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DATE: April 4, 2024

SUBJECT: ADVERTISING CONSULTING SERVICES

Pursuant to the aforementioned Request for Proposals (RFP), all proposers were to submit any questions regarding this RFP by no later than 3:00 p.m. on Thursday, March 14, 2024. Questions were to be submitted in writing, and all questions and responses were to be posted on [the Department's website](#) and www.rampla.org.

NOTE FROM PORT OF LOS ANGELES ADVERTISING MANAGEMENT TEAM:

Thank you again for your interest in responding to this RFP. In reviewing the questions submitted, we wanted to make clear several points about this contracting opportunity:

- 1) *This is not an advertising "project." The RFP is for a consultant under annual contract for a full-service advertising consultant to spearhead the following aspects of advertising in collaboration with the Port team (client).*
 - a. *Ad strategy development – with deliverables that outline each campaign's strategy, target audience, message(s), tactics, goals.*
 - b. *Ad Creative – Copywriting, art direction/graphic design, ad production and – including all aspects of programming digital ads – and final submission of ad(s) to the outlet/platform, which may be media in print, broadcast or digital format. Respondents must have these capabilities.*
 - c. *A media buying team to assess, propose. Negotiate and manage the purchase of advertising media from the ad vendor/network/platform (media outlet, digital media network(s), social media network(s), etc. Respondents must have these capabilities.*
- 2) *There were many questions about budget, and topline details have been provided regarding the Port's current budget. Budgets will be established in the contract and are subject to change, year to year. The breakdown of those budgets between*

consultant fees and media spend will vary and largely depend on the campaign and the cost of the consultant to deliver services to support campaign(s).

- 3) In-house Port Graphic Design, Creative and media assets – The Port has an in-house Graphics team. The Port Graphics team produces some advertisements in-house that are not within the scope of work of the consultant. This work is largely for one-time ads for event programs, or promotion of LA Waterfront events or stakeholder workshops. This in-house team is not expected to support the advertising consultant other than providing photos, video, logos, etc.*
- 4) There were questions about advertising strategies, messages and market intelligence in support of specific lines of business. The Port has subject matter experts for each line of business and they will provide the main body of information that the consultant needs to produce their work. However, the consultant will be expected to know the competitive landscape in terms of competitor ads and ad messages, as applicable. Port subject matter experts will provide a competitive overview, as they interpret it. However, don't expect the Port to provide information relative to competitor ads, messages, marketing tactics, etc. Collecting and processing competitive landscape/intelligence is a routine function of a full-service advertising consultant/agency.*
- 5) The Port is open to proposals that include a combination of consultants that will work together to collectively provide all the services mentioned above. However, the Port desires to have one party under contract rather than multiple parties. All parties that comprise a team, if they are separate consultants, will be expected to adhere to Port/City contracting requirements, as are full-service advertising consultants/agencies. No exceptions.*
- 6) Advertising consultants and agencies are expected to have experience and resources in the above areas and showcase their past work to demonstrate their capabilities to meet the Port's advertising needs.*

Thank you again for your interest. Below is a list of questions received from proposers, and the Department's response:

- 1. Q: I am a graphic designer who has worked with many SoCal cities and transit agencies for the past 25 years. I am very interested in sub-contracting opportunities for the Advertising Consulting Services RFP. Since there isn't any sort of pre-bid meeting, is there any way to reach out to primes who are**

bookmarking this opportunity? Or is it simply up to them to search the RAMP website?

A: I have attached a list of firms that have viewed this opportunity. Please see attached.

2. Q: We would like to know if we can have access to the current creative of the LA Port and surveys studies for our initial review so we can be very effective in our proposal.

A: Two documents are attached as examples of campaign overviews. NOTE: Previous campaigns don't reflect details/objectives of future campaigns.

3. Q: Can you share the budget spent from your previous experience for similar efforts?

A: \$250,000 annually since 2021 (\$100,000 in agency fees; \$150,000 for media buys)

4. Q: Do you know which social media campaigns you have successful track records from previous years?

A: Yes, the LA Waterfront visitor destinations campaigns on Facebook and Instagram (pre-COVID).

5. Q: What was your online advertising budget for the last three years?

A: Roughly 3 x \$150,000 (media)

6. Q: What social media platform have you spent 55% of your budget on?

A: We have not spent that much on any social media platform in a campaign, and we don't have those figures in aggregate over multiple years.

7. Q: What is your ultimate or ideal milestone?

A: Measurable increase in LA Waterfront media coverage and visitors patronizing our visitor-serving LA Waterfront tenants.

A: Continued growth of our cruise business with solid click-throughs that we can show the cruise lines that operate out of our port.

A: Measurable growth resulting from any campaign promoting a specific line of our cargo business. Campaign stats that support the efficacy of the campaign in driving growth in the specific line of cargo business that is the focus of the campaign.

8. Q: How many ads or social media campaigns have you done in the last three years? Or perhaps Billable Hours?

A: See responses to previous questions regarding the overall annual budget and how much of that budget is media spend (\$150,000 and \$100,000, respectively.)

A: Approximately 4-5 seasonal campaigns supporting cruise (3) and (1-2) LA Waterfront. Generally, 2 cargo campaigns annually

9. Q: Can we have list of assets? If not, do you anticipate the agency will fully develop the marketing strategy with its recommended assets?

A: We don't know what you mean by assets. We will work with the agency to determine what lines of business will be supported by advertising campaigns. Our container and cruise lines of business have been supported the most by ad campaigns. We anticipate more LA Waterfront advertising in the next fiscal year beginning July 1. LA Waterfront advertising has been sparse since the budget was cut to \$250,000 during COVID-19 and the LA Waterfront businesses were shuttered during the pandemic.

10. Q: We are a multicultural advertising agency and interested in participating as a subcontractor on this RFP along with a Prime partner. Would you be able to provide us the names of the Prime that are interested in bidding on this RFP?

A: We can't identify which firms will submit a response. However, a list of firms that viewed the opportunity is attached.

11. Q: We wanted to check and see if you required an "intent to bid" or not for this opportunity.

A: We are not specifically asking consultants to present campaign creative. Overall budget figures have been shared in previous questions. The RFP generally specifies what is expected in consultant proposals.

12. Q: Is there a budget range in mind for media?

A: No. The consultant determines the split between agency fees and media spend on a campaign by campaign basis.

13. Q: Is there an incumbent?

A: Yes.

14. Q: Are there existing accounts (Google Analytics, Google Ads, Meta Business Manager, etc.) that the chosen agency will be given access to? Or will these accounts need to be created should they be needed?

A: The consultants should be able to deliver all necessary analytics.

15. Q: Have digital advertising campaigns been run previously for the Harbor Department? If so, will access to that historical data be made available?

A: Two campaign samples are attached. The consultant should be savvy enough to obtain other ads. This information is not available without a Public Records Request because it would take significant staff time to aggregate a historical record of previous campaigns. Such a Public Records Request would go beyond the deadline for proposal submittals.

16. Q: Are there preferred digital advertising channels and networks or will that be determined jointly with the chosen vendor?

A: The consultant recommends all channels for approval by the Port.

17. Q: Is there a preferred format and number of ads required?

A: See the RFP regarding any submittals required as part of a consultant proposal.

18. Q: Are there creative assets that will be made available such as static images or photography, key messaging or statements, video, etc.?

A: Yes, on imagery-related assets. The consultant is expected to write advertising copy.

19. Q: Is there a media budget assigned for this engagement? If so, what is it?

A: See responses to previous questions regarding the budget.

20. Q: Do you have target audience profiles already developed for the key segments you are looking to attract? If so, what are they?

A: We have experts to inform our advertising consultants of audience profiles as part of the campaign development process.

21. Q: What are the reporting requirements?

A: Consultant is required to effectively report the results of their campaigns.

22. Q: Will it be permitted to add tracking pixels to the website in order to track data relevant to the digital advertising campaigns?

A: Yes

23. Q: Is there an incumbent currently running the campaigns or past campaigns bidding?

A: Yes

24. Q: Can you discuss things you did not like in past campaign work that you would like to see avoided or improved?

A: The measurable efficacy of every campaign is different, and there is no record of absolutes relative to work that will be avoided or should be improved moving forward. There are learnings from every campaign in terms of responses to ads over various ad channels or networks. Ideally, the consultant should monitor the progress of a campaign and shift media dollars around during the campaign so best campaign channels are optimized.

25. Q: Advertising - What are your primary KPIs in relation to each target audience – cargo trade & cruise ship tourism? Website driver, brand awareness, increased foot traffic, download brochure, sign up for email/texts, etc.?

A: If KPIs exist, they are shared with consultants. One general KPI is growing LA Waterfront visitorship each year, and this is generally a six-figure annual increase in overall visitors to the LA Waterfront. It is important to understand that we are a landlord port, so KPIs are general because KPIs cannot be developed by the port and applied to our tenant customers. The consultant may want to see the [Port's Strategic Plan](#), which may help in response to this question.

26. Q: Advertising - What attribution capabilities are important in a partner to help illustrate the overall success of the campaign – impressions/clicks, ad engagement, foot traffic attribution, brand lift studies, etc.?

A: Any combination of the above is expected, especially data reports on general digital campaign performances metrics.

27. Q: Advertising - What is your advertising budget, outside of agency fees?

A: The overall budget is presently \$250,000 with media buying at \$150,000 and agency fees at \$100,000 subject to change as proposed by agency.

28. Q: Advertising - Do you have a list of email addresses and/or postal addresses we may use to IP-match and better target your niche target audiences? (Particularly for cargo trade).

A: No.

29. Q: Content - Does your in-house creative team have the ability to produce video content?

A: Yes, within reason.

30. Q: Content - Would you like to see pricing for full-service content creation? (Graphics, Videos, etc.)

A: We don't want to see pricing at this time other than rates required in the RFP as part of consultant proposal. We are wanting a full-service advertising consultant. Period. Consultants will be rated by the criteria set forth in the RFP.

31. Q: Content - For the as-needed copywriting services, what kind of content might be requested? (Blogs, captions, etc.)

A: We are wanting a full-service advertising consultant. Period. Consultants will be rated by the criteria set forth in the RFP. No blogs unless blogs are proposed.

32. Q: Additional - Are you interested in social media advertising?

A: Our advertising campaigns often include social media components.

33. Q: Can you share old media plans or any research?

A: Two documents attached.

34. Q: Can references be submitted from subcontractors to total the three references?

A: No, if the intention is to use those subcontractors as part of consultant services on the POLA account.

35. Q: Is a media buying firm considered a sub consultant? If so, does the media buying company need to register on RAMP?

A: Media buying firms are most likely subconsultants. It should be expected that sub consultants must meet RAMP unless they are fully paid by the advertising consultant and not contracted directly with POLA.

36. Q: What should be listed for award total if we don't know the budget on the Consultant Description Page?

A: To be Determined (TBD).

