



Brand USA

CO-OP

# Brand USA Originals MULTI-CHANNEL PROGRAM: FRANCE

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 Brand USA's France campaign and reach the right audience at the right time!

## Travel USA Print & Digital Insert

This stunning travel magazine is rich in editorial content.

- Digital version available on VisitTheUSA.fr
- Print insert has targeted distribution to subscribers and newsstands reaching most affluent consumers with highest propensity to travel internationally



GEO  
95,000 CIRC.



Feb. 2018 Issue

Gala  
75,000 CIRC.



Feb. 14, 2018 Issue

170,000 total print distribution

## Six-Week Content Traffic Generation Campaign

- Traffic is driven directly to your content on VisitTheUSA.fr or to your localized website via the Google Display Network
- 1,875 to 7,500 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
- GDN's unique affinity audiences allows for audience-based targeting and big reach. Using the **Travel Affinity model**, your display ads will reach a more qualified audience most likely to travel. This includes "learnings" from Brand USA's overall marketing strategies
- Proven model with high CTRs - clicks guaranteed

More than triple the number of engagements compared to 2016 campaign

## 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 partners with more creative real estate to tell their story to the right audience
- Highly visual and engaging ad unit - may include video (tier 1 buys only)
- Drives traffic to your content on site, delivering strong CTRs
- Packages include shared messaging on ad unit - position based on level of participation



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-prong marketing approach is showing positive booking results for many of our partners.

### Benefits include:

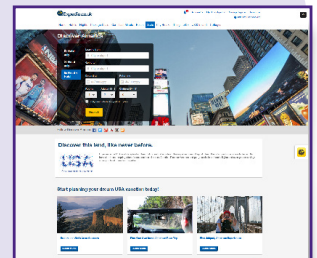
- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page - estimated \$125,000 in media support in France; approximately 8.33MM impressions

Expedia delivers 544,000 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

Up to 28% of total gross revenue booked converted directly from a post-view or post-click\* from the digital campaign

\*Based on the results from past three Winter 2016 multi-channel campaigns; campaign traffic driver ads measured.



\*January 2016 ComScore, Inc. rankings

## PROGRAM SUMMARY

### Market Availability



France

### Dates Active in Market:

Winter 2018

February - March 2017



### Program Availability:

Winter 2018

Program Launch: February 2018

Opportunity Close Date: September 8, 2017

Materials Close Date: September 15, 2017

**New Partner Benefit** - Up to 80% increase in Expedia media impressions - no incremental cost

## France Multi-Channel Campaign Rates

| Partner Tiers   | Investment | Print & Digital Insert | GDN Traffic Generation: Clicks/ Estimated Impressions | Facebook Carousel Ad Unit                               | Facebook Estimated Clicks/Impressions per unit | Expedia Activation Partner Marketing****   |
|---|------------|------------------------|---|---|--|--|
| Tier 1<br><i>This package may be shared by up to 3 partners</i> | \$41,500   | 2-Page Spread          | 7,500/1,920,000 impressions                           | Tile Number 1 position in one unit*                     | 9,400/4,290,000                                | - Responsive, custom landing page with offers sourced by Expedia (one page per co-op)<br>- <b>900,000</b> co-branded display ads driving to your custom page<br>- Inclusion on VisitTheUSA.fr Page linking to your custom page |
| Tier 2  | \$20,900   | Full Page              | 3,750/950,000 impressions                             | Tile Number 2 position in one unit**                    | 3,900/2,788,000                                | - Dedicated hotel search results page (one per co-op)<br>- <b>415,000</b> co-branded display ads driving to your hotel search results page<br>- Inclusion on VisitTheUSA.fr page linking to your Flights search results page   |
| Tier 3  | \$12,100   | Half Page              | 1,875/480,000 impressions                             | Added-Value: Tile Number 3 or 4 position in one unit*** | N/A  | - Inclusion on VisitTheUSA.fr page linking to your Hotel search results page   |

PRICES ARE NET

\*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

## France 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 |          |          |          |          |          |          |           |          |          |          |

## 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

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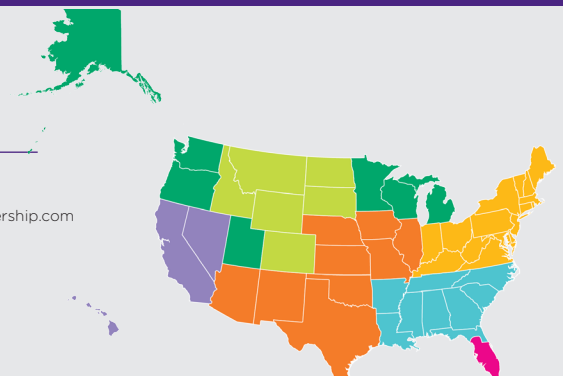
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Program marketed with MILES