

Specific Airport Marketing Services Contract



Airport Administration

April 5, 2022



Background



- In 2013, the Wichita Airport Authority changed its previous practice of contracting with a single firm to serve as its full-service advertising agency-of-record
 - That work is now performed by a team with one company specializing in providing “specific airport marketing services”; and the other providing “media buying and miscellaneous technical services”
 - Copp Media provides the latter and their agreement is still active
 - Greteman Group provided the former and their agreement expired Feb. 2022



Background, continued



- A Request for Proposals was advertised in January '22 for “Specific Airport Marketing Services”
 - Services include strategic planning, website management, creative design/writing, video and audio production, and contest management
 - Three firms submitted proposals – all were interviewed
 - The Special Screening and Selection Committee chose Greteman Group based primarily upon the firm’s qualifications, experience, measurable analytics, illustrating proven performance, use of modern marketing techniques and technology, staff resources, quality, innovation, and responsiveness



Airport Marketing Program



- Airport's marketing team consists of:
 - Greteman Group for creative development,
 - Copp Media for media strategies, and
 - the Airport's Air Service and Marketing Manager, & the Director of Airports.
- A budget of \$350,000 has been allocated for airport marketing:
 - Funds come from the airport's operating budget
 - Monies are used towards Greteman and Copp, plus other marketing needs
 - Greteman's compensation structure is based on a blended rate, depending on project and personnel involved
 - The new agreement will be effective upon execution and runs for one year with up to four one-year options



Airport Marketing Program, continued



- Marketing Priorities
 - Passenger and revenue development
 - Enhance air service
 - Increase passenger retention
 - Improve image of the Airport
 - Improve customer experience



Promoting New Air Service is Key to Success and Shows Good Partnership with Airlines



Recommendation

- We recommend the Wichita Airport Authority approve the agreement and authorize the necessary signatures



- Thank you.