37. Q: What is the anticipated budget?

A: See previous responses. Anticipated budget \$250,000 for fiscal year 2024-2025. Subject to change.

38. Q: Are media budgets net or gross?

A: Gross.

39. Q: What is the on-site availability expectation for the project manager and/or staff during the lifetime of the project?

A: On-site only for in-person meetings. Very, very seldom.

40. Q: Regarding the "Letter of acceptance of Standard Contract Provisions and Executive Directive 35," any specific language that needs to be included, besides the fact that it is accepted?

A: No.

41. Q: Insurance Verification Letter: Should the insurance verification letter explicitly mention the City and its entities endorsement?

A: The insurance verification letter should indicate that the insurance requirements for this project as described in the RFP are presently part of the proposer's coverage, or that the insurance carrier/broker is able to provide such coverage should the proposer be selected.

42. Q: HNOA Liability Coverage: Is Hired & Non-Owned Auto (HNOA) liability coverage sufficient for Auto Liability requirements considering we own no vehicles?

A: In the event the Proposer does not own vehicles, Hired & Non-Owned Auto Liability will be considered for compliance with the Auto Liability Requirement.

43. Q: Workers' Compensation Insurance: Is Workers' Compensation insurance necessary if we have no employees?

A: At the proposal stage, Proposers with no employees and who are ineligible to purchase Workers' Compensation insurance may indicate such on their insurance verification letter. Workers' Compensation will remain a requirement of the awarded contract. In certain circumstances, the awarded Contractor may be eligible for a temporary waiver of the Workers' Compensation requirement.

44. Q: Acceptability of BOP Coverage: Can Business owners Policy (BOP) that includes General Liability coverage with \$1M per occurrence / \$2M aggregate limits be accepted as fulfilling the RFP's General Liability insurance requirements.

A: Please defer to Section 4.4.3 General Liability Insurance and discuss further with your insurance broker/carrier to ensure your BOP policy meets the policy coverage terms in Section 4.4.3.

45. Q: How is the budget being distributed/weighed (%) across your four initiatives? 1.) Campaign/program for waterfront cruise/ship tourism development; 2.) Research; 3.) Media buying strategies; and 4.) Ads

For item four, do you need creative services to support ad development?

A: TBD with the consultant we hire.

46. Q: In Section 1, are you also looking into PR support to gain awareness of the tourism activities found at the LA Harbor? For example – PR/earned media, social media (both influencers and content channels). Can you expand on the scope/deliverables for that?

A: No PR support. Use of influencers would be a component of a proposed advertising campaign.

47. Q: We are registered to work in California, and have several clients based there, but don't have a physical office in LA - is that a requirement for this agency partner?

A: No, but an LA presence is a benefit.

48. Q: Does "create ads in partnership with the Harbor Department" mean creative will primarily be produced by the Harbor Department? Can you elaborate on what kinds and volume of work is expected to be required in the "as needed" copywriting, creative direction and design support from the agency?

A: No

A: We are wanting a full-service advertising consultant/agency. Period. Consultants will be rated by the criteria set forth in the RFP.

49. Q: Can you provide a budget range for this project? Ideally differentiating between paid media spend and fees? Is there an anticipated division of the overall advertising budget between the specific focuses (such as X dollars per year on cargo trade vs. y dollars per year on tourism)?

A: See previous responses.

50. Q: Can you elaborate on the existing survey results? Have you done some audience research already?

A: No.

51. Q: Can you clarify the focus of the cruise ship tourism focus - Is the goal to bring more cruise ships to use the Port of LA as their point of embarkation/debarkation? To drive cruise passengers to patronize LA waterfront businesses/amenities? Both?

A: Goal is to increase passenger base and LA's prominence as a major west coast cruise port. Promote LA as the west coast cruise port of choice due to cruise lines and itineraries.

52. Q: To what extent does the Harbor Department plan to partner or coordinate advertising with local businesses / forthcoming development projects in the LA Waterfront?

A: TBD. To date, POLA has not engaged in co-op advertising with customers/tenants.

53. Q: What is the estimated budget for this proposal?

A: See previous responses.

54. Q: Can you provide POLA's advertising budget for the last 3 years?

A: The annual budget for the last 3 years is \$250,000.

55. Q: Do you currently work with an advertising firm, or are media buys and messages currently handled by internal staff?

A: Sensis is our agency of record and handles media buys for all campaigns produced.

56. Q: What are your KPIs?

A: See previous response to Question 25 regarding KPIs.

57. Q: What are POLA's Advertising Assets? Please include real estate space available for advertising, exterior walls, billboards, etc.

A: No established physical assets.

58. Q: Who are your existing advertising partners? Can you provide the names of your advertising partners for the last 2 years?

A: Sensis agency.

59. Q: When is POLA hoping to make a selection and begin the contract for this RFP?

A: Selection June/July 2024. Under contract ASAP after that for fall or winter campaign considerations.

60. Q: To what extent, if at all, does POLA foresee a contractor for this work executing earned media as a complimentary tactic to digital advertising?

A: No expectations in this area.

61. Q: What is the anticipated start date of the contract?

A: By end of summer 2024.

62. Q: Could you provide more detailed information regarding the specific goals and KPIs for each advertising initiative mentioned in the RFP?

A: No. That information is not a reflection of future advertising strategies/campaigns, which will be determined by consultant and client.

63. Q: Can you clarify the relationship between your creative and the agency's? How do you anticipate they work together?

A: We are wanting a full-service advertising consultant. Period. Consultants will be rated by the criteria set forth in the RFP. Full-service consultants include “creative” staff.

64. Q: How many language-specific versions of the creative do you need? (for digital display etc.)?

A: TBD. We have done multi-language campaigns in the past. Depends on whether the targeted audiences are overseas.

65. Q: Do you require other services to support the media planning and buying such as creative, conversion tracking etc.?

A: Yes.

66. Q: What is the expected timeline for the project, including key milestones and deadlines?

A: Year to year contract, desired to start in Q3 2024. This is not a project.

67. Q: What are the preferred digital platforms or channels the Harbor Department intends to focus on for advertising?

A: No preference.

68. Q: Are there possibilities for the scope of the contract to expand to include additional services or longer durations in the future?

A: Yes.

69. Q: Is there an incumbent agency and are they invited to bid on this project?

A: Yes.

70. Q: Are you expecting that the selected agency will have a PM on-site for the duration of the project?

A: No.

71. Q: Is there a strong preference for a SB/VSB or a minority-owned business?

A: No. This opportunity does not have a Small Business Enterprise (SBE) or Very Small Business Enterprise (VSBE) requirement.

72. Q: How many agencies were included in this RFP?

A: All agencies are invited to respond to this RFP.

73. Q: Can you elaborate on the selection criteria, especially regarding the weighting of experience versus proposed strategy?

A: The criteria is set forth in the RFP.

74. Q: Can you provide more details about policies or preferences regarding the use of subcontractors?

A: There are no policies or preferences regarding the use of subcontractors. This opportunity does not have an SBE/VSBE requirement.

75. Q: Innovation and Creativity Expectations: How much emphasis does the Harbor Department place on innovative strategies in the proposals?

A: Ridiculous question. What client would not want innovative strategies?

76. Q: Are there specific performance objectives and business objectives defined for each year of the contract?

A: No. These are all TBD.

77. Q: How do you track and analyze the audience and customer journey?

A: Any way possible. Tracking and analysis capabilities are a plus in the service capabilities/offerings of an ad consultancy/agency.

78. Q: What audience research and intelligence exists? When was it conducted, and will it be made fully available to the successful bidder?

A: None other than the expertise provided by POLA staff. Anything we have will be shared with the consultant.

79. Q: Who are your primary competitors? How does that vary between audience segments?

A: Other major U.S. ports, primarily in containerized cargo. Other west coast cruise ports. No destination competitors are expected to be identified.

80. Q: What existing competitor research and intelligence exists? When was it conducted, and will it be made fully available to the successful bidder?

A: None other than the expertise provided by POLA staff. Anything we have will be shared with the consultant.

81. Q: What are the key audience, competitor, and/or market questions that you expect the successful bidder to answer?

A: Based on ALL the information provided, bidders should have a general idea of what audiences POLA targets in its campaigns to date.

82. Q: What existing marketing and advertising performance data and reporting will be made available?

A: Any market intelligence POLA has will be shared.

83. Q: What are your primary key performance indicators? What is most important?

A: See previous response to Question 25.

84. Q: What is your current reporting process, cadence, and format? How do you want that to change?

A: POLA does a variety of print and digital advertising. Process, cadence and format are determined by consultant and client, moving forward.

85. Q: Is there data from any other sources outside of this campaign (internal marketing and sales data, related social media, website analytics, CRM, etc.) that would need to be integrated into this measurement?

A: If there is, the data is provided.

86. Q: How will you measure success?

A: See previous response to Question 25.

87. Q: Have you done any advertising in the past? What channels have been successful?

A: Yes. Digital and print.

88. Q: Where is the existing marketing data? LA Harbor's or Agency's?

A: Both.

89. Q: How do you track and analyze the audience and customer journey?

A: As best we can.

90. Q: What audience research and intelligence exists? When was it conducted, and will it be made fully available to the successful bidder?

A: See previous response.

91. Q: Are there any previous advertising campaigns that the Harbor Department considers successful, and what were the key elements of their success?

A: POLA finds value in all its campaigns.

92. Q: How does the Harbor Department prefer to receive progress reports, and what are the key metrics for evaluating campaign success?

A: The consultant should have a protocol in place for how it provides progress reports to its advertising clients.

93. Q: Target Audience: Can you provide more definition of the target audience segments and how they are prioritized?

A: No.

94. Q: Can you provide more insights into the target audience for each line of business (containerized cargo and LA Waterfront)?

A: No.

95. Q: Target audience – It states that the port is used for both cargo and passengers, are they looking to attract new customers for one or both of these audiences? Related to target audience, is this just a domestic or an international campaign?

A: Both. Could be one or the other, or both.

96. Q: What is the budget range for this contract? And what is the fee vs media spend?

A: The current budget is \$100,000 for agency fees and \$150,000 for media spend, however, it may be subject to change in future years.

97. Q: What is the estimated budget for the advertising consulting services, and are there any constraints or guidelines we should be aware of?

A: See previous responses. No.

98. Q: Is there a yearly media budget earmarked for the digital media efforts for each of the two efforts cargo and tourism/destination?

A: See previous responses. No earmarks at present.

99. Q: Are the digital media campaigns to run year-round – or do they run in key peak periods?

A: Seasonal.

100. Q: Are there target audiences already identified for the Cargo, Cruise, and LA Waterfront initiatives? If so, can you share any details so we can provide relevant similar experience/capabilities to reach these groups?

A: The preferred consultant should have a general understanding of the target audiences based on the details provided in the RFP and this Q&A.

101. Q: For providing the budget information – is this strictly an hourly rate assignment? And projects will be costed when they are assigned?

A: Hourly rates per team member are expected. Projects will be costed when they are finalized between consultant and client.

