

The RTA's Marketing Department is seeking to contract with a full service advertising agency to; create comprehensive marketing and advertising campaigns; and, to plan, place and track paid media to support the RTA's annual marketing and external affairs goals and initiatives to begin in 2022 and to be contracted for a TBD negotiated term.

Year 2022 Marketing and Advertising Initiatives:

- **Advertising Campaigns-** Create advertising campaign to support the new mobile application launching August 2022 and RTA New Links launching September 25, 2022. Required fiscal year, 2022
- **Paid Media Ad Buys-** Plan, place and tracks paid ads with media outlets to support new mobile application launching August 2022 and RTA New Links launching September 25, 2022. Required fiscal year, 2022

Marketing and Advertising Initiatives for years 2023 through TBD contracted term:

- **Advertising Campaigns-** Create and implement innovative marketing and advertising campaigns to support RTA products and transit services including: Pass products and emerging fare media technologies, RTA's Mobile applications, RTA Merchandise (e-commerce store), major transit service expansions, ongoing safety awareness, and other initiatives that directly support RTA's goals. Create advertising campaigns to support initiatives.
- **Paid Media Ad Buys -** Develop plans, place and track paid media advertising; such as radio, broadcast and cable TV, publications, and/or billboards and new media such as digital ads, online ads, banners, social media, and apps to support RTA products and transit services as listed above (advertising campaigns). Planning and placement of paid advertising to support initiatives.

SCOPE OF SERVICES

The proposed vendor or vendors will need to demonstrate they have expertise and are capable of providing or sourcing the following specific services: Comprehensive ad campaign development, targeted marketing and advertising, graphic design, website design, photography, social media, copywriting, script development for radio or television promotional commercials, media planning and placement, branding, printing, and/or special events.

GOAL & OBJECTIVES:

RTA is seeking a vendor to create comprehensive marketing and advertising campaigns to support the RTA's marketing and external affairs goals and initiatives. This includes educating and informing the ridership base, increasing ridership, increasing pass sales, building community engagement and, building RTA's image in the community.

Specific objectives include:

- Improve RTA's image among riders, potential riders, opinion leaders, community/elected leaders;
- Generate new revenue by focusing on untapped opportunities;
- Promote new and expanded transit services and rider tools i.e. the new mobile app and New Links;
- Increase current ridership; and
- Attract new riders to the system and encourage them to become repeat customers.

AVAILABLE CONTRACTS

This Scope of Work is intended to provide a description of the work to be accomplished by the Contractor in accordance with the Contract.

RTA is hereby soliciting Proposals with respect to the following services:

- **Marketing and Advertising Services (Campaigns)**-Marketing and advertising strategy, ad campaign development from start to finish, customer audience profile, research, graphic design and all creative outputs.
- **Media Planning and Buying Services**- Develop paid media plan, set flight dates, negotiate rates, place ads, provide analytics services, ad testing, strategy, assessments, and post-buy analyses for future recommendations.

Proposals may be submitted for one or both of the above. RTA intends to allocate the Contracts in the manner that RTA deems to be most advantageous to RTA. A successful proposer may be awarded one or more of the Contracts. Thus, it is possible that:

- **Marketing and Advertising Services (Campaigns) and Media Planning and Buying Services** will be awarded to different Contractors; or
- Both **Marketing and Advertising Services (Campaigns) and Media Planning and Buying Services** will be awarded to a single Contractor.

The contractor will not commence any Work under this contract until and unless it receives a fully executed Contract and Notice to Proceed in writing from RTA.

AWARD

RTA intends to award the Contract(s) resulting from this solicitation to the responsive responsible proposer(s) who meets all RFP requirements and is determined the most advantageous to RTA.

While awarding a single Contract to one (1) Proposer meeting the requirements of both Categories is preferred, RTA reserves the right to make multiple awards as necessary, to meet the operational and strategic objectives of the agency.

