



To whom it may concern:

I would like to take an opportunity to offer a formal recommendation for Copp Media. I couldn't think of any better partner to help showcase the Wichita Airport in the appropriate media markets.

I worked with Copp Media for over 5 years in the jet service business segment of Cessna Aircraft. As our media agency, Copp was able to help grow this segment of our business and produce significant innovation in media segments that our competitors were not being showcased. Copp Media help us achieve key business contributions such as:

- In our first year of working with Copp Media, grew total media impressions by 821%
- Positioned Citation products for growth by boosting media exposure more than 100%
- Grew our International media presence and impressions significantly
- Helped our positioning and implementation of celebrity partnership with NASCAR driver Carl Edwards to launch ad (print & digital) and social campaigns. Our media ads with these campaigns had a 82% recall rate with our customer base

While these facts are impressive, it's what is behind the company that is more influential for you. Copp Media has a unique positioning from an agency perspective. They have the expertise and experience of a large scale city agency with the responsiveness, character and true partnership that any company would want. The responsiveness you will get with Copp Media and the personal attention they give your influencers is a driving force in the success we had year over year with them.

When it comes to handling pressure situations, Copp Media has always proven their deftness in managing tough situations. They do this while having a keen eye on the ever-changing world of new media and know where to take your business for growth.

In the future, if I can be of any assistance in giving more information about Copp Media, please feel free to contact me.

Sincerely,

Shane McCormick
Director, Digital Marketing
Cessna Aircraft Company
smccormick@cessna.com
316-517-7565