102. Q: Is there an estimate of how much on-site availability will be needed by the staff?

A: As little as possible.

103. Q: Are there any page limits, required line spacing, or font or margin sizing requirements?

A: The RFP will provide any details on this, if there are details to provide.

104. Q: Do you have a preferred list of social media platforms for the digital ads?

A: No.

105. Q: As a Minority Business Enterprise (MBE), are we still required to submit a Small Business Enterprise Application?

A: If you do not want to be counted as a Small Business Enterprise (SBE) you are not required to submit the SBE application. This opportunity does not have a SBE requirement. If you wish to apply as an SBE, please mail the application to the address listed on the form.

106. Q: For the Iran Contracting Act of 2010 Compliance Affidavit, could you please let us know the appropriate department or individual within the city to approach for the city approval signature?

A: Please complete the portion that pertains to you, submit the form with your proposal and the Department will process it.

107. Q: Scope of Work Specificity: Can you provide more detailed examples of the types of digital advertising and media planning projects that have been successful in the past for the Harbor Department?

A: No.

108. Q: Project Duration Clarification: Given the three-year duration of the contract, are there specific milestones or phases of the project that the Harbor Department expects to be completed each year?

A: No

109. Q: Submission Format Details: For the digital copy of the proposal required, are there any specific formatting guidelines or limitations on file size?

A: None other than what is specified in the RFP.

110. Q: 3.4.4 - Review of Capabilities: Will the Department please clarify if a mixture of digital advertisements and Case Studies will be sufficient to satisfy this requirement? It is unclear what specifically is being requested regarding examples/samples for each item in 2.1.

A: Provide examples of previous client work. It's up to the RFP responders to provide the examples they deem appropriate according to their interpretation of what is requested in 2.1.

111. Q: Does the Port have an estimated budget or an estimate for the project?

A: See previous responses regarding the budget. This is not a project.

112. Q: Is there an existing vendor, and if so, who is the vendor and what rates is the Agency paying?

A: No.

113. Q: How do you measure success?

A: See RFP. Each campaign, particularly digital, has measurable metrics.

114. Q: What are the biggest challenges you experience at the moment?

A: High cost of shipping through California is a remarkable challenge.

115. Q: What is the priority of growth?

A: Growth is important relative to cargo volumes, cruise passengers, waterfront visitors patronizing POLA's visitor-serving tenants.

116. Q: What do you consider to be your competition?

A: Other major U.S. container ports.

117. Q: What are your messaging priorities?

A: TBD with consultant.

118. Q: What are the biggest barriers you need to tackle?

A: Nothing remarkable.

119. Q: Do you have any learnings from previous campaigns?

A: Nothing remarkable.

120. Q: The Port of Los Angeles is one of the top ports in the world, what does success look like with this new campaign?

A: More cargo, cruise passengers and waterfront visitors.

121. Q: What are your expected media budgets for Cargo vs. Tourism?

A: TBD.

122. Q:Should this be focused on high-level awareness or on conversion of new clients?

A: Both

123. Q:Are there key accounts you would like to acquire?

A: No.

124. Q:What has been the most impactful tactic you deployed in the past for your Cargo messaging?

A: Digital advertising.

125. Q: Can you share information of the kind of Cargo clients you have and where you see the biggest opportunity?

A: No, because this depends on the nature of the campaign.

126. Q:Are you looking for an awareness campaign targeted to Tourists, or a trade campaign targeted at cruise lines?

A: Tourists and local/regional visitors.

127. Q:For the 2025 Waterfront Campaign, can you share more specific timing for the inauguration?

A: No. All TBD.

128. Q:Are you open to exploring media outside of Digital?

A: Yes.

129. Q:Is there a schedule of events that will take place as you ramp up to the launch?

A: No. Not sure what "launch" refers to (?)

130. Q:Do you need international media support? Or is this meant to be only focused on the US?

A: Possibly.

131. Q:How long is this project? Is it a yearlong project, a three-month project, or a project-to-project?

A: This is not a project.

132. Q:Do you have a set budget for this project, and if so, does it include media purchasing?

A: No.

133. Q:Can proposals be in an 8.5” x 14”, or do you want them in an 8.5” x 11” format?

A: As long as proposals meet the criteria of the RFP.

134. Q:Can the proposal be a PowerPoint Presentation?

A: No. All proposals must be in one complete pdf file.

135. Q:In response to this part of the overview of the project, “The Harbor Department, which is fortunate to have an award-winning, in-house writing and creative team, is seeking to partner with a firm that has expertise in the areas of digital advertising and media planning (predominately digital), campaign messaging/creative strategy, as- needed copywriting, and as-needed creative direction and design support.” Are you looking for a team to follow your creative team’s campaign concepts, and will the selected agency bring that concept onto the social media platform?

A: No.

136. Q:What is your social media budget?

A: See previous responses pertaining to budget. No social media budget exists at this time.

137. Q:What areas do you want to target with your social media campaigns? For example, are you looking to target only Southern California, or are you looking to tap into the Southern California area and Northern California Area?

A: A combination of regional, national and international audiences.

138. Q: I noticed the need for a Letter of acceptance of Standard Contract Provisions and Executive Directive 35. Could you please confirm if there is a specific template provided for this letter, or if we are expected to draft it ourselves? If there is a template available, could you kindly share it with us to ensure that we accurately address all the required components?

A: There is not a template available for the letter. The letter can be written using the following language: Our firm intends to comply with the RAMP demographic reporting requirements of ED 35. Our firm accepts all of the Standard Contract Provisions exactly as set forth in Section 4. Please refer to page 10 of the RFP.

139. Q: Are there any requirements for video services within this project scope? Our team excels in offering diverse range of video solutions and we are keen to integrate them as needed.

A: No requirements.

140. Q: Can you provide insights into the budget allocation for the advertising/marketing initiatives?

A: See previous responses pertaining to budget.

141. Q: What is the expected length of the advertising campaign?

A: We expect the consultant to work on multiple campaigns with timelines TBD.

142. Q: Which media channels are intended to be included in the campaign?

A: All channels are considered.

143. Q: Are you seeking talent for the campaign, such as spokespersons or influencers?

A: TBD.

144. Q: Do you require assistance in managing the media placements and scheduling?

A: The consultant is expected to do this.

145. Q: We ask because there is a request for one digital copy of the proposal. If we send it via email, the files will already be in digital.

A: Please follow RFP instructions and don't over-think this.

146. Q: On RAMP, we are unable to find the section to become certified as a small business organization. Can you tell us where we can find that on the RAMP website?

A: Please use the Login/Register button.

147. Q: We fully intend to provide comprehensive details about our Savvy team members who will be involved in the project. However, we must prioritize the privacy and confidentiality of our employees. Therefore, while we will furnish all relevant employee information as requested, including roles, qualifications, and experience, we will refrain from providing their actual resumes.

We trust that this approach aligns with the requirements of the RFP while also respecting the privacy of our team members. If there are any concerns or if you require further clarification on this matter, please do not hesitate to let us know.

A: Sounds good.

148. Q: Do you have a proposed budget for this project?

A: See previous responses pertaining to budget.

149. Q: Is the proposed budget inclusive of the media spend?

A: See previous responses pertaining to budget.

150. Q: Is there an incumbent? If so, who?

Sensis is our current agency of record.

151. Q: In the scope of work, you list, "develop media buying strategies on digital advertising networks" and then mention "advertising and media buying support." Can you further define what you would like the consultant to do?

Is this just making recommendations for paid media placements, or do you want the partner to actually buy and manage the paid media?

A: Buy and manage paid media for campaigns produced.

152. Q:You mention needing “technical services in the specific area of digital advertising”. Can you please elaborate on what you need in terms of technical services?

A: All digital programming and preparation of digital media.

153. Q:What is the period of performance for the contract?

A: See the RFP.

154. Q:Will this be a single or multiple award contract?

A: TBD on proposals and respondents.

155. Q:If this is not a new requirement, what was the most recent annual budget, annual media spend and annual labor hours spent on the contract?

A: See previous responses pertaining to the budget in Question 96. Labor is based on hourly rates and campaign scope of work.

156. Q:Does the Port have existing creative assets (photographs, videos, designs) to use in advertisements or is it the contractor’s responsibility to create those?

A: Yes, POLA has creative assets (photos and video).

157. Q:Is there an existing communications strategy or will a new one be expected to be developed?

A: This is an RFP for advertising services and related [advertising] strategies.

158. Q: Will a CA DBE fulfill the SBE/VSBE requirements for this contract?

A: No, it will not. You must be registered as an SBE/VSBE on RAMP if you would like to count as an SBE/VSBE. However, this opportunity does not have an SBE/VSBE requirement.

159. Q:Please confirm only hourly labor rates, equipment, hardware and software costs are required for the price proposal.

A: Labor rates are required. The other elements mentioned are mysterious and seem to be offerings of a prospective consultant.

160. Q:Can the prime fulfill the SBE goal?

A: This opportunity does not have a SBE requirement. If it did, then yes, the prime can fulfill the SBE requirement.

161. Q:We understand that all creative will be designed and developed and provided to us, is this correct and that aspect is not part of this contract?

A: Wrong. Consultant expected to develop creative.

162. Q:Could you let us know what the budget is for this work for agency fees/services and media buys?

A: See response to Question 96.

163. Q:What digital channels are you focused in on at this time?

A: None specifically.

164. Q:Could you let us know what the anticipated length of the campaign is to be?

A: Campaign length, cost, etc., are proposed by the selected consultant once they are hired. Please carefully read responses to other related questions.

165. Q:Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A: There is a local preference, but all interested consultants are encouraged to respond to the RFP.

166. Q:Are there any forms that need to be submitted by the subs?

A: No, only the prime is required to submit a proposal and all administrative documents included with proposal. However, if you have subs, they should be listed on the consultant description form.

167. Q:Is there a commission structure for media?

A: A true advertising consultant/agency would not be asking this question.

168. Q:Does a formal budget need to be submitted vs pricing and cost information?

A: Not for the proposal as specified by the RFP.

169. Q:Can you provide an estimate of total annual or quarterly total marketing and/or media budgets?

A: Please see responses to other related questions (Question 96).

170. Q:How does the budget breakdown by line of business (e.g. Cargo vs. Cruise vs. Waterfront Tourism?)

A: No concrete breakdown exists. These are considerations between consultant and client.

171. Q:Has any research or audience segmentation been conducted on the target consumer for each line of business?

A: Some research exists, and POLA has subject matter experts.

172. Q:Can you describe the general target audience for each line of business?

A: General target audiences are discussed in RFP and in this questionnaire.

173. Q:What type of data infrastructure or marketing performance models currently exist?

A: None

174. Q:Who would you describe as your competitive set? Does this differ by line of business?

A: The question is not understood. But each line of business has its own target audience and competitive attributes.

175. Q:Are there any existing marketing partnerships in place (e.g. Lease holders, cruise lines, government agencies, tourism bureaus, etc.)?

