period.**

- How important is a background of previous representation of airports? Of airlines or aviation manufacturers?

**Prior experience with an airport or aviation is not required.**

- How widely was the RFP distributed and in what channels?

**The RFQ was published on NAA's website and eVA.**

**All suppliers, regardless of location, are encouraged to register on eVA, which hosts suppliers from across the United States.**

- When was the last website refresh?

**The Norfolk Airport Authority's website most recently received a significant refresh in 2022.**