



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 23, 2013
TO: Mayor and Councilmembers
FROM: Airport Administration, Airport Department
SUBJECT: Agreement With BBM&D Strategic Branding

RECOMMENDATION:

That Council approve, and authorize the Airport Director to execute, an Agreement with BBM&D Strategic Branding for development of marketing and advertising campaign concepts, for a total amount not to exceed \$30,600.

DISCUSSION:

The Airport has had a marketing and communications program since 1993. The goal of the program is to plan, develop and implement comprehensive marketing and communications strategies to increase regional traveler awareness of the Airport's airline services. The program provides for strong outreach to the tri-county market areas by developing campaigns that highlight the new terminal and the benefits of using the Santa Barbara Airport.

Staff interviewed three local marketing firms who could provide energetic creative campaigns with various media applications to be distributed using the Airport's in-house production and media capabilities. The three companies were The Shand Group, BBM&D Strategic Branding, and Idea Engineering. After an initial meeting, each firm submitted a proposal describing the strategy, process, deliverables, and budget estimate. Staff reviewed the proposals and, based upon the information presented and personal interviews, BBM&B was selected.

BBM&D will provide creative and production including development of advertising concepts, copywriting, art and broadcast direction, design, layout, electronic print, web programming, and marketing consultation. Airport staff will continue to be responsible for media planning and placement.

BUDGET/FINANCIAL INFORMATION:

The current Airport Operating Budget has sufficient appropriated funds for the \$30,600 contract.

PREPARED BY: Hazel Johns, Assistant Airport Director

SUBMITTED BY: Karen Ramsdell, Airport Director

APPROVED BY: City Administrator's Office