



# ON-CALL MARKETING, ADVERTISING, MEDIA AND CREATIVE SERVICES 201631111

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DENVER INTERNATIONAL AIRPORT  
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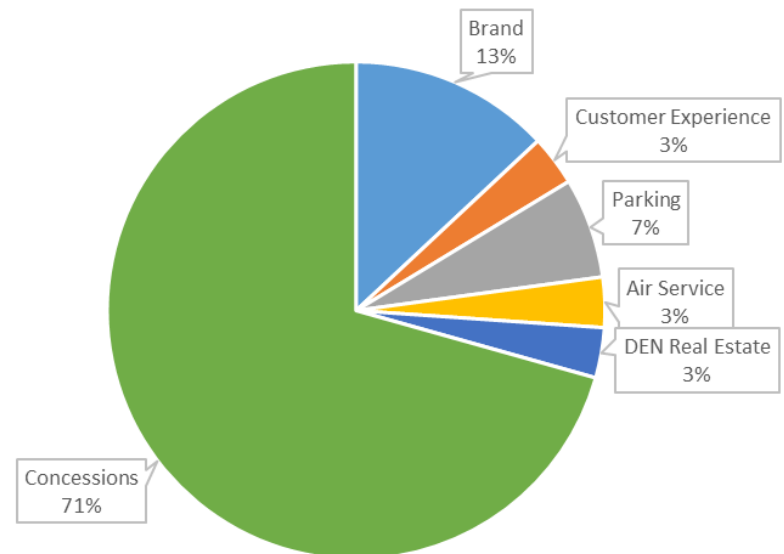
# CONTRACT DESCRIPTION

- Selection of on-call marketing, advertising, media and creative services agency to provide cost-effective, coordinated, strategic marketing services
- Benefit to DEN:
  - Will create a strategic, coordinated and consistent marketing program
  - Paid media purchased together giving DEN more buying power and greater efficiencies in the market
- Best Practice in Industry Marketing

# CONTRACT DESCRIPTION

- Contracted agency will develop and execute campaigns for:
  - DEN Brand
  - Customer Experience
  - Parking
  - Air Service
  - DEN Real Estate
  - Concessions (developed in partnership with Concessionaires)

Estimated Annual DEN Marketing/Advertising Spend Breakout: \$3,065,160



# SELECTION PROCESS

- Request for Qualifications (RFQ) to Request for Proposal (RFP) process
- Four proposals were received from qualified firms:  
BrandJuice/Street Source, Fear Not, Karsh Hagan and Vladimir Jones.
- Selection criteria based on RFP assignment including brand planning, overall marketing plan for DEN, media strategy, creative strategy and cost estimate, rate structure and accounting method
- Independent evaluation panel, approved by CEO, consisted of six individuals from different areas of business
  - Two Department of Aviation representatives
  - One Industry/Community representative
  - Two Concessionaires
  - One City and County of Denver representative

# Selected Firm

- Karsh Hagan
- Colorado company with 40 years of experience
  - 38 years of Colorado tourism experience
  - 23 years of Denver tourism experience
  - Shopper marketing and retail marketing experience with top brands
- Past and present clients include: *Colorado Lottery, Visit Denver, Colorado Tourism Office, McDonald's, University of Colorado System, The Brown Palace Hotel & Spa, United Airlines, Frontier Airlines, Aspen Snowmass, Beaver Creek, Cherry Creek Shopping Center, USA Pro Challenge and more*
- Has the experience and capabilities to manage the varying needs of DEN



# CONTRACT TERMS

- The term is five (5) years from date of execution
- Contract Amount is \$15,310,800.00



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**DEN**