A: No.

176. Q:Will we have access to existing photography and video/media libraries for use in upcoming creative?

A: Yes, as needed. But the consultant should have graphic design capabilities. Not all ads include photos/video.

177. Q:If there aren't existing video and media libraries available as inputs, is media/video production included in his budget?

A: This consideration will be made as needed. Photo and video production costs are not expected to be in this contract.

178. Q:Is there a media budget that you are at liberty to disclose?

A: See other responses (Question 96).

179. Q:Traditionally how many media campaigns does the Port run annually?

A: Two to four (2-4).

180. Q:Is there an incumbent agency?

A: Yes.

181. Q:Has any digital advertising been executed for cargo, cruises, or waterfront tourism in the past?

A: Yes.

S



Cruise Campaign 2023 Q1 Wrap Report

Port of Los Angeles | December 15, 2022- February 28, 2023

S E N S I S

Campaign Overview



Campaign Overview

Objectives

- Raise awareness among travel agents and cruise passengers that specialize in cruises originating from the West Coast about the PoLA's upcoming cruise ship offerings

What we want them to...

THINK:

- Port of Los Angeles is the premier destination for cruise ship offerings

DO:

- Explore cruise offerings departing from the Port of Los Angeles

Target Audiences

- Cruise Enthusiasts, Frequent Cruisers, Cruise Intenders
 - Geography:
 - Western U.S. including Denver, Seattle, Portland, Las Vegas, San Francisco, Phoenix, and Tucson
 - Non-Western U.S. including New York City, Boston, Dallas/Fort Worth, and Washington D.C.
 - Canada including Calgary and Vancouver/British Columbia
- Travel Agents and where possible:
 - Travel Wholesalers
 - Travel Consolidators



Paid Media Performance



Summary by Region

- As a whole, Western US ads showed the best performance with a combined CTR of 1.06%; better than our previous campaign at 0.64%, which ran only GDN and Search (both tactics with a higher click expectancy)
 - This supports earlier targeting goals, indicating strong interest in PoLA's message given the close proximity and lower travel cost barriers
- Non-Western US ads and results from other markets performed just about as well
 - The markets selected as a result of our last full campaign continued to out-perform Canada. As previously postulated, US residents outside of the West Coast could still have plans to travel here, and might have more interest in exploring the area than a local
- Canada had a competitive CPC, and an increased CTR (0.64%) over the previous campaign (0.46%)

Region	Impressions	Clicks	CTR	Spent	CPC
Western US	14,298,863	150,919	1.06%	\$50,221.67	\$0.33
Non-Western US	4,454,126	40,282	0.90%	\$15,836.28	\$0.39
Other Markets, US	944,417	9,489	1.00%	\$5,315.99	\$0.56
Canada	7,853,018	50,226	0.64%	\$17,325.75	\$0.34
TOTAL	27,550,424	250,916	0.91%	\$88,699.69	\$0.35

Summary by Tactic

- This was an extraordinarily strong campaign, both in terms of improvement over previous campaigns for the PoLA and individual platform benchmarks
- This success can likely be attributed to the deployment of a **new creative campaign this year** as well as the addition of video tactics
- All vendors made optimizations throughout the campaign to ensure spend in full, market coverage, and high performance

18,582,646 additional impressions over projections!

Vendor	Impressions	Clicks	CTR	Benchmarks	Spent	CPC	Pacing	Notes
Amazon	363,323	11	-	-	\$9,999.99	-	100%	Very high VCR of 97.96%, with 338,539 video completes
Peacock (DSP)	175,210	70	0.04%	-	\$8,000.00	-	100%	Very high VCR of 97.51%, with 170,739 video completes
VDX	5,070,382	44,185	0.87%	0.08-0.10% CTR	\$30,000.00	\$0.68	100%	Excellent CTR 10x benchmark
Facebook	2,457,738	55,896	2.27%	0.93% CTR \$0.68 CPC	\$10,439.08	\$0.19	100%	Great metrics all around, earned 2.5x the expected impressions
Google Display Network	17,325,758	105,938	0.61%	0.47% CTR \$0.44 CPC	\$12,081.42	\$0.11	101%	Extremely high number of additional impressions earned: 16,125,758
Paid Search	178,507	10,333	5.79%	4.68% CTR \$1.53 CPC	\$8,176.33	\$0.79	99%	Strong performance against benchmarks and previous campaign
YouTube	1,979,506	34,483	1.74%	0.12% CTR \$2.00 CPC	\$10,002.26	\$0.29	100%	Impressive engagement with a very high CTR and view rate of 23.32%
TOTAL	27,550,424	250,916	0.91%	-	\$88,699.69	\$0.35	-	

DMA Breakdown

- Las Vegas once again performed particularly well, with a 1.72% CTR
- Phoenix and Tucson were runners-up, but San Francisco gave them a run for their money with the lowest CPC of the bunch at \$0.28
- Dallas/Fort Worth was the best Non-Western performer, with a 0.98% CTR.
- Some Canadian markets were nearly as effective but with much lower CPCs; Calgary even beat last campaign's low of \$0.19, clocking in at \$0.18

DMA	Impressions	Clicks	CTR	Spent	CPC
Denver, US	2,241,475	23,603	1.05%	\$7,675.86	\$0.33
Las Vegas, US	1,054,159	18,084	1.72%	\$6,099.28	\$0.34
Phoenix, US	2,174,968	27,307	1.26%	\$10,320.19	\$0.38
Portland, US	1,354,673	13,066	0.96%	\$4,888.11	\$0.37
San Francisco	4,394,859	42,322	0.96%	\$11,873.20	\$0.28
Seattle, US	2,594,107	20,975	0.81%	\$7,456.98	\$0.36
Tucson	484,622	5,562	1.15%	\$1,908.05	\$0.34
Western US	14,298,863	150,919	1.06%	\$50,221.67	\$0.33
New York City, US	1,874,498	17,488	0.93%	\$6,246.12	\$0.36
Boston, US	594,765	5,474	0.92%	\$1,886.12	\$0.34
Dallas/Fort Worth, US	1,036,571	10,131	0.98%	\$4,126.71	\$0.41
Washington DC, US	948,292	7,189	0.76%	\$3,577.33	\$0.50
Non-Western US	4,454,126	40,282	0.90%	\$15,836.28	\$0.39
British Columbia, CA	4,392,143	20,493	0.47%	\$4,443.18	\$0.22
Calgary, US	950,208	6,390	0.67%	\$1,177.05	\$0.18
Vancouver, CA	827,742	7,707	0.93%	\$1,570.21	\$0.20
Other Markets, CN	1,682,925	15,636	0.93%	\$10,135.31	\$0.65
Canada	7,853,018	50,226	0.64%	\$17,325.75	\$0.34
Other Markets, US	944,417	9,489	1.00%	\$5,315.99	\$0.56
GRAND TOTAL	27,550,424	250,916	0.91%	\$88,699.69	\$0.35

Media Tactic Reports



Amazon – Revive Media

Digital Video



Country	Impressions	Clicks	Spent
Western US	229,871	3	\$6,249.99
Non-Western US	83,937	3	\$2,250.00
Canada	49,515	5	\$1,500.00
TOTAL	363,323	11	\$9,999.99

DMAs	Impressions	Clicks	Spent
Denver	28,744	0	\$862.32
Las Vegas	26,948	0	\$808.44
Phoenix	48,507	0	\$1,455.21
Portland	35,239	4	\$1,057.17
San Francisco	20,578	1	\$617.34
Seattle	30,893	1	\$926.79
Tucson	8,994	0	\$269.82
New York City	31,378	0	\$941.34
Boston	6,990	0	\$209.70
Dallas/Fort Worth	19,242	0	\$577.26
Washington DC	24,979	1	\$749.37
Other Markets / Added Value	31,316	0	\$25.23
Canada	49,515	5	\$1,500.00
TOTAL	363,323	11	\$9,999.99

- After some late-campaign lag in spend in Canada, we shifted budget to the US markets for spend in full
- As a video tactic, Amazon did not optimize for clicks. However, we saw an **extremely high video completion rate (VCR) of 97.96%** for the campaign, indicating high interest and engagement within our target audience
- This put the cost per video completion at a mere \$0.03 across all markets, calculated from 215,182 video completes in the Western US, 78,052 in the Non-Western US, and 45,305 in Canada
- All regions performed well according to VCR, but Non-Western US was the best-performing
 - Western US: 98.02% VCR
 - Non-Western US: 98.32% VCR
 - Canada: 97.08% VCR
- The top three apps, by impressions earned, were Paramount EyeQ, TubiTV Fire TV, and Amazon Freevee

Basis DSP – Peacock

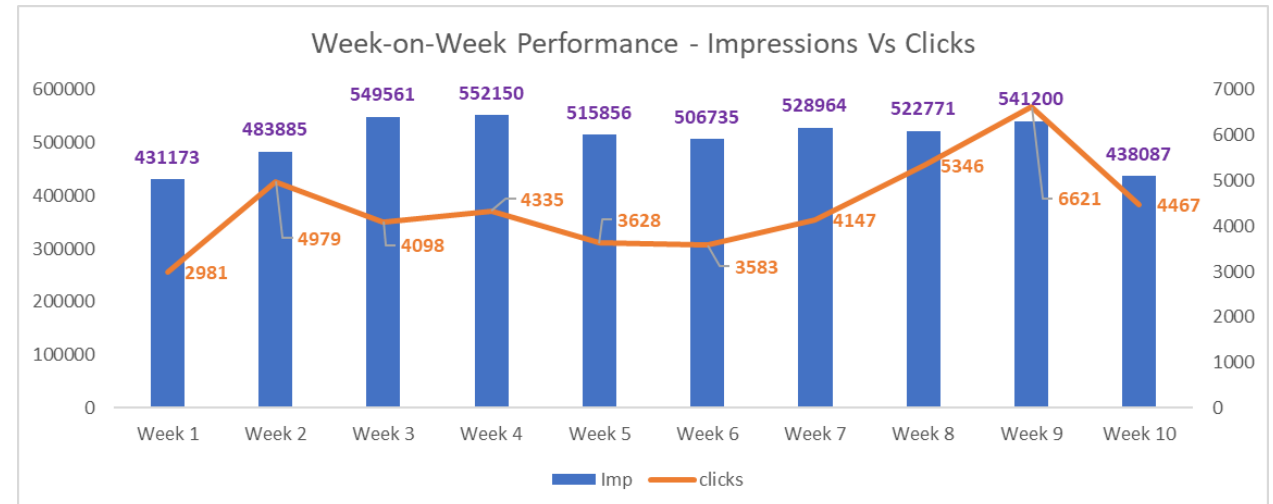
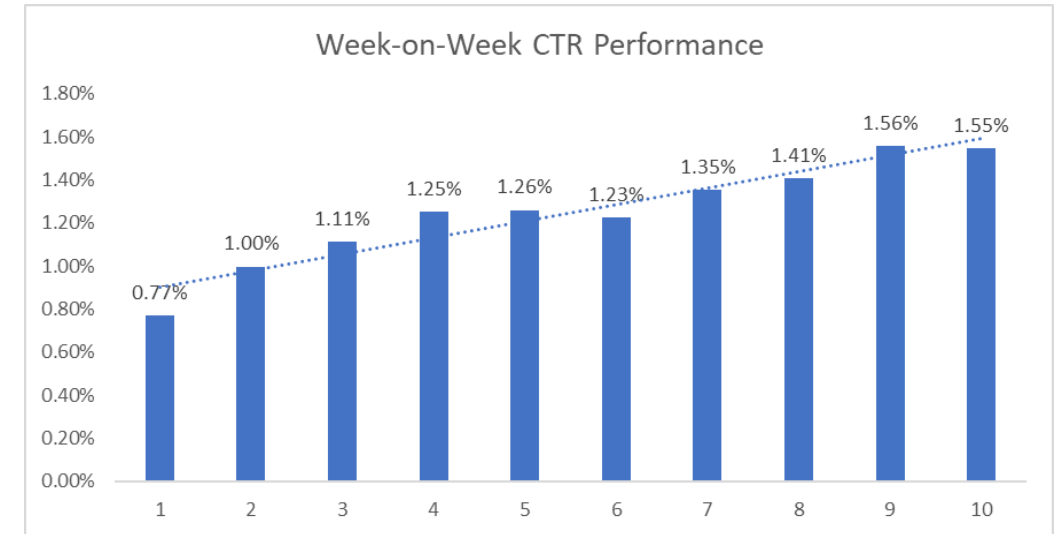
Digital Video



