

**Advertising RFP / Pre-Bid**  
**3/24/17 – 12pm / Cleveland Plus Room**  
**Presenter's Notes**

12:00 Kick-off – Sharri

12:05 Welcomes - Paul

12:10 Intro's around the room – Paul

12:15 Frame It! – Paul

**Our Goals**

- **Be Ingenuis**/bring ingenuity – think big and out of the box (think 2030 in 2020) –

**Diverse mediums**

**Space utilization,**

**Revenue maximization,**

**Maximizing local Cleveland business support while achieving a local,  
state, and national mix;**

**Designs that fit CLE**

- **Be Welcoming** – Sense of Place is a Feeling You Get from the first touch point
- **Always be Telling a Story** (about Cleveland its people and it's companies, about aviation, celebrate history)
- **Be Informational** (Gate hold entertainment, news, sports, weather, ads – Airport/City Message) – internal marketing of AIRMALL, valet, etc.
- **Be Beautiful** – Art in Everything

Beautify everything we touch / **More WOW and less OW!!!**

- **Be An Expert** - Demographics have shifted – we are over the UA reduction

- Allegiant, Frontier, Jet Blue, Spirit robust – **we are on our way up / lots of new fliers (great opportunities for retail, etc. market)**
- Business – **branded/sponsored business work areas, quiet zones**, comfortable and decorative sponsored seating areas; RAC Customers new opportunity
- Leisure – **Florida, FLL, MCO, Disney, Universal, Beaches, MSY**
- Kids & Families – **Play areas, Mamava lactation stations; Akron Children’s**
- Millennials – Interactive, push notifications, digital couponing/discounts
- Customer Service and Loyalty to CLE – we have lots of competition (CAK, PIT, DTW, CMH) – **need a program like Thanks Again!**
- **Opportunity is for 8M+ passengers a year for 10 years + possible option – lots of impacts!!!**

12:35 Important Dates – page 12

- March 31, deadline for inquiries to Sharri
- April 7<sup>th</sup>, written responses to inquiries
- April 28<sup>th</sup>, deadline for proposals

12:40 Scoring – page 17 & 18

12:40 Current Map Exhibit - Paul

12:45 ACDBE Opportunity – Rosita Turner

12:55 Questions - Paul

1:00 – 2:00 Conclusion / Tour – Paul & Sharri