

Addendum #1

Thursday, October 8, 2026

Request for Proposals (RFP)

Advertising Agency of Record | Strategic Marketing Services & Support

Q&A | Responses from CAE

QUESTION: Can you share the anticipated annual paid media budget and budget for agency fees and optional services? If future budgets aren't available, historical spend would be helpful.

ANSWER: Roughly \$200,000 all in – including media budget, agency fees, video or photo shoots needed, etc. Should we gain a new airline or new route there would be available marketing dollars to do route-specific marketing that the successful agency of record would be asked to support in addition to our general airport marketing efforts.

QUESTION: The RFP mentions potential brand evolution and future positioning. Where are you in that process, and what role do you see the selected AOR playing in brand strategy, positioning and creative?

ANSWER: CAE has had conversations about changing the name from Columbia Metropolitan Airport to Columbia International Airport. No specific details are currently in place, but this could change in the coming months/start of the new year. If so, there could be an opportunity for the successful agency to support the CAE marketing team with that massive project – this would be a separate budget.

QUESTION: As you think about the future of the brand, is “Fly with Ease” something you expect to retain, or are you open to evolving the tagline and broader brand platform?

ANSWER: That tagline has been good to us for a long time! But yes, there is definitely a possibility of changing that in the future. Perhaps that will be rolled into the larger name change project.

QUESTION: From your perspective, what are CAE’s biggest differentiators and biggest marketing challenges?

ANSWER: CAE is a convenient option for air travel. CAE can get travelers to most places with nonstop or one-stop service. CAE is efficient, clean and easy to navigate. CAE’s calm environment makes for a stress-free travel experience. Biggest challenges – LEAKAGE! We leak roughly 38% to CLT. We need to encourage those living within our catchment area to fly local.

Retaining even 5% of that leakage would be significant to CAE's air service development and route options.

QUESTION: Of the priorities outlined in the RFP, passenger growth, brand awareness, community engagement and air service development, which are most important for 2027? How will you define success?

ANSWER: Passenger growth will always be top of the list – but in saying that it's cyclical. We need to have strong brand awareness in the community for folks to know we're here and an option. We need those same folks to choose CAE when they are flying. The more that happens, the stronger our overall air service will be! Ultimately, we define success by passenger traffic/enplanements every month and year.

QUESTION: How do you define CAE's primary catchment area, and where do you see the biggest opportunity for passenger growth? Are there priority markets or audiences where reducing passenger leakage to competing airports is a particular focus?

ANSWER: Our primary catchment area is roughly 50 miles from the airport. We focus a lot of our marketing efforts now on Lexington County, Richland County, city of Columbia, Augusta, some Newberry, and the I-77 corridor when we can. Placements along here are costly, and we can usually do one or two pushes a year. We have useful zip code data as well that we can and will tap into for marketing purposes. We are working on getting training scheduled to use Placer later this year or the start of next year. (I can't believe it's almost October!) Based on the latest leakage study, we do not leak nearly as much as we once did to CHS – it's CLT that's our biggest pain point.

QUESTION: What data sources will CAE make available for measurement—passenger data, airline/route data, website analytics, conversion tracking, CRM data, surveys, or third-party research?

ANSWER: Evaluating ROI is based on several things – for digital, it's CTR, as well as online bookings within our FlyMyAirport booking platform. (This is on our website, and I get a report from a separate third-party vendor, AirportOne who owns FlyMyAirport on our bookings. We may or may not continue this contract in 2027, Just an FYI). Our current AOR provides regular reporting data for all placements. Additionally, we utilize and the successful agency would have access to: GA4, Facebook Business Manager/Meta Ads Manager, photography, videography/commercials, CAE's brand suite, etc.

QUESTION: What audience research, traveler surveys, personas, or segmentation studies are available, and when were they last updated? Can relevant findings from the airport master planning process be shared?

ANSWER: The airport recently completed a Master Plan that included community surveys, as well as passenger surveys. You can find additional information and some results from those

surveys here: <https://flycae.com/business/cae-airport-master-plan/> Additionally, a few years ago I implemented a Wi-Fi login survey that we've been able to glean insight into our passenger make up, identify areas of opportunity, understand trends in parking or using rideshare, etc.

QUESTION: Has a contract been established for this procurement?

ANSWER: We're looking at one-year term to start but will elevate with the successful bidder during the 2027 calendar year. We would be very much so open to multi-year agreements should we both agree to continue the relationship.