Country	Impressions	Clicks	CTR	Spent
Western US	102,061	36	0.04%	\$4,800.32
Non-Western US	32,029	5	0.02%	\$1,600.33
Canada	41,120	29	0.07%	\$1,600.05
<i>Added Value</i>	-	-	-	(\$0.70)
TOTAL	175,210	70	0.04%	\$8,000.00
DMAs	Impressions	Clicks	CTR	Spent
Denver	25,313	12	0.05%	\$1,194.02
Las Vegas	14,261	3	0.02%	\$665.20
Phoenix	17,932	12	0.07%	\$838.82
Portland	10,198	2	0.02%	\$478.47
San Francisco	10,800	3	0.03%	\$512.79
Seattle	17,098	4	0.02%	\$808.96
Tucson	6,459	0	-	\$302.05
New York City	3,301	1	0.03%	\$162.21
Boston	3,805	0	-	\$193.88
Dallas/Fort Worth	14,737	2	0.01%	\$735.51
Washington DC	10,186	2	0.02%	\$508.74
British Columbia	28,667	24	0.08%	\$1,125.23
Other Markets, CN	12,453	5	0.04%	\$474.82
TOTAL	175,210	70	0.04%	\$8,000.00

- As a video tactic, the DSP did not optimize for clicks. However, like with Amazon, we saw an **extremely high video completion rate (VCR) of 97.51%** for the campaign, indicating that video is an effective option for our audience
- This put the cost per video completion at \$0.05 across all markets
- Calculations are derived from the following:
 - 99,285 video completes in the Western US
 - 31,521 in the Non-Western US
 - 39,933 in Canada

- VDX improved CTR week-over-week due to constant optimizations, closing with an average of 0.87% - multiples better than our most recent campaign with VDX
 - The 320x50 ad size was the best-performing by far, with a 1.87% CTR high above the runner-up ad size of 300x250 at 0.23%
- VDX calculated a 101.41% delivery on purchased impressions, totaling 5,070,382 with 70,382 bonus impressions
- Click performance was consistent throughout the week, with a slight dip on Sundays and Mondays
- Compared to VDX's display ad CTR benchmark of 0.08-0.10%, our campaign ended on a very strong note; all placements were well above this range

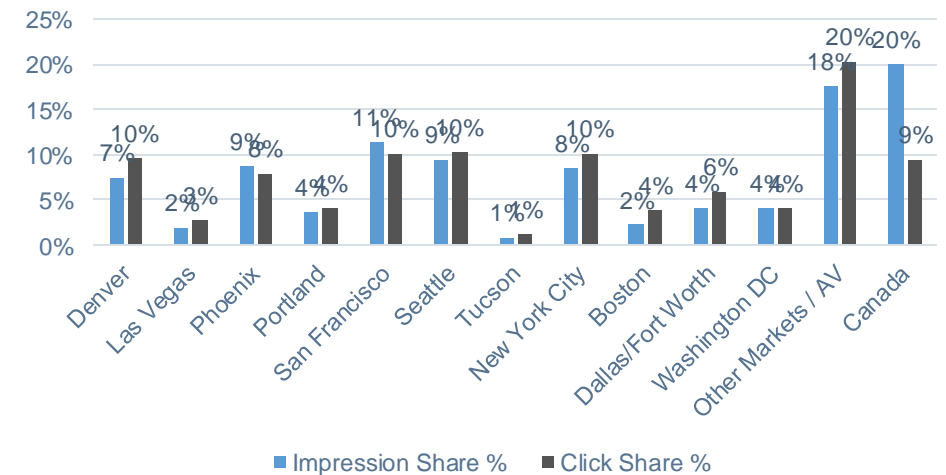


Country	Impressions	Clicks	CTR	Spent	CPC
Western US	3,049,111	27,418	0.90%	\$18,294.67	\$0.67
Non-Western US	1,009,561	12,593	1.25%	\$6,057.37	\$0.48
Canada	1,011,710	4,174	0.41%	\$6,070.26	\$1.45
<i>Added Value</i>	-	-	-	(\$422.30)	-
TOTAL	5,070,382	44,185	0.87%	\$30,000.00	\$0.68

DMA	Impressions	Clicks	CTR	Spent	CPC
Denver	379,454	4,265	1.12%	\$2,243.32	\$0.53
Las Vegas	100,814	1,215	1.21%	\$596.32	\$0.49
Phoenix	441,517	3,517	0.80%	\$2,605.82	\$0.74
Portland	187,043	1,826	0.98%	\$1,103.49	\$0.60
San Francisco	577,642	4,478	0.78%	\$3,407.31	\$0.76
Seattle	480,481	4,553	0.95%	\$2,837.68	\$0.62
Tucson	44,936	559	1.24%	\$265.93	\$0.48
New York City	428,795	4,491	1.05%	\$2,546.83	\$0.57
Boston	113,998	1,702	1.49%	\$677.58	\$0.40
Dallas/Fort Worth	209,152	2,626	1.26%	\$1,242.14	\$0.47
Washington DC	204,376	1,825	0.89%	\$1,216.22	\$0.67
Other Markets / Added Value	890,464	8,954	1.01%	\$5,187.00	\$0.58
Canada	1,011,710	4,174	0.41%	\$6,070.26	\$1.45
TOTAL	5,070,382	44,185	0.87%	\$30,000.00	\$0.68

- At the mid-campaign point, the vendor had the following to say: "We are seeing an *outstanding* performance in the current campaign with a huge jump in CTR since the previous one – an almost 179% increase YOY"

Impression and Click Share by Geo





Ad Placement	Impressions	Clicks	CTR	Spent	CPC
Western US	1,250,251	32,719	2.62%	\$6,261.88	\$0.19
Non-Western US	598,773	11,736	1.96%	\$2,089.20	\$0.18
Canada	608,714	11,441	1.88%	\$2,088.00	\$0.18
TOTAL	2,457,738	55,896	2.27%	\$10,439.08	\$0.19
DMAs	Impressions	Clicks	CTR	Spent	CPC
Denver	137,337	3,075	2.24%	\$566.09	\$0.18
Las Vegas	265,455	7,619	2.87%	\$1,246.50	\$0.16
Phoenix	357,106	10,358	2.90%	\$1,768.84	\$0.17
Portland	184,768	3,990	2.16%	\$799.25	\$0.20
San Francisco	561,702	11,577	2.06%	\$2,494.23	\$0.22
Seattle	235,585	5,050	2.14%	\$994.21	\$0.20
Tucson	83,901	2,240	2.67%	\$385.97	\$0.17
Other Markets, US	22,637	535	2.36%	\$93.75	\$0.18
All Markets, CN	609,247	11,452	1.88%	\$2,090.23	\$0.18
TOTAL	2,457,738	55,896	2.27%	\$10,439.08	\$0.19

- Despite only a small increase in budget using unspent fees, Facebook earned **nearly 2.5x the number of projected impressions** at 2,456,638
 - Similarly, for a very slight increase in CPC, Western US ads performed significantly better than others with a 2.62% CTR
 - Even the lowest CTR was **more than twice as good** as the Facebook benchmark for Hobbies and Leisure, 0.93%
 - CPC was extremely low as well, averaging \$0.19 against the benchmark of \$0.68
- Facebook limits tracking by regions within non-US countries and—like most platforms—optimizes spend towards the better-performing DMAs

Google Display Network

Digital Display



- Google keyword banners spent slightly over budget to make up for a small search underspend, earning a combined **17,325,758 impressions!**
- This is an astonishing **16,125,758 increase** in impressions over our initial projections of 1,200,000 impressions. The strong CTR displayed by each placement shows that these were all valuable impressions as well
- The Canada placements were less effective per CTR than the US placements, but were also more efficient per CPC
 - The overall CTR of 0.61% **easily surpassed Google's benchmark** of 0.47% and was an improvement over last campaign's 0.50% CTR
 - All ads did very well compared to the CPC benchmark of \$0.44, and were even **improved over last campaign's \$0.15 CPC**

Ad Placement	Impressions	Clicks	CTR	Spent	CPC
Western US	8,863,916	62,614	0.71%	\$7,211.03	\$0.12
Non-Western US	2,913,739	20,341	0.70%	\$2,440.38	\$0.12
Canada	5,548,103	22,982	0.41%	\$2,430.01	\$0.11
TOTAL	17,325,758	105,937	0.61%	\$12,081.42	\$0.11

DMAs	Impressions	Clicks	CTR	Spent	CPC
Denver	1,450,942	12,093	0.83%	\$1,418.11	\$0.12
Las Vegas	456,525	4,907	1.07%	\$546.16	\$0.11
Phoenix	1,132,616	8,703	0.77%	\$992.21	\$0.11
Portland	851,681	5,529	0.65%	\$670.91	\$0.12
San Francisco	2,941,192	20,021	0.68%	\$2,238.36	\$0.11
Seattle	1,735,603	9,549	0.55%	\$1,135.14	\$0.12
Tucson	295,357	1,812	0.61%	\$210.14	\$0.12
New York City	1,182,925	8,715	0.74%	\$1,043.94	\$0.12
Boston	415,768	2,593	0.62%	\$310.91	\$0.12
Dallas/Fort Worth	668,279	4,989	0.75%	\$605.79	\$0.12
Washington DC	646,767	4,044	0.63%	\$479.74	\$0.12
British Columbia	4,180,948	16,273	0.39%	\$1,681.14	\$0.10
Calgary	843,650	4,495	0.53%	\$517.77	\$0.12
Vancouver	523,505	2,214	0.42%	\$231.10	\$0.10
TOTAL	17,325,758	105,937	0.61%	\$12,081.42	\$0.11

