



NOTICE
REQUEST FOR PROPOSAL
Branding, Website Redesign, and Marketing Strategy
for Mobile Airport Authority

RFP Issue Date: Friday, September 12, 2025

RFP Responses Due: Friday, October 10, 2025

Send any questions on the RFP to:
Devon Calametti, Director of Marketing and Communications,
devon@mobairport.com

Send proposals to:
Mobile Airport Authority
Attn: Devon Calametti
1891 9th Street
Mobile, AL 36615



SECTION 1: INTRODUCTION

1.1 Purpose

The Mobile Airport Authority (MAA) is inviting proposals from experienced firms to lead a full rebranding effort, a redesign of our website, and the development of a marketing campaign that reflects where we're headed: a new era for Mobile International Airport (BFM) and for the travelers and businesses we serve.

1.2 About MAA

The Mobile Airport Authority oversees four key assets:

- Mobile International Airport (BFM) – future home of all commercial air service
- Mobile Regional Airport (MOB) – current commercial airport
- Mobile Aeroplex at Brookley – a hub for aerospace and industrial innovation
- St. Elmo Airport – general aviation

MAA is on track to become the airport of choice for Mobile and Baldwin Counties and a national leader in aviation and aerospace business. With the new terminal at BFM set to open in Fall 2026, we are ready to reintroduce ourselves with a unified brand and voice that reflect our progress, our pride, and our community's future.

SECTION 2: PROJECT BACKGROUND

2.1 Terminal Overview

- Located 5 minutes from downtown Mobile and 15 minutes from Baldwin County
- A state-of-the-art, 5-gate terminal and parking deck, expandable to meet future demand
- Scheduled to open Fall 2026
- Designed to offer a more modern and user-friendly travel experience
- Key objective: position BFM as the preferred airport for residents and travelers throughout the region

2.2 Current Brand and Digital Presence

- MAA's current brand and website do not reflect its future direction or strategic goals
- The current website structure begins with a shared landing page at mobileairportauthority.com, which then branches into four distinct sections: Mobile Regional Airport, Mobile International Airport, Mobile Aeroplex at Brookley, and St. Elmo Airport

- This fragmented structure has created confusion among users, limited storytelling opportunities and made it difficult to maintain a consistent brand voice and visual identity.
- A redesigned site should unify these entities under a more intuitive, accessible framework that reflects MAA's direction and supports both user needs and internal management.

SECTION 3: SCOPE OF WORK

The selected firm will be lead a comprehensive branding effort, website redesign, and marketing campaign in collaboration with the Mobile Airport Authority and its regional partners. The scope of work includes the following three core components:

3.1 Brand Development

Develop a new brand identity that reflects MAA's mission and direction.

Deliverables:

- Stakeholder input and research
- Logo, color palette, typography, brand guidelines
- Messaging framework and voice
- Brand toolkit for internal and external use

3.2 Website Redesign

Redesign mobileairportauthority.com into a modern, intuitive, mobile-first platform.

Key Tasks:

- **UX Design:** Mobile-first, accessible, and compatible across PC and Mac
- **Site Structure:** The current website (mobileairportauthority.com) branches into four separate sections, Mobile Regional Airport, Mobile International Airport, Mobile Aeroplex at Brookley, and St. Elmo Airport, accessible through a single landing page. This fragmented structure has caused user confusion and weakened overall brand identity. Proposals should offer recommendations to streamline navigation, enhance content organization, and unify the brand experience across all entities.
- **CMS:** Built on a secure, non-proprietary content management system that allows MAA staff to easily update and manage content.
- **Core Features:** Terminal and route maps, tenant portals, media room, emergency alerts, job portal, Flight Information Display System (FIDS), Contact forms.

- **Customer Experience Platform Integration:** Proposals should include integration of a user-friendly flight search experience that defaults to Mobile International Airport for all queries. This feature should simplify flight discovery for travelers while supporting MAA marketing, air service development, and data tracking efforts.
- **SEO and Accessibility:** ADA-compliant and optimized for search
- **Analytics:** Integrated tools for tracking and performance reporting
- **Third-Party Integration:** TSA wait times, flight tracking, newsletter sign-up, and other suggested features
- **Ownership:** All content, source code, designs, media, databases, and functionality will remain the sole property of MAA

3.3 Marketing Campaign

Design and execute a data-driven campaign to build awareness, drive community buy-in, and celebrate the opening of the new BFM terminal.

- **Strategy:** Campaign runs from 6 months pre-opening through 6 months post-opening
- **Channels:** Paid, earned, and owned media
- **Content Development:** Videos, social graphics, press kits, and storytelling assets
- **Collaboration:** Work closely with MAA staff, community partners, influencers, and media
- **Performance Tracking:** provide monthly performance dashboards with actionable insights, plus a wrap-up report at the end of the campaign.
- **Campaign Management:** Monitor timelines, media spend, and deliverables. Provide regular written updates and insights

SECTION 4: PROJECT TIMELINE

- **Branding:** Complete within 3–4 months of project start, including stakeholder input, design exploration, and delivery of a brand toolkit.
- **Website:** Launch a redesigned, mobile-first website within 6–9 months, aligned with major terminal construction milestones. Agencies may propose a phased approach.

- **Marketing Campaign:** The active campaign should run from 6 months before opening through 6 months after, with measurable performance reporting throughout.

SECTION 5: PROPOSAL REQUIREMENTS

We're excited to learn more about your team and how you could help us reintroduce Mobile Airport Authority to our community. To make sure we have what we need to evaluate your proposal, please include the following:

- **Agency Overview** – A short description of your firm, your capabilities, and what makes you a good fit for this project.
- **Project Team** – Bios and roles of the key people who would be assigned to work with us.
- **Portfolio** – Examples of comparable branding, website, and marketing projects. If you've worked with airports, tourism or in the Gulf Coast region, please highlight that experience.
- **Approach** – A narrative outlining your process for branding, website development, and campaign strategy, including how you'll keep us on track.
- **Timeline** – A proposed schedule that aligns with the milestones listed in Section 4.
- **Budget** – A detailed cost breakdown by major deliverable, along with your overall fee structure or billing model.
- **References** – Contact information for three clients familiar with similar work.
- **Litigation** – A summary of any litigation history, if applicable.
- **Regional Familiarity** – Any relevant experience working in Mobile, Baldwin County, or the Gulf Coast region.

SECTION 6: EVALUATION CRITERIA

Evaluation Category	Points
Relevant Experience & Portfolio	40
Project Team & Staff	20
Approach & Understanding	20
Cost Proposal	15
Familiarity with Mobile/MAA	5

SECTION 7: SUBMISSION PROCESS

- **Due Date:** Friday, October 10 at 5 p.m.
- **Submission:** Email proposals to devon@mobairport.com or deliver to Mobile Airport Authority Administration Office, 1891 9th Street, Mobile, AL 36615.
- **Subject Line:** "RFP Submission – Branding & Marketing for MAA"
Late submissions will not be accepted. Questions must be submitted in writing by **Friday, September 19 at 5 p.m.**

SECTION 8: ADDITIONAL INFORMATION

- Applicants can expect communication on next steps within 30 days of the submission deadline.
- MAA reserves the right to accept or reject any or all proposals and to negotiate final terms.
- Submitted materials become the property of MAA and may be subject to public record laws.
- The selected firm will enter into a standard professional services agreement and provide proof of insurance.