



ALABAMA
PORT AUTHORITY
PORT OF MOBILE

FY24 CREATIVE SERVICES

REQUEST FOR QUALIFICATIONS



DEADLINE

September 22, 2023

CONTACT

Maggie.Oliver@ALPorts.com

WHO WE ARE

The Alabama Port Authority is one of the most diverse ports in the country and is home to the **fastest-growing container terminal in the United States**. When our channel deepening project is completed in 2025, the Port of Mobile will be the deepest container port in the Gulf of Mexico.

The Port plays a vital role in connecting businesses, industries, and communities in Alabama and nationwide to global markets. In 2021 alone, the Port was responsible for **\$85B** of economic impact, **one in seven jobs** statewide, and **\$2 billion** of local tax revenue generated.

With **\$1 billion** of capital investments planned over the next ten years, the Port has ambitious plans for growth and is seeking a creative services agency that can support our commercial goals.

The Authority oversees the deep-water public port facilities at the Port of Mobile, which is strategically located in the northern Gulf of Mexico with access to an international airport and two interstate systems, I-65 running north/south and I-10 running east/west.

The Port Authority will expand its container terminal throughput capacity to **two million TEUs** after phase five of the terminal expansion is completed over the next five to seven years. The Alabama Port Authority has **\$275M** in planned investments in breakbulk and bulk-handling cargo capabilities. Additionally, there are plans underway to open new inland intermodal container transfer facilities (ICTF) in Montgomery and North Alabama.

Customers have unprecedented access to five Class I and four short-line railroads at the Port. In addition to interstate, air, and rail, the Port Authority's container, general cargo, and bulk facilities have immediate access to nearly **15,000 miles** of inland waterways.

WHAT WE NEED

The Alabama Port Authority is seeking a strategic creative services agency to drive commercial marketing, lead generation, and revenue growth. We are looking for expertise in managing complex website projects, specifically within the realm of government agencies or supply chain and logistics websites.

Here are a few areas where we are looking to elevate our marketing efforts:

- **Content & Channel Strategy**
- **Target Audience & Market Research**
- **Creative Development**
- **Media Placement**
- **Analytics & Performance**
- **Commercially Focused, Strategic Advertising Campaign**
- **Website Development & Enhancement**

While this RFQ is focused on commercial marketing, respondents should be aware that, as a statewide authority, the Port has separate strategic goals for in-state advocacy and messaging, which may complement commercial strategy.

HOW YOU CAN QUALIFY

We are excited to learn more about your capabilities and to potentially work together! As a first step, tell us more. We would like to see the following items in your RFQ response.

Cover Letter

We will, of course, take a “drive” around your website, but we’d also like to have a cover letter from you telling us your story.

Some things we are looking to learn include:

- What are your capabilities?
- Are you a large agency that does the majority of your work in-house or a small shop that works with other creatives?
- Do you have any special superpowers?
- Are there any capabilities you don't have in-house or don't offer?
- Why would you be a fit working with the Port to enhance channel and content strategy?

Budgetary Framework

Please provide your overall fee structure and billing models. Additionally, please outline your typical budget ranges for deliverables such as:

- Strategy Development
- Creative Development (i.e., social media, digital advertising, ad hoc collateral)
- Media Planning and Placement (i.e., advertising campaign development)
- Website Support and Maintenance (i.e., content updates, proactive security checks)

We welcome any other ad-hoc services you'd suggest and would appreciate it if your response to Budgetary Framework could be provided in a line-item format.

Website & Social Media Review

We're not looking for free work here; instead, we hope to understand how you would approach our platforms creatively and technically! With that in mind, for the pages below, please provide high-level feedback, such as how to elevate and enhance user experience to best engage target audiences.

- Website: Containers Page > <https://www.alports.com/cargo/containers/>
- Social Media: LinkedIn Page > <https://www.linkedin.com/company/alabama-port-authority/>

Additionally, share examples of innovative website features, functionality, or design that you have created for other clients, and please refer to specific pages such as [page URL] in your response.

Case Study Example

Show us something you're proud of!

- Provide a B2B client example (non-e-commerce) from your portfolio where your creative work successfully increased engagement or generated leads in a measurable way.
- Include an overview of the strategy, creative solutions implemented, and results achieved.
- Share any relevant performance metrics and data you're comfortable sharing.

Submit Your Response

The deadline to submit responses is Friday, September 22, 2023

- All submissions should be emailed to Maggie.Oliver@alports.com
- Questions about the RFQ can be emailed to Maggie.Oliver@alports.com.
- All questions and answers will be posted on <https://www.alports.com/procurement/#rfq>

Applicants can expect communication on next steps within 30 days of the submission deadline.