Search

Paid Search



Ad Placement	Impressions	Clicks	CTR	Spent	CPC
Western US	83,474	5,874	7.04%	\$4,908.00	\$0.84
Non-Western US	52,853	2,161	4.09%	\$1,634.10	\$0.76
Canada	42,180	2,298	5.45%	\$1,634.23	\$0.71
TOTAL	178,507	10,333	5.79%	\$8,176.33	\$0.79

Top Keywords	Impressions	Clicks	CTR	Spent	CPC
"cruise ship"	113,777	5,962	5.24%	\$4,498.74	\$0.75
"california cruises"	12,638	1,286	10.18%	\$1,088.11	\$0.85
"boat cruise"	29,523	1,178	3.99%	\$862.95	\$0.73
"cruises from california"	5,449	531	9.74%	\$490.55	\$0.92
"luxury cruise lines"	2,570	255	9.92%	\$217.41	\$0.85
"cruises out of la"	1,314	185	14.08%	\$180.14	\$0.97
"la cruise"	1,171	107	9.14%	\$85.32	\$0.80
"cruises leaving from los angeles"	664	88	13.25%	\$81.50	\$0.93
"cruises from la"	672	80	11.90%	\$77.93	\$0.97
"cruises from+los angeles"	811	76	9.37%	\$69.11	\$0.91

- Western US search had the strongest performance with the highest CTR at the cost of only a small increase in CPC over the other placements
- The highest performing keywords tended to be in the Western US group. The list represented at left accounts for duplicates in other ad groups
 - Keywords once again seemed to hit home better for our standard West Coast targets, who generally cared more about activities to enhance their travel experience than planning around food and attractions at the port

DMAs	Impressions	Clicks	CTR	Spent	CPC
Denver	6,754	344	5.09%	\$268.65	\$0.78
Las Vegas	17,383	1,303	7.50%	\$1,114.90	\$0.86
Phoenix	29,554	2,113	7.15%	\$1,805.14	\$0.85
Portland	5,947	391	6.57%	\$314.08	\$0.80
San Francisco	16,987	1,292	7.61%	\$1,049.18	\$0.81
Seattle	2,251	131	5.82%	\$101.91	\$0.78
Tucson	4,598	300	6.52%	\$254.14	\$0.85
New York City	19,445	698	3.59%	\$524.29	\$0.75
Boston	7,762	355	4.57%	\$278.70	\$0.79
Dallas/Fort Worth	14,902	612	4.11%	\$463.86	\$0.76
Washington DC	10,744	496	4.62%	\$367.25	\$0.74
British Columbia	28,170	1,489	5.29%	\$1,064.03	\$0.71
Calgary	7,272	388	5.34%	\$277.58	\$0.72
Vancouver	6,738	421	6.25%	\$292.63	\$0.70
TOTAL	178,507	10,333	5.79%	\$8,176.33	\$0.79

- Overall, the campaign spent slightly under budget, earning 178,507 impressions
- Western search had the highest CTRs, especially our top market San Francisco at 7.61%
 - However, they also had the highest CPCs as well. Canada struck a good balance between CTR and CPC
- The average CTR of 5.79% is well above Google's Travel & Hospitality benchmark of 4.68%, and improved from the last campaign at 5.67%
- The final average CPC of \$0.79 is fantastic compared to Google's search benchmark of \$1.53, and improved from last campaign's final number of \$1.00 even

- Introducing video to the campaign was a great success, with YouTube earning an **extremely high view-through rate of 23.32%** and a **very low CPV of \$0.02!**
 - Calculated from 461,640 views
- YouTube also earned far more impressions than expected. In fact, the campaign earned **nearly double the projected 1,000,000 impressions**, with a total of 1,979,506
- YouTube also displayed a surprisingly high CTR for video at 1.74%. This is far above our general benchmark of 0.12%, indicating high interest in the PoLA's message
 - At \$0.29, the CPC was also far below our general benchmark of \$2.00

Ad Placement	Impressions	Clicks	CTR	Spent	CPC
Western US	1,011,768	18,067	1.79%	\$6,000.27	\$0.33
Non-Western US	416,595	7,130	1.71%	\$2,001.03	\$0.28
Canada	551,143	9,286	1.68%	\$2,000.96	\$0.22
TOTAL	1,979,506	34,483	1.74%	\$10,002.26	\$0.29

DMAs	Impressions	Clicks	CTR	Spent	CPC
Denver	212,931	3,814	1.79%	\$1,133.35	\$0.30
Las Vegas	172,773	3,037	1.76%	\$1,121.76	\$0.37
Phoenix	147,736	2,604	1.76%	\$854.15	\$0.33
Portland	79,797	1,324	1.66%	\$464.74	\$0.35
San Francisco	265,958	4,950	1.86%	\$1,553.99	\$0.31
Seattle	92,196	1,687	1.83%	\$652.29	\$0.39
Tucson	40,377	651	1.61%	\$220.00	\$0.34
New York City	208,654	3,583	1.72%	\$1,027.51	\$0.29
Boston	46,442	824	1.77%	\$215.35	\$0.26
Dallas/Fort Worth	110,259	1,902	1.73%	\$502.15	\$0.26
Washington DC	51,240	821	1.60%	\$256.01	\$0.31
British Columbia	154,358	2,707	1.75%	\$572.78	\$0.21
Calgary	99,286	1,507	1.52%	\$381.70	\$0.25
Vancouver	297,499	5,072	1.70%	\$1,046.48	\$0.21
TOTAL	1,979,506	34,483	1.74%	\$10,002.26	\$0.29

Insights/Recommendations

- Video placements were a resounding success, helping to complete the Google Suite feedback loop, strengthening other tactics through awareness with engaging and memorable content, and earning stellar VCRs/view rates across the board that indicated high interest among the PoLA's target audience
- Many vendors and tactics not only out-performed benchmarks, but out-performed our last usage of them on PoLA campaigns. Vendors such as VDX constantly optimized throughout the course of the campaign, contributing to this improvement
 - There is also something to be said for improved brand awareness, especially from the recently-added video tactics, that pushed our audience further down the marketing funnel
 - Alternatively, this may be an industry-wide lift as we shake off the limitations in travel caused by the COVID-19 pandemic
- Non-Western cities continued to have a stronger showing than Canadian regions in many cases. However, Western markets were still our best performers overall
- In the future, employing retargeting tactics might help us squeeze the last value out of tapped markets—such as for Amazon video in Canada, where we had to shift budgets to ensure full spend

Flowchart

Cruise Campaign



3/22/2023

MEDIA	22-Dec				23-Jan					23-Feb				23-Mar				Estimated Impressions	Actual Impressions	Actual Spend
	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20			
DIGITAL DISPLAY																		6,200,000	22,396,140	\$42,504
DIGITAL VIDEO																		1,777,778	2,518,039	\$27,988
PAID SOCIAL																		990,000	2,457,738	\$10,439
PAID SEARCH																			178,507	\$8,176
Ad Serving																				\$892
																		8,967,778	27,550,424	\$90,000

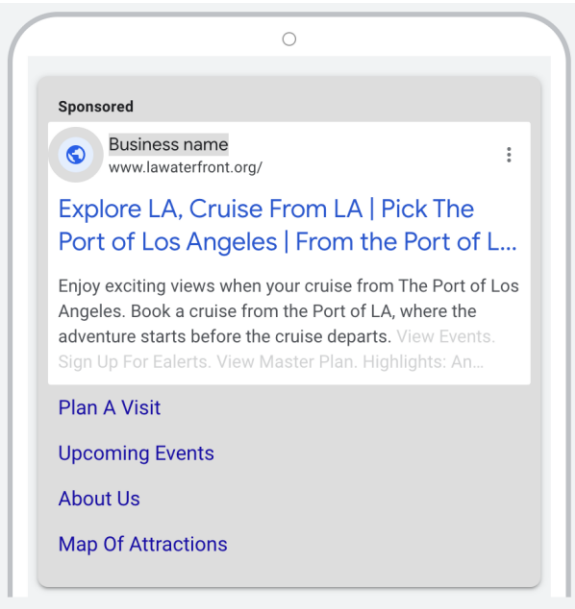
Media Tactic Creative Samples



Sample Creative



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Search



Facebook

Sample Creative



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15s



YouTube
30s

Travelandleisure.com: Desktop IAB 728x90 PL3

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 Written by [Phil de Semlyen](#)



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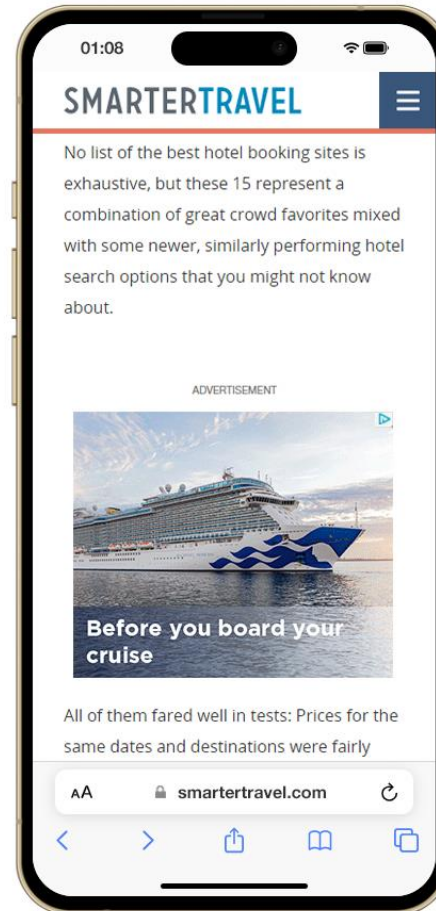
17. Martinique

