



Brand USA Originals MULTI-CHANNEL PROGRAM: JAPAN

Japan remains an important market to the US and Brand USA continues to provide partners with innovative international marketing opportunities. This multi-channel campaign is designed to reach consumers at the right time, with the right message and in the right place. The new digital media channels provide an integrated marketing approach to engage consumers and ultimately drive activation.

Be a part of a proven and effective Japanese campaign with digital media including Twitter!

Travel USA Print & Digital Insert

This stunning travel magazine is rich in content and destination specific messaging.

- Digital version available at GoUSA.jp
- Print insert is distributed via leading Japanese newspaper and geo-targeted to top HHI - part of Tokyo's 23 wards



読売新聞
THE YOMIURI SHIMBUN

400,000 CIRC.
INSERTION: APRIL 29, 2018

PUBLICATIONS AND DATES ARE SUBJECT TO CHANGE WITH NOTICE

Video Storytelling - Twitter



Twitter is the number one social platform in Japan with over 24M users per month.

- Tier 1 partners receive dedicated Twitter video ad unit
- Partners may provide video to spec, or add-on a custom re-edit of existing Brand USA video footage (for a fee)



View Example Ad Unit at:
<http://bit.ly/GoUSAJP-Twitter>

Estimated 2 Million impressions per ad unit

Storytelling & Website Traffic



Benefit from Brand USA's strategic partnership with Facebook and growing popularity in Japan. 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*

Estimated 800,000 Impressions per Unit

Content Traffic Generation — 6 Week Campaign

- Traffic is driven directly to your content on GoUSA.jp or your localized website via the Google Display Network
- 1,500 to 6,000 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.

1,500 to 6,000 total engagements - More than 3x the number of engagements compared to 2016

*VARIES BASED ON LEVEL OF PARTICIPATION

Global Activation Partner

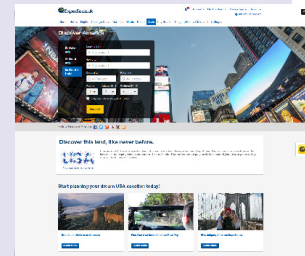
Brand USA's partnership with Expedia provides an effective strategy to enhance the activation results for overall campaign. This multi-prong marketing approach consistently demonstrates proven results

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*

*January 2016 ComScore, Inc. rankings



PROGRAM SUMMARY

Market Availability

Dates Active in Market:

Program Availability:



Japan

Spring 2018

April - May 2018



Spring 2018

Program Launch: April 2018
Opportunity Close Date: December 8, 2017
Materials Close Date: December 15, 2017

Japan 2018 Multi-Channel Campaign Rates

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

Partner Tiers	Investment	Print & Digital Insert	Twitter - Video Ad Unit	GDN Traffic Generation: Clicks/Estimated Impressions	Facebook Carousel Ad Unit	Estimated Facebook Tile Clicks	Expedia Activation Partner Marketing****
Tier 1	\$45,700	2-Page Spread	Dedicated Twitter Video ad unit Est. 2 Million impressions++ Campaign length: approx. 1 week	6,000/2,000,000	Tile Number 1 position on ad unit*	2,000	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - 900,000 co-branded display ad impressions driving to your custom page - Inclusion on "Visit The USA" landing linking to your custom page
Tier 2	\$23,300	Full Page	N/A	3,000/1,000,000	Tile number 2 position in one ad unit**	1,000	- 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" landing page linking to your flights search results page
Tier 3	\$13,300	Half Page	N/A	1,500/500,000	Added-Value: Tile 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

Facebook Notation: impressions and CTR are based on estimates; creative must adhere to Brand USA Image and content guidelines

++Partner to provide video assets to spec; Maximize 30 sec spots - ask representative for pricing to create 30 sec pre-roll from existing in-language video units

*Co-branded Brand USA carousel ad unit - Tier 1 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 - Tier 2 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 by country in Expedia's ecosystem. For non-DMO participants, please see your representative for information to feature product. Measurements include room nights booked during campaign period; total gross revenue for bookings

Japan 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

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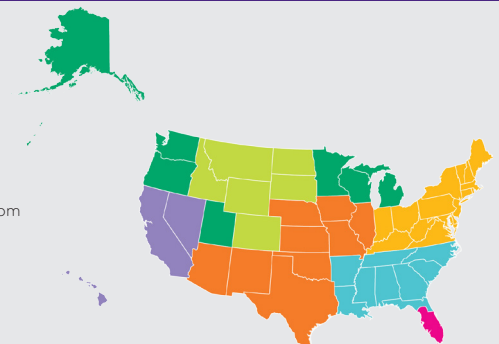
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Program marketed with MILES