Akron-Canton Airport
Brand Refresh and Website Development
Request for Proposal

Akron-Canton Airport (CAK) is seeking a full-service marketing and digital agency to serve as its strategic partner for a brand refresh and website redesign. CAK's brand is well established around convenience, efficiency, and a customer-first experience. This project will modernize and align that brand to ensure clarity, consistency, and adaptability across digital platforms, in-terminal environments, and external communications while preserving the trust and equity CAK has built with travelers and the community.

The selected agency will lead the redesign of CAK's website as the primary digital gateway, delivering an intuitive, accessible, and secure experience that reflects the ease of traveling through the terminal. The agency will also standardize key brand touchpoints, including social media, public relations, wayfinding, presentations, newsletters, merchandise, and visual assets. The selected firm will provide ongoing support to ensure a cohesive, sustainable brand across all touchpoints.

To request full RFP details, contact:
Christian McCauley, cmccauley@akroncantonairport.com.

Project Timeline
- RFP Issued / Published:
  - February 9, 2026
- Virtual Pre-Proposal Meeting:
  - February 23, 2026 at 2:00PM ET
- Proposals Due:
  - March 16, 2026 by 1:00PM ET
- Evaluation Period:
  - March 17 – March 31, 2026
- Agency Selected / Notification Issued:
  - April 1, 2026 1:00PM ET