



# Brand USA Originals MULTI-CHANNEL PROGRAM: AUSTRALIA

Experience an extraordinary 3-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers through the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

**Be part of an Australia campaign with record of proven success in delivering visitors to the US!**

## Travel USA Print & Digital Insert

This travel magazine is rich in editorial content and positions your message in a travel relevant environment.

- Digital version available on VisitTheUSA.com.au
- Distribution is geo-targeted to key readers on the East Coast of Australia



**THE Sunday Telegraph**  
150,000 CIRC.  
INSERTION: SUNDAY,  
APRIL 2018

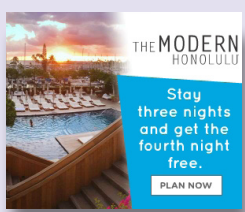
**Sunday** Herald Sun  
150,000 CIRC.  
INSERTION: SUNDAY,  
APRIL 2018

**the SundayMail**  
150,000 CIRC.  
INSERTION: SUNDAY,  
APRIL 2018

**450,000 total print distribution**

## 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 8,000 guaranteed clicks\*
- The Display Network reaches 90% of Internet users worldwide
- GDN's unique affinity audiences allows for audience based targeting. Using the **Travel Affinity model**, your ads reach a broad, qualified audience and benefits from Brand USA's overall marketing strategies.



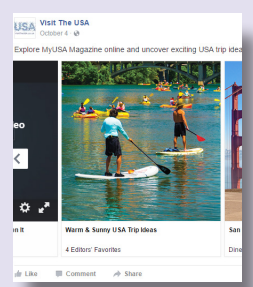
\*Varies based on level of participation

**More than triple the number of engagements compared to 2016**

## 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\*



**1 Million Estimated Impressions per Unit**

## Global Activation Partner

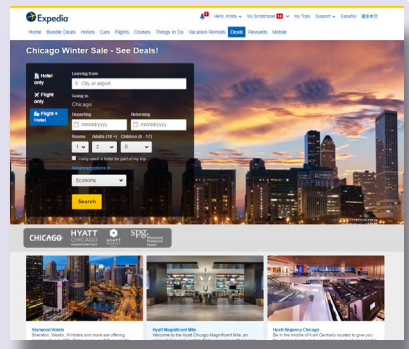


Brand USA's partnership with Expedia provides an effective strategy to enhance the activation results for overall campaign. This multi-prong marketing approach consistently demonstrates proven results.

### Benefits include:

- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page - estimated \$125,000 in-country media; **Est. 8.33M impressions - a 33% increase over Spring 2016**
- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages - offering an **80% increase** in Expedia media impressions at no incremental cost
- Consistent metrics and timely results

**Expedia delivers 861,000 monthly unique visitors\***



## PROGRAM SUMMARY

### Market Availability



Australia

### Dates Active in Market

**Spring 2018**  
April - June 2018



### Program Availability

**Spring 2018**  
Program Launch: April 2018  
Opportunity Close Date: January 5, 2018  
Materials Close Date: January 12, 2018

## Australia Multi-Channel Spring 2018 Campaign Rates

| Partner Tiers   | Investment | Print & Digital Insert | GDN Traffic Generation: Clicks/ Estimated Impressions  | Facebook Carousel Ad Unit   | Estimated Facebook Tile Clicks | Expedia Activation Partner Marketing***   |
|---|------------|------------------------|--|---|--------------------------------|---|
| Tier 1<br><i>This package may be shared by up to 3 partners</i> | \$43,300   | 2-Page Spread          | States: 8,000 clicks/<br>2.8 Million impressions<br><br>Cities: 8,500 clicks/<br>3 Million impressions | STATES - Tile Number 1 position in one unit*<br>CITIES - Tile Number 2 position in one unit** | STATES: 2,000<br>CITIES: 1,500 | <ul style="list-style-type: none"> <li>Responsive, custom landing page with offers sourced by Expedia (one page per co-op)</li> <li><b>900,000</b> co-branded display ads driving to your custom page</li> <li>Inclusion on "Visit The USA" page linking to your custom page</li> </ul> |
| Tier 2  | \$22,200   | Full Page              | 5,000 clicks/<br>1.7 Million impressions   | Added-Value: Tile 3 or 4 position on one unit+  | N/A                            | <ul style="list-style-type: none"> <li>Dedicated hotel search results page (one per co-op)</li> <li><b>415,000</b> co-branded display ads driving to your hotel search results page</li> <li>Inclusion on "Visit The USA" page linking to your hotel search results page</li> </ul>     |
| Tier 3  | \$12,700   | Half Page              | 2,500 clicks/<br>900,000 impressions   | N/A   | N/A                            | <ul style="list-style-type: none"> <li>Inclusion on "Visit The USA" page with link to your hotel search results page</li> </ul>   |

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.

+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](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](mailto:Paul.Winkle@MilesPartnership.com)  
 941-342-2325 (office) | 941-724-5437 (mobile)

## Miles Global Marketing Executives

**John DeLeva**  
[John.DeLeva@MilesPartnership.com](mailto:John.DeLeva@MilesPartnership.com)  
 206-679-1798

**Angie Zok**  
[Angie.Zok@MilesPartnership.com](mailto:Angie.Zok@MilesPartnership.com)  
 904-687-9352

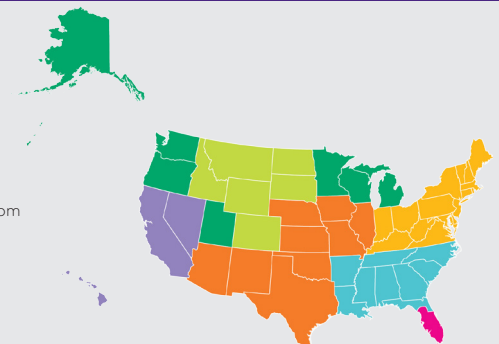
**Irish Carroll**  
[Irish.Carroll@MilesPartnership.com](mailto:Irish.Carroll@MilesPartnership.com)  
 941-320-6447

**Mitch Knothe**  
[Mitch.Knothe@MilesPartnership.com](mailto:Mitch.Knothe@MilesPartnership.com)  
 208-869-5178

**Julie Armstrong**  
[Julie.Armstrong@MilesPartnership.com](mailto:Julie.Armstrong@MilesPartnership.com)  
 804-467-1464

**Debi Saldana**  
[Debi.Saldana@MilesPartnership.com](mailto:Debi.Saldana@MilesPartnership.com)  
 210-723-9957

**Demetria Clemons**  
[Demetria.Clemons@MilesPartnership.com](mailto:Demetria.Clemons@MilesPartnership.com)  
 818-517-2595



Program marketed with MILES