RTA does not represent or guarantee any minimum purchase. This Solicitation does not obligate RTA to contract for the services specified herein. RTA reserves the right to add, remove, or otherwise modify requirements to meet the operational and strategic objectives of the agency.

CONTRACT TERM

The initial term of the contract(s) resulting from this RFP will be for one (1) year from date of award. RTA reserves the option to extend this contract(s) up to four (4) additional years, in one (1) year increments, for a total contract period not to exceed five (5) years, unless special circumstances dictate otherwise. Extension for each additional term may be offered at the sole discretion of RTA and will be subject to written mutual agreement.

The Awarded contractor(s) will provide marketing and advertising services including, but not limited to, the following:

CATEGORY A: ADVERTISING SERVICES (CAMPAIGNS)

The Awarded Contractor will develop, implement, measure and maintain RTA pre-approved marketing campaigns, promotions, programs, and materials for RTA stakeholder groups including, but not limited to current and potential customers, commuters, students, seniors, and the general public. Examples of specific duties may include, but are not limited to, the following:

1. Develop and/or support targeted advertising campaigns and specific market promotions. This may include strategic planning, research, and implementation assistance to support:
 - a. Ridership Campaigns- increase ridership, educate and inform riders
 - b. Technology - New mobile app launch/ mobile ticket sales
 - c. Service Changes - New Links September 29 Service Change
 - d. Safety Campaigns-Rail safety, and general safety for all modes to reduce accidents
2. Develop targeted audience/ rider profiles for strategic planning.
3. Develop advertisements for digital, audio, and print media.
4. Develop a new brand style guide to coordinate the look, voice, and tone of all RTA marketing and communications.
5. Develop advertisements utilizing social media platforms and mobile applications to maximize effectiveness of marketing

activities and stakeholder engagement.

6. Support the development, implementation, and evaluation of RTA's marketing programs to increase ridership, sell mobile tickets/ gain app downloads, promote accident reduction (safety campaigns), and improve service communications/messaging efforts.
7. Support the RTA's Strategic Marketing & Communications Plan. This may include review of the existing document, identifying marketing messages and channels, and working with RTA staff on strategic planning for the future.
8. The comprehensive advertising plans, as designed in conjunction with RTA's marketing team, will be available to RTA upon completion of work. All ads, original art files, campaign materials, and concepts will be made available to RTA upon completion of work.

CATEGORY B: MEDIA PLANNING AND BUYING SERVICES

The Awarded Contractor will support the RTA's media buying services to strategically target messaging to the RTA's core audience. The objective is to select an experienced agency with expertise in planning, placement, execution, and tracking of campaigns, in addition to performance of post-buy analytics to determine the success of the campaign and inform future placements.

Examples of specific duties may include, but are not limited to the following:

1. Agency must demonstrate an adequate level of competency in media planning, placement, and post-buy analytics by having successfully provided these services or sourced services to clients for five years or more.
2. Agency must demonstrate adequate knowledge of the New Orleans MSA along with having established relationships with media outlets.
3. Propose and develop the media placement plan utilizing the most effective media mix for the allocated budget and make future budget recommendations.
4. Utilize latest industry standards, tools, resources for media planning/ buying and utilize up- to-date media buying/ management software to utilize for media planning, buying and post- buy analysis and reporting to RTA.
5. Agency must obtain final approval on media buy from RTA's marketing management prior to purchasing media.
6. Send all creative/ production files to the appropriate media outlets, monitor placements, and report to RTA.
7. Manage placed media and ensure media runs according to media plan.
8. Develop plan, set media goals for reach, frequency, and total GRPs where applicable, working with RTA Marketing.
9. The comprehensive media plan and advertising flight plan will be available upon completion of the advertising campaign.

WORK ORDERS

RTA anticipates that it will issue a Work Order (Order), or a similar document outlining a project, for specific work activities under the Awarded Contract(s)

. Each Order must be mutually agreed upon, in writing, between RTA and the Awarded Contractor(s). Each Order will identify the scope of work and cost for a specific activity. Orders will be placed on an as-needed basis.