



# Brand USA Originals MULTI-CHANNEL PROGRAM: BRAZIL

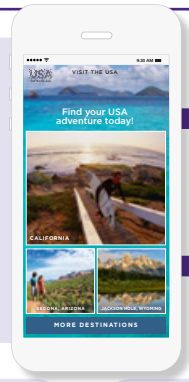
Brand USA's Multi-Channel campaigns are evolving to offer innovative marketing opportunities, creating deeper engagement with your destination content. Through a new, custom mobile takeover unit, you can tell your destination's story in a more immersive way. In this program, your content will be dynamically served to more precisely and effectively identify consumers who are most likely to engage with your message and take action. Working in partnership with AdTheorent, Brand USA brings new technology to you through a highly effective, predictive platform, which uses millions of data points to optimize reach and results.

## Reach the right audience at the right time in Brazil!

### Engagement & Reach Campaign

An innovative and immersive digital content experience leveraging dynamic mobile creative.

- Partners receive share-of-voice within dedicated campaign mobile takeover unit.
- Distribution is geo-targeted to high-value prospective travelers in Brazil.
- KPIs include rich media content engagements and estimated impressions per tier.



#### Tier 1 Partners

Click through to 3 slides: 10- to 15-second video, images with supporting content, CTAs to [VisiteOsUSA.com.br/partner](http://VisiteOsUSA.com.br/partner) and Expedia landing page.

#### Tier 2 and Tier 3 Partners

Click through to: Image with supporting content, CTA to [VisiteOsUSA.com.br/partner](http://VisiteOsUSA.com.br/partner) and Expedia landing page.

### Google Six-Week Content Traffic-Generation Campaign

- Traffic is driven directly to your content on [VisiteOsUSA.com.br](http://VisiteOsUSA.com.br) or to your localized website via the Google Display Network.
- 3,750 to 15,000 guaranteed clicks depending on level of participation.
- The Google Display Network reaches 90% of Internet users worldwide and includes more than 2 million publisher sites.
- NEW: Reach more qualified consumers with GDN's geo-targeting. Your ads will reach consumers in Brazil who are actively searching for travel to top U.S. cities, who have yet to book their trip.
- Proven model with high CTRs - clicks guaranteed.

### Storytelling & Website Traffic **facebook**

Benefit from Brand USA's strategic partnership with Facebook, a leading social platform for travel marketers. Partners will be able to align their message with Brand USA's Facebook consumer campaign, which will create even stronger results. Using newly introduced image-based ad units, partners have a new way to tell their story and reach qualified consumers.

- Media placements align with top-performing targeting from Brand USA campaigns.
- Three-week campaign to generate quick and timely results during the height of travel planning.
- Carousel ad format provides more "real estate" to tell your story.
- Highly visual and engaging ad unit - may include video (Tier 1 only).
- Drives traffic to your content on site, delivering strong CTRs.
- Packages include shared messaging on ad unit - position based on level of participation.

**4.5 Million Estimated Impressions per Unit**

### Expedia® Global Activation Partner

Brand USA's partnership with Expedia brings a strategic approach to enhance the activation and tie into the campaign as a whole. This multi-pronged marketing approach is showing positive booking results for many of our partners.

#### Benefits include:

- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page - estimated \$125,000 in media support in Brazil; approximately 8.33M impressions.

**Expedia delivers 661,000 monthly unique visitors\***

- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages
- Expedia and Brand USA will amplify your reach, depending on level of participation
- Consistent metrics and timely results





**35% of total gross revenue booked through Expedia during campaign and post-campaign measurement period converted directly post-view or post-click\* of a Brand USA ad.**

\*Based on the results from the Brazil Spring 2017 Multi-Channel program; Source: Expedia BR internal booking data



\*January 2016 ComScore, Inc. rankings

## PROGRAM SUMMARY

<p><b>Market Availability</b></p>  <p>Brazil</p>	<p><b>Dates Active in Market:</b></p> <p><b>Spring 2019</b> April - May 2019</p>	  	<p><b>Program Availability:</b></p> <p><b>Spring 2019</b> Program Launch: April 2019 Opportunity Close Date: December 8, 2018 Materials Close Date: December 15, 2018</p>
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## Brazil Multi-Channel Campaign Rates

