

July 12, 2018

ADDENDUM NO. 1

Re: Solicitation No. 8005227 – Professional Advertising - Marketing Services

Please be advised that the above-referenced Solicitation is modified as follows.

CHANGES:

Change 1: Specifications/Scope of Work Subsections 3.1.1 and 3.1.2 are hereby deleted in their entirety and replaced with the following:

“3.1.1 For the Agency, a minimum of five (5) years in the planning, creation, and execution of holistic Omni-channel advertising and marketing campaigns with specific experience in digital marketing services at the regional and national levels for a Fortune 500 firm and/or major corporation. Some of the experience should be in the following areas but not limited to:

- Search Engine Marketing and Optimization services (SEM/SEO)
- Paid Search/Pay-Per-Click Advertising (PPC) – Keyword optimization, Keyword Research
- Organic Search
- Targeting (Contextual, Behavioral, and Re-Targeting)
- Digital Advertising – programmatic, native ads, and digital videos
- Traditional media such as broadcast, radio, Out-of-Home (OOH), Direct response, and print
- Digital Analytics – testing and optimization, A/B multivariate testing, data visualization, and reporting
- Owned digital channels – Website, Mobile apps
- Campaign development – creative design, copy development, and branding experience
- Influencer Marketing

3.1.2 For **any of** the following positions **that may be** assigned to the DFW Airport account, a minimum of **five (5)** years in the planning, creation, and execution of advertising campaigns, specifically in digital marketing services at the regional and national levels for a Fortune 500 firm and/or major corporation.

- Group Creative Director/Principal
- Group Account Director
- Group Director Digital Marketing and Integration
- VP Director of Insight and Strategy
- VP Group Account Director
- Director of Digital Media
- Director Marketing Intelligence”

Change 2: Specifications/Scope of Work Section 3.1.5 is hereby deleted in its entirety and replaced with the following:

“3.1.5 Account service and Digital marketing services over the previous **five (5)** years.”

NOTE: Bidder shall acknowledge (sign) this Addendum and attach it to the bid.

Company Name

Signed

Date

If you have any questions regarding this matter, contact during normal working hours (8:00 AM to 4:30 PM, Monday through Friday) at 972-973-4663 (p), 972-973-1102 (f) or at the email address of sshepherd@dfwairport.com.

Sincerely,



Sherry Shepherd, CPCM

Contract Administrator

Procurement and Materials Management Department