

**RFP / TITLE****CONTACT****EMAIL****PHONE NUMBER****SUBMITTAL DUE DATE****Q&A ISSUE DATE****QUESTIONS & RESPONSES #02****PA00000029 NWSA Marketing & Creative Consulting Services  
2024****Axa Turney, Contracts and Procurement Analyst**[procurement@portoftacoma.com](mailto:procurement@portoftacoma.com)**253-888-4744****December 13, 2024 @ 2:00 PM (PST)****November 26, 2024**

#	Question	Answer	Question #
1	Will the Port of Tacoma accept/consider submissions in response to this proposal from Canadian agencies/vendors?	companies outside the US can apply. The Port expects availability during the Port's business hours (PST)	Q-002714
2	What digital channels have been used for advertising in the past?	Digital advertising w/major industry publications; social media platforms (LinkedIn, Facebook); ad targeting campaigns (served ads)	Q-002715
3	Were these channels successful in achieving your objectives?	To varying degrees of success; depending on the publication, tactic and messaging	Q-002715
4	Are you interested in exploring or implementing new channels?	We would consider other channels, dependent on how well they integrate within the broader scope of the overall digital strategy and the budget requirements.	Q-002715
5	The deliverables outlined in the RFP seem broad—can you provide an extended or itemized list for clarification?	Please see Section "E" of the RFP (Deliverables)	Q-002715
6	Can you elaborate on what you would like included in the three ad campaigns?	2 campaigns promoting our container business and one for breakbulk. Deliverables for each campaign consist of print and digital ads (sized to suit needs of individual publications) and a web landing page.	Q-002715
7	Who are the target audiences for these campaigns?	Companies involved in international shipping and supply chain (i.e. importers, exporters, freight forwarding companies, logistics companies, international shipping lines, transportation intermediaries)	Q-002715
8	What specific objectives are you hoping to achieve through the campaigning effort?	Cargo volume growth; brand awareness; differentiation	Q-002715
9	What is the allocated marketing budget for this initiative?	The budget for this contract is \$100,000. The advertising budget is separate from this contract (\$350K) and managed by The Northwest Seaport Alliance.	Q-002715
10	Is there a general timeline for the three ad campaigns and broader deliverables? Will the work require even distribution throughout the contract or involve distinct peak periods?	Ad campaigns will be worked on sequentially over the course of the year. Other work is spaced out relatively evenly over the course of the year, although intensity does ramp up typically in the last quarter in conjunction with our North Star event and the Holiday Card.	Q-002715
11	Is there an expectation to provide three storyboards or iteration options for all deliverables and campaigns?	Yes, unless the work involves a refresh to an existing piece.	Q-002715
12	What are your expectations for the three campaign web landing pages? Are they intended to be information/design-based pages, or do they require more extensive third-party platform integration and analytics setup?	Landing pages are information/design based.	Q-002715
13	Can you clarify the need for logos or branding work in Year 1 of the contract?	Logos will not change, but may need to be stylized for specific uses. Branding work would involve a design refresh of e-newsletter and direct email templates	Q-002715