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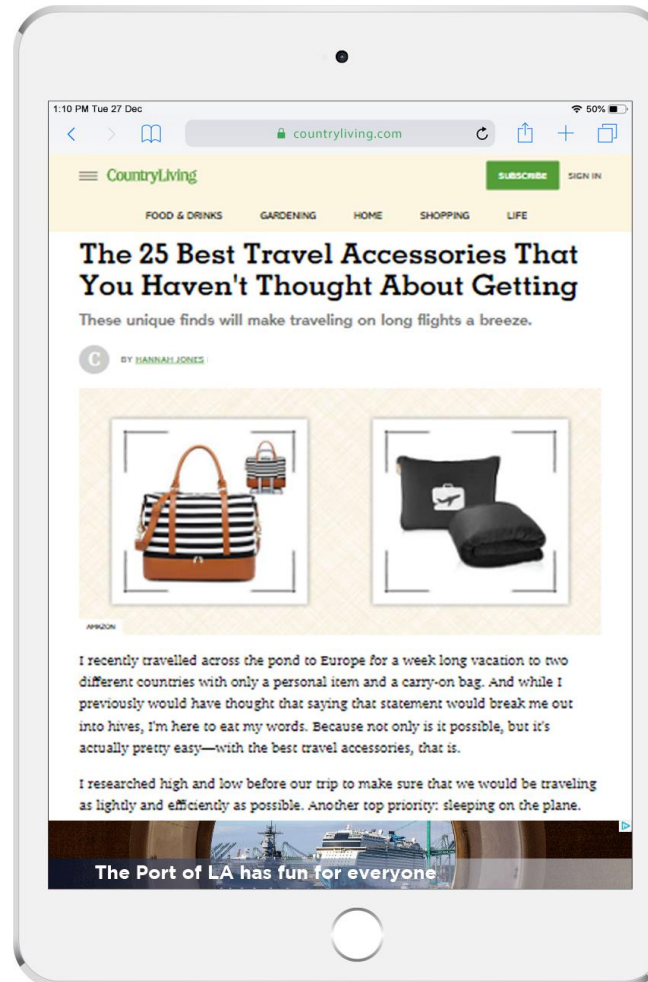


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cruise

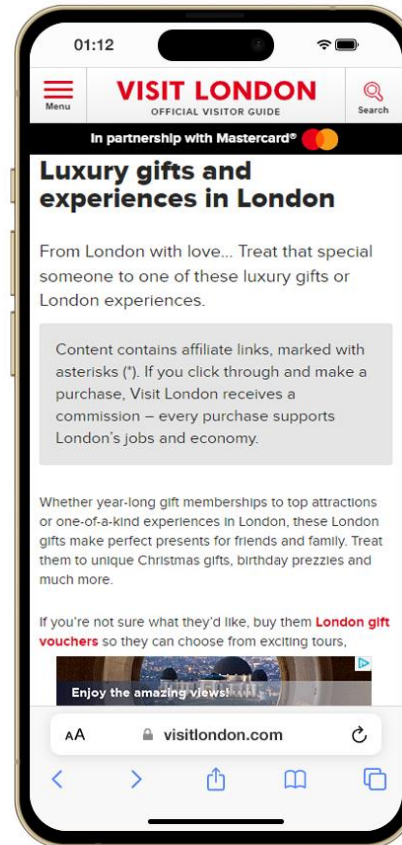
Smartertravel.com: Mobile IAB 300x250 PL3



Countryliving.com: Tablet Adhesion 768x90 PL1



Visitlondon.com: Mobile Adhesion 320x50 PL2



Thank You!





2023 Media Campaign Wrap Report

APRIL 17, 2023



S E N S I S

MEDIA PARAMETERS

OVERVIEW

Flight

- February 6 – March 26, 2023

Budget

- \$90,000 paid media + fees

Projected Impressions (without Search)

- 11,904,553

Targets

- **Event attendees:** RILA Link (Orlando, FL), TPM (Long Beach, CA)
- **Interests:** ex. Distribution, Freight company, Supply chain optimization, Logistics, Cargo or Freight transport
- **Job titles/Industry:** ex. Supply Chain Logistics Manager, Shipping and Receiving, Transportation and Moving



Media Performance

PAID MEDIA SUMMARY

TOP-LINE RECAP

- This campaign provided an 18% over-delivery on impressions, earning **2,159,184 added value impressions** beyond our initial projections (including a little over 100,000 from paid search)
- This over-delivery is despite a slightly lower spend, as the campaign came in under budget by \$188.85
 - All vendors delivered in full except the Basis DSP buy and Google Display, which combined were under budget by \$289.01
 - The cost for ad serving fees was \$98.86 over estimations
- The campaign successfully utilized attendees of RILA and TMP events for fine-tuned targeting through geofencing capabilities from both past and current events
 - Attendees were targeted with in-app mobile ads before and after each event
 - Near and Digilant employed these geofencing tactics, and Facebook integrated Near's data to similar effect

PAID MEDIA SUMMARY

OVERVIEW

Vendor	Impressions	Clicks	CTR	Benchmarks	Spent	CPC	Pacing
Causal iQ	4,103,993	13,916	0.34%	0.08% CTR 0.11% CTR*	\$18,000.00	\$1.29	100%
Digilant	3,621,111	7,558	0.21%	-	\$22,500.00	\$2.98	100%
Near	1,487,754	5,211	0.35%	0.12% CTR	\$10,000.00	\$1.92	100%
Basis DSP	958,259	896	0.09%	-	\$9,522.60	\$10.63	97%
Facebook	1,589,325	36,841	2.32%	0.93% CTR \$0.68 CPC	\$8,000.00	\$0.22	100%
Google Display Network	2,185,068	30,966	1.42%	0.47% CTR \$0.44 CPC	\$9,956.14	\$0.32	100%
Paid Search	118,227	10,953	9.26%	4.68% CTR \$1.53 CPC	\$8,001.30	\$0.73	100%
TOTAL	14,063,737	106,341	0.76%	-	\$85,980.04	\$0.81	-

*Benchmarks are for Display and Native, respectively

PAID MEDIA PERFORMANCE

DIGITAL PARTNERS

- **Digilant** earned exactly 10,000 additional impressions and saw week-over-week improvement in CTR
- The 728x90 display ad size generated the highest CTR (0.13%), followed by the 300x600 ad size (0.11%)
- Detailed vendor reporting showed interesting differences in audience behavior between display and native advertising
 - For *display*, the ends/beginnings of the week saw higher CTRs (especially Sunday, at 0.12%) while for *native*, Wednesday generated the highest CTR (0.70%) followed by Thursday (0.67%)
 - Similarly, for *display* the highest CTRs are seen during the Morning Commute (6am-9am), Evening Commute (4:30pm-7pm), and Late Night (12am-2am) hours while for *native* the highest CTRs are seen during the Mid-Morning (9am-11:30am), Lunch (11:30am-1:30pm), and Evening Commute (4:30pm-7pm) hours

Native Strategies	CTR
Retargeting	0.43%
Contextual	0.31%

Display Strategies	CTR
Retargeting	0.39%
Geofencing (RILA)	0.32%
Contextual (low inventory)	0.30%

Top 5 Regions – Display Ads	CTR
Montana	0.35%
Maine	0.31%
Hawaii	0.31%
Washington	0.31%
Oregon	0.30%

Top 5 Regions – Native Ads	CTR
Maryland	0.71%
New Jersey	0.48%
Oregon	0.41%
Virginia	0.37%
Texas	0.35%



Display: 0.09% CTR
Native: 0.47% CTR



Display (low inventory): 0.19% CTR



Native: 0.45% CTR

PAID MEDIA PERFORMANCE

DIGITAL PARTNERS CONTINUED

- **Causal iQ** earned 3,993 additional impressions over those expected, and the vendor expressed that the campaign **could have comfortably handled another \$5-10,000 budget**
 - Display ended up at a 0.15% CTR, well above their benchmark of 0.08%
 - Native earned a 0.63% CTR, multiples beyond their benchmark of 0.11%!
 - CPC was low as well, at only \$1.29; the lowest among our three digital partners for this campaign
- **Near** earned 71,087 extra impressions
 - Incorporated event attendees for TPM and RILA plus lookalike audiences for \$2,500 data fee
 - Display banners bested their benchmark by 0.10%, and the more interactive interstitials blew it out of the water (*pun intended!*) at 0.67%
 - Although comparatively few dollars were spent on TPM and RILA-targeted banners and interstitials, they easily had the **best performance metrics** with CPCs around \$0.10 at RILA and \$0.20 at TPM, and CTRs as high as 4.78% for the RILA interstitial

PAID MEDIA PERFORMANCE

INTERNAL DIGITAL

- **Programmatic Display (Basis DSP)** did not meet spend or impression goals, with the lowest CTR and highest CPC of all tactics in the campaign
 - We still feel that using the DSP can be a good option for brand awareness or specifically video content, but don't recommend buying it again as programmatic display
- **Facebook/Instagram** earned an additional 789,325 impressions on top of the projected amounts
 - Budget was split between detailed targeting and a breakout of Near's mobile IDs collected from geofenced events, as well as lookalike audiences
 - While both ad sets performed well above benchmarks, with a combined reach of 782,221, the Near list and lookalike segment earned a 2.40% CTR and mere \$0.17 CPC. In comparison, the detailed targeting segment earned a 2.20% CTR and \$0.29 CPC, making the **Near list targeting both more efficient and cost-effective**
- **GDN** earned a whopping additional 1,185,068 impressions over projections!
 - These impressions came at a good price, with both a CTR and CPC far better than benchmarks – **very efficient**
- **Paid Search** captured end-funnel users at an exceptionally high rate, nearly twice our benchmark, for less than half of the expected cost per click
 - The top five keywords by number of clicks: "*port of los angeles*," "*the port of los angeles*," "*los angeles port*," "*Americas port*," and "*san pedro port*"


INSIGHTS & RECOMMENDATIONS

- Our media placement allowed us to provide a very efficient and effective multi-touchpoint digital mix – reaching the audience via social and digital display that tracked them as they attended industry events and read online content about shipping issues
- Overall, the campaign performed phenomenally with an additional 2,159,184 added value impressions and vendors that exceeded their benchmarks on key metrics
- The one tactic that fell short of expectations was our programmatic buy through our DSP, Basis. This tactic did not quite have the audience to spend in full by the end of the campaign, ending a little short on impressions. We would not recommend this tactic for the PoLA moving forward



PAID MEDIA FLOWCHART

FEBRUARY 6 – MARCH 26, 2023

Cargo Campaign											
4/17/2023											
MEDIA	Feb				Mar				Actual Spend	Earned Impressions	
	30	6	13	20	27	6	13	20			
<i>RILA Link, Orlando FL</i> <i>TPM, Long Beach CA</i>			2/19-2/22								
				2/26-3/1							
AUDIENCE DISPLAY									\$41,979	8,154,216	
NATIVE DISPLAY									\$18,000	2,714,215	
SOCIAL									\$8,000	1,589,325	
GEOFENCED RETARGETING									\$10,000	1,487,754	
SEARCH									\$8,001	118,227	
DATA									\$2,500		
Ad Serving									\$1,331		
									\$89,811	14,063,737	

DEFINITIONS

- **Click-through-rate (CTR):** calculation of how many users saw an ad and then clicked on it
- **Contextual:** ads placed on campaign-relevant web pages, determined by the content of said pages
- **CPC:** cost per click
- **Display:** digital advertising with static or animated images in a variety of web banner sizes
- **Geofencing:** ads are served to mobile devices once they enter a mapped location
- **Impression:** one view of an ad
- **Interstitials:** ad that overtakes a mobile screen fully until interacted with
- **Native:** also known as sponsored content, an ad that matches the format of the page/app it is hosted on
- **Programmatic:** automated bidding on media inventory through our demand-side platform (DSP)
- **Retargeting:** serve ads to our target audience that has already interacted with the brand/campaign

Media Creative Samples

FACEBOOK / INSTAGRAM

The image displays two side-by-side social media ad interfaces. The left interface is a Facebook post from the 'Port of Los Angeles' page, which is marked as 'Sponsored'. The post features a large aerial photograph of the port and a video thumbnail. The text of the post reads: 'At the Port of Los Angeles, we solve the entire shipping puzzle so you can import & export with confidence and ease.' Below the image, there are two call-to-action buttons: 'Your Smartest Choice #1 Port in the...' and 'Your Sr Choice #1 Port'. The right interface is an Instagram post from the 'portofla' account, also marked as 'Sponsored'. It features a large aerial photograph of the port. The text of the post reads: 'Learn more' and 'portofla Your Smartest Choice At the Port of Los Angeles, we solve the entire ... more'. Both interfaces show engagement options like 'Like', 'Comment', and 'Share' at the bottom.

