



Digital Marketing Services



Council Presentation
March 19, 2024



Digital Marketing Services



- One-year service agreement, with a one-year option, with Pavlov Advertising, LLC, for a digital marketing campaign for the Corpus Christi International Airport, in an amount not to exceed \$150,000.00, with a potential of \$300,000.00 if the option is exercised, with FY 2024 funding of \$75,000.00 from the Airport Operating Fund.
- Pavlov Advertising will serve as CCIA's marketing & advertising agency, providing targeted marketing campaigns to showcase the convenience and benefits of using a local airport, ultimately encouraging residents to choose CCIA for their travel needs.
- A part of the marketing campaigns will focus on targeting prospective travelers from surrounding cities to increase tourism and drive more traffic to the airport.
- The firm will also design campaigns for potential new routes/airlines.
- City Staff recommends approval of the one-year service agreement.
- The Airport Board recommended approval of the service agreement at their regular scheduled meeting.