



Brand USA Originals MULTI-CHANNEL PROGRAM: AUSTRALIA

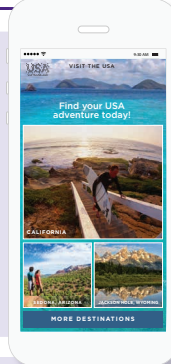
Brand USA's multi-channel campaigns are evolving to offer innovative marketing opportunities, creating deeper engagement with your destination content. Through a new custom mobile-first takeover unit, partners will be able to tell their story in a more immersive way and their content will be dynamically served to more precisely and effectively identify users most likely to engage with your message and take an action. Working in partnership with AdTheorent, we bring new technology to our partners through their highly effective predictive platform that uses millions of data points to optimize reach and results.

Featuring NEW mobile takeover digital campaign for Fall 2018!

Engagement & Reach Campaign

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

- Partners receive share-of-voice within dedicated campaign mobile takeover unit
- Distribution is geo-targeted to high-value prospective travelers on the East Coast of Australia
- KPIs include rich media in-ad content engagements, and estimated impressions per tier



Tier 1 Partners

Click through to 3 slides: 10-15 second video, images with supporting content, CTAs to VisitTheUSA.com/partner and Expedia landing page

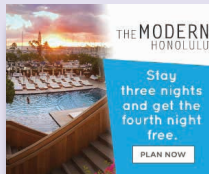
Tier 2 and 3 Partners

Click through to: Image with supporting content, CTA to VisitTheUSA.com/partner and Expedia landing pages

Content Traffic Generation: 6 Week Campaign



- Traffic is driven directly to your content on VisitTheUSA.com.au or your localized website via the Google Display Network
- 2,500 to 8,500 guaranteed clicks*
- The Display Network reaches 90% of Internet users worldwide
- NEW: Reach more qualified consumers with GDN's geo-targeting. Your ads will reach international consumers actively searching for travel to top US cities, who have yet to book their trip.



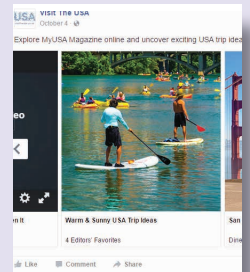
*Varies based on level of participation

NEW geo-targeting to reach more qualified travelers

Storytelling & Website Traffic **facebook.**

Benefit from Brand USA's strategic partnership with Facebook and growing popularity in Australia. You are able to align your message with Brand USA's Facebook consumer campaign, using newly introduced image-based carousel ad units, which offer a new way to tell your story and maximize results.

- 3-week campaign to generate quick results during the height of travel planning
- Carousel format provides the real estate to tell your story
- Highly-visual and engaging ad unit - may include video
- Packages include shared messaging on the carousel unit*



800,000 Estimated Impressions per Unit

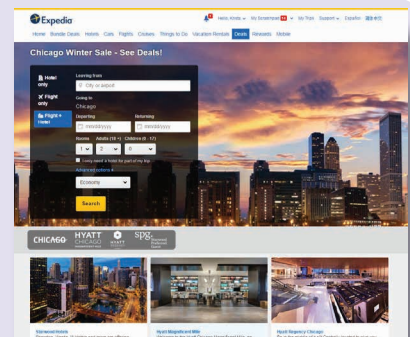
Global Activation Partner



Brand USA's partnership with Expedia provides an effective strategy to enhance the activation results for overall campaign. This multi-prong marketing approach consistently demonstrates proven results.

Benefits include:

- All partners benefit from a \$125,000 digital media campaign with traffic driver ads for Expedia's Visit The USA landing page - **Est. 8.33M impressions**
- Expedia CTA will be included in mobile takeover unit, driving to dedicated campaign landing pages
- Consistent metrics and timely results



PROGRAM SUMMARY

Market Availability



Australia

Dates Active in Market

Fall 2018
September - October 2018



Program Availability

Fall 2018
Program Launch: September 2018
Opportunity Close Date: July 20, 2018
Materials Close Date: July 27, 2018

Australia Multi-Channel Fall 2018 Campaign Rates

Partner Tiers	Investment	Mobile Takeover Unit+	GDN Traffic Generation: Clicks	Facebook Carousel Ad Unit	Estimated Facebook Tile Clicks	Expedia Activation Partner Marketing***
Tier 1 <i>This package may be shared by up to 3 partners</i>	\$43,300	500,000 estimated impressions / hero image and click-through to destination content	States: 8,000 Cities: 8,500	STATES - Tile Number 1 position in one unit* CITIES - Tile Number 2 position in one unit**	STATES: 2,000 CITIES: 1,500	<ul style="list-style-type: none"> Responsive, custom landing page with offers sourced by Expedia (one page per co-op) 900,000 co-branded display ads driving to your custom page Inclusion on "Visit The USA" page linking to your custom page
Tier 2	\$22,200	250,000 estimated impressions / image tile and click-through to destination content	5,000	Added-Value: Tile 3 or 4 position on one unit++	N/A	<ul style="list-style-type: none"> Dedicated hotel search results page (one per co-op) 415,000 co-branded display ads driving to your hotel search results page Inclusion on "Visit The USA" page linking to your hotel search results page
Tier 3	\$12,700	125,000 estimated impressions / image tile and click-through to destination content	2,500	N/A	N/A	<ul style="list-style-type: none"> Inclusion on "Visit The USA" page with link 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 - state 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 - city partner receives the second 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 by country in Expedia's eco-system. For non-DMO participants, please see your representative for information to feature product.

+Placement/proximity to other destinations not guaranteed

++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

Australia Multi-Channel Campaign Timing*

JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	Aug 2018	SEPT 2018	OCT 2018	NOV 2018	DEC 2018
								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
- 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

CONTACT INFORMATION

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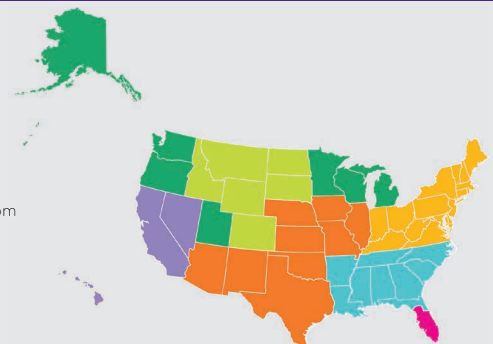
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Program marketed with MILES