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GOOGLE DISPLAY NETWORK

Example of your image ad at 300x250




The Smartest Choice For Cargo

The Port of LA has the experience, infrastructure, and digital platform cargo owners need.



Example of your text ad at 300x250




The Smartest Choice For Cargo

The Port of LA has the experience, infrastructure, and digital platform cargo owners need.

Port of Los Angeles

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Example of your native ad at 300x250



The Port of LA is the optimal solution for cargo...

Port of Los Angeles

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SEE ALL AD PLACEMENTS [HERE](#)

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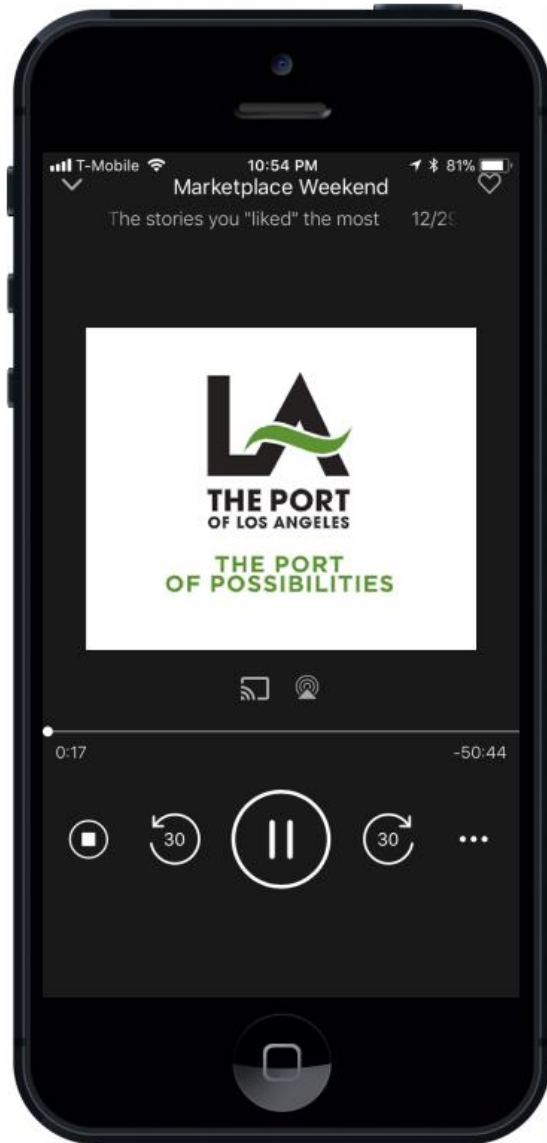
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Image: trekandshoot LLC



The Port of Los Angeles is drafting a request for proposals for the future development of an Outer Harbor Cruise Terminal.

TREKANDSHOOT VIA GETTY IMAGES



By Isabel Sami

– Staff Reporter, L.A. Business First



160x600

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Shelley E. Kohan Senior Contributor @
I am a retail pundit, business strategist, speaker and professor.

Feb 3, 2023, 08:15am EST

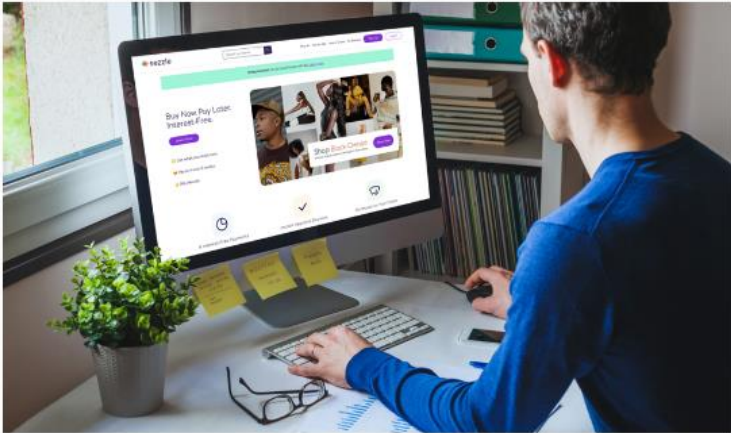
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BY BRIAN MERCHANT | COLUMNIST

FEB. 6, 2023 5 AM PT

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By Phillip Palmer

abc 7

Wednesday, January 25, 2023

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


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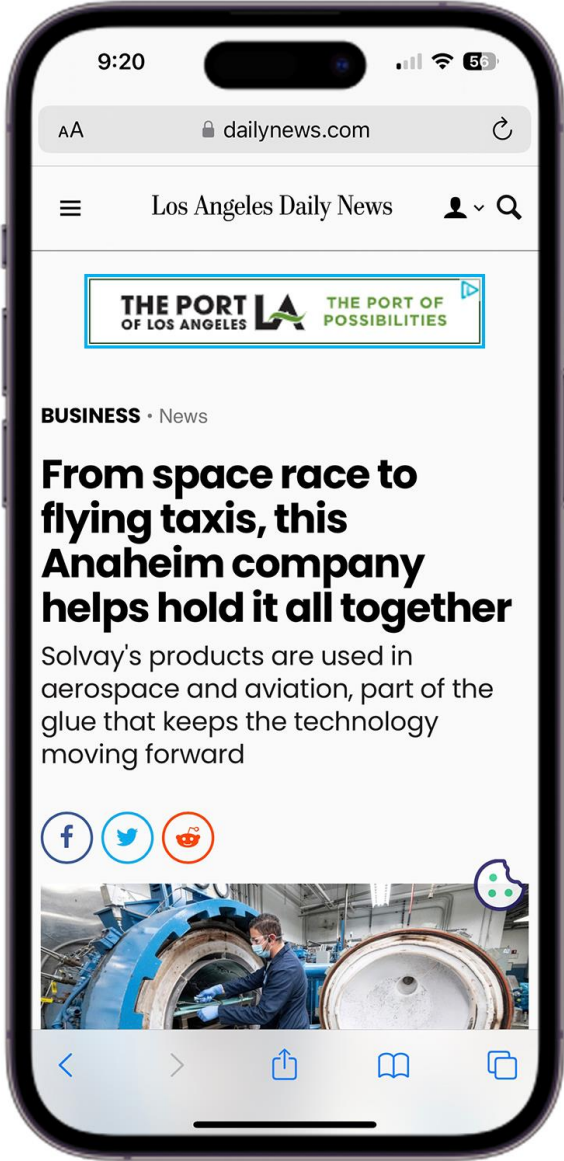
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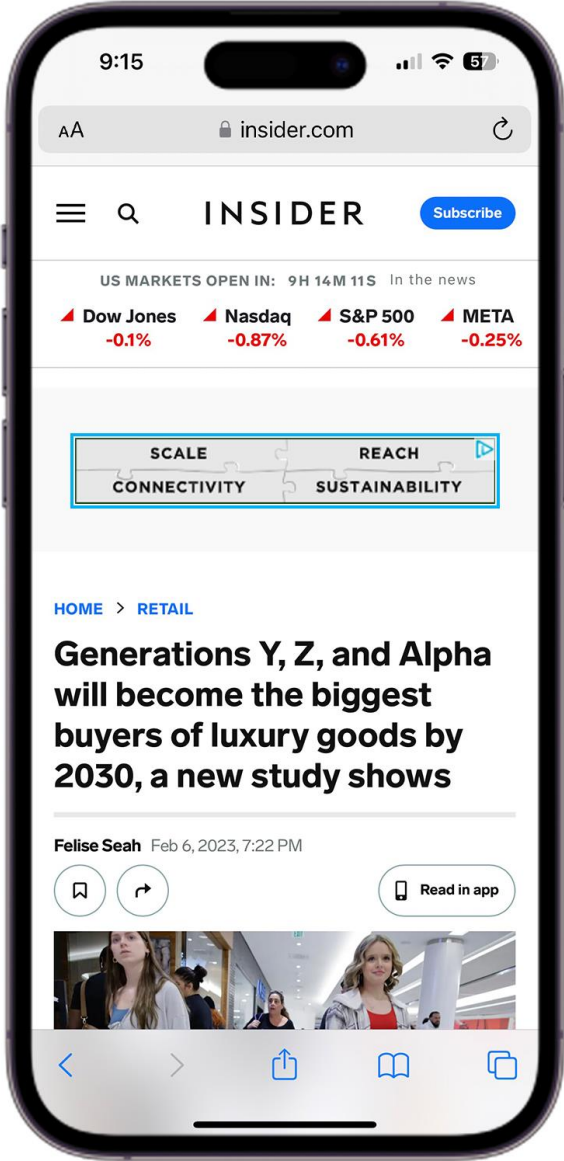
300x50

CARGO



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S E N S I S

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As of 2024-04-04 11:21:53 Pacific Standard Time/PST • Generated by Susana Eldridge

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Show: All opportunities

Opportunity Status: Any

Probability: All

Type equals View

Opportunity ID equals 0066g00003h071f

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[illegible]

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DotWave Solutions LLC	moni@dotwavesolutions.com		
Dowitcher Designs	amber@dowitcherdesigns.com		
Drawn	nancy@agency39a.com		
Dream Outdoor, LLC	connor@dreamoutdoor.com		
Dunigan Fern Media Partners	jacqueline@duniganfern.com		
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EDK	endrea@edkandcompany.com		
Elephant Stories Consulting	romellus@elephantstoriesconsulting.com		
ELITETEX,LLC	program@governmentbuy.com		
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Fraser Communications	iprince@frasercommunications.com		
Good Boy Creative LLC	nick@goodboycreative.com		
Good Kids Creative Inc	lee@goodkids.ca		
GP Generate, LLC	steven@gpgenerate.com		
Gracie Girl Pix LLC	tammy@graciegirlpix.com		
Guidehouse Inc.	mschulien@guidehouse.com		
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Lure Films LLC	jamie@luredigital.com		
M&C Saatchi LA, Inc.	elizabethclaire1474@gmail.com		
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