Partner Tiers	Investment	Mobile Takeover Unit+	GDN Traffic Generation Clicks	Facebook Carousel Ad Unit	Estimated Facebook Clicks	Expedia Activation Partner Marketing****
Tier 1 <i>This package may be shared by up to 3 partners</i>	\$36,300	350,000 estimated impressions / hero image and click-through to destination content	15,000	Tile Number 1 position in one unit*	15,000	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - <b>900,000</b> co-branded display ad impressions driving to your custom page - Inclusion on "Visit The USA" landing page linking to your custom page
Tier 2	\$18,600	175,000 estimated impressions / image tile and click-through to destination content	7,500	Tile Number 2 position in one unit**	8,500	- Dedicated hotel search results page (one per co-op) - <b>415,000</b> co-branded display ads driving to your hotel search results page - Inclusion on "Visit The USA" landing page linking to your hotel search results page
Tier 3	\$10,700	87,500 estimated impressions / image tile and click-through to destination content	3,750	Added-Value: Tile Number 3 or 4 position in one unit***	N/A	- Inclusion on "Visit the USA" landing page linking to your hotel search results page

PRICES ARE NET

Note for Co-op Partners: The Tier 1 package includes a tile in a Facebook carousel unit, a component that cannot be evenly divided between partners within a co-op; each tile offers the opportunity to include one image and one link

\*Co-branded Brand USA carousel ad unit - partner receives the first tile position; remainder of tiles will include other partners that are thematically or geographically related

\*\*Co-branded Brand USA carousel ad unit - partner receives the second tile position; remainder of tiles will include other partners that are thematically or geographically related

\*\*\*Added-Value - Co-branded Brand USA carousel ad unit - partner receives the third or fourth tile position; remainder of tiles will include other partners that are thematically or geographically related

\*\*\*\* Offers for DMOs are populated based on current inventory available in Expedia's ecosystem. For non-DMO participants, please see your representative for information about featuring product. Measurements include passengers booked, room nights; total gross revenue for bookings

## Brazil Multi-Channel Campaign Timing\*

JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	Aug 2019	SEPT 2019	OCT 2019	NOV 2019	DEC 2019
			Core Campaign								

\*Program execution is dependent on minimum partner participation

## Materials Submission Requirements

- For any questions or needs, please contact [MC-Materials-Due@MilesPartnership.com](mailto:MC-Materials-Due@MilesPartnership.com)
- All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

## Additional Information

To learn more about Brand USA programs, please visit: [BrandUSA.MilesPartnership.com](http://BrandUSA.MilesPartnership.com)

## CONTACT INFORMATION

## A Brand USA Representative or

## Paul Winkle

Senior V.P., Global Marketing for Miles

Paul.Winkle@MilesPartnership.com

941-342-2325 (office) | 941-724-5437 (mobile)

## Miles Global Marketing Executives

## John DeLeva

John.DeLeva@MilesPartnership.com  
206-679-1798

## Mitch Knothe

Mitch.Knothe@MilesPartnership.com  
208-869-5178

## Debi Saldana

Debi.Saldana@MilesPartnership.com  
210-723-9957

## Angie Zok

Angie.Zok@MilesPartnership.com  
904-687-9352

## Julie Armstrong

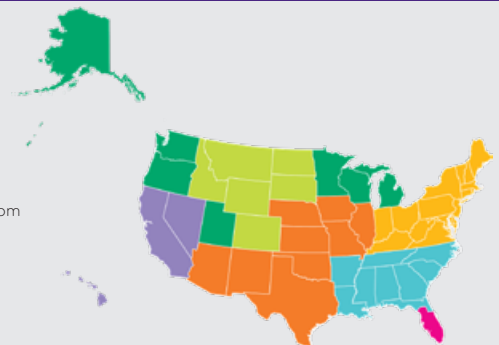
Julie.Armstrong@MilesPartnership.com  
804-467-1464

## Demetria Clemons

Demetria.Clemons@MilesPartnership.com  
818-517-2595

## Irish Carroll

Irish.Carroll@MilesPartnership.com  
941-320-6447



Program marketed with MILES