

Inez Kaiser & Associates, Inc.

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July 20, 1993

Mr. George H. Turner
Assistant Director of Aviation Marketing
City Hall, 9th Floor
414 E. 12th Street
Kansas City, MO 64106-2720

Re: Response for Qualifications
Advertising Agency
Aviation Department - Marketing Division
City of Kansas City, Missouri

Dear George Turner:

In response to your request for qualifications regarding the production of information brochures, an information packet, advertisements, and other promotional materials for the Kansas City, Missouri Airport System, we are presenting the enclosed material. We would sincerely appreciate the serious consideration of our material.

If more specific information is needed in any area, we will gladly supply it promptly.

Sincerely,

Dr. Inez Y. Kaiser
President

IYK/rw

Proposal

from
INEZ KAISER & ASSOCIATES, INC.

for
Advertising Agency

to
AVIATION DEPARTMENT - MARKETING DIVISION

July 20, 1993

1.

Inez Kaiser & Associates, Inc.'s response to the questions listed are based on our transferable experience that can be used in performing the scope of work. To our knowledge, there has been little or no opportunities for minority firms to work in the field of aviation.

The company has 37 years of experience in the fields of marketing and advertising. During its existence it has been necessary for the agency to determine the needs of their clients, what they want to achieve, the target audience, and to design a marketing and advertising program and strategy to achieve those goals. This necessitated research and conducting focus groups and having background knowledge of the project.

Our agency has not had direct experience in the field of aviation, but we performed services in the area of transportation for the City. We worked on the MUST BUS program that was designed to provide transportation for low-income families and residents in the inner city. The ridership was less than 1,000 persons per month when we became involved. There was little knowledge of the availability of the service and a lack of media support. The marketing plan had four components that reached all persons involved - individuals, community organizations, i.e. churches, the press, and the City. The coming together of these four resulted in an awareness of the program and all entities working together to get the results needed.

Brochures, posters, fliers, newspaper articles, ads, radio spots, appearances on television programs, press conferences, and a bus ride over the route proved successful. In one month the ridership increased to 12,000 riders. It was cited by the Department of Transportation as one of the most successful in the country. This is just one example of an effective marketing and advertising program.

The agency's efforts with the marketing and advertising of the Kansas City Missouri School District's Magnet School kick-off was the most successful of any during the program's existence. This involved a city-wide effort that included students, parents, teachers, administration, school board, business community, the press, school districts from seven cities, and numerous others.

The theme "A Running Start" was carried out throughout the campaign. Human interest stories, ads, T-shirts, bumper stickers, radio and television announcements, balloons, shopping bags, and all types of medium were used to market and advertise the new program. An insert for THE STAR was written by our firm and circulated throughout the city. This included a follow-up coupon. The culminating event was "A Running Start" that was held at Loose Park. Students and parents made an appeal to the public. A race was held in the park, a speaker addressed the group, and parents signed up on the spot. The result was that all seats were filled and there was a waiting list for applicants.

These are just two examples of our work. Others are available upon request.

2.

Our experience in producing high-quality, effective promotional materials and advertising for consumers is far-reaching. Although it is not all aviation related, it reached consumers.

We worked with TWA to encourage Kansas Citians to use the airlines for travel. That was prior to such airlines as US AIR, SOUTHWEST, AIR MIDWEST, and others having gates in Kansas City.

Groups of potential customers met at the Breech Academy to familiarize them with the equipment, services offered, destinations - how to arrange group tours and other pertinent information. A brochure was compiled along with an emergency kit for fliers. A special prepared slide presentation was shown that discussed the airline's philosophy, its employment practices, routes, training of hostesses-pilots, and stressed the company's interest in their business. A special appeal was made.

The results in tracking the types of the attendees showed that TWA became the choice airline of all present. An overseas group trio to Europe was booked.

Enclosed are samples of brochures, promotional materials, and ads that we have designed. The mock newspaper we designed for BURGER KING was to announce the launching of six new stores in the Greater Kansas City area.