



Brand USA

CO-OP

# Brand USA Originals: Video Services THIRD-PARTY EXTENSIONS

## Generate qualified traffic to your video content to expand consumer reach and engagement.

Leverage Brand USA's investment across targeted distribution channels to supplement the traffic from Brand USA-owned channels. Partners select the media channel(s) and country-specific content to be distributed.

## Partner Benefits

- Generate content engagement at reduced cost, leveraging Brand USA's investment in these media channels to deliver a 2-to-1 value
- Audience insights are gained as part of Brand USA's overall buy, which adds to the value of insight gathered through engagements, giving partners even more value for their other marketing efforts
- Partners may choose one or more of the available third-party media channels
- From the pre-roll and/or text link, consumers can click directly to your owned content on the language-appropriate Visit The USA or Go USA site



## Core Distribution Channel - Rocket Fuel

With this leading programmatic media-buying platform, you can harness the power of artificial intelligence to improve your marketing ROI in digital media.

- Advanced targeting capabilities are applied to the storytelling power of your video content, placing them on the right video sites
- This reach model continues to "self-learn" to constantly improve results. The longer you market, the better the results.

### Pricing for Pre-Roll Video Production

Conversion cost for your video is \$2,000 per spot.

Rocket Fuel	Number of Countries & Videos	Number of Views	Partner Contribution	Program Value
Tier 1	4 countries; up to 8 videos* (2 videos per country)	1,000,000	\$45,500*	\$114,500
Tier 2	2 countries; up to 4 videos* (2 videos per country)	500,000	\$23,625*	\$58,875
Tier 3	1 country; up to 2 videos*	250,000	\$12,250*	\$30,250

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Markets available for Rocket Fuel: Australia, Brazil, Canada, Chile, China, France, Germany, India, Italy, Japan, Mexico, Sweden and the UK

**\*Videos must be converted to 30-second spots; see pricing details above**

## PROGRAM SUMMARY

### Market Availability - varies per media channel option



Australia



Brazil



Canada



Chile



China



France



Germany



India



Ireland



Japan



Mexico



South Korea



Sweden



UK

### Dates Active in Market:

Year-round promotion

### Media Channel Options:

Rocket Fuel  
Outbrain or Taboola  
Facebook

### Program Availability

Launch dates are by request of the partner and confirmed after production is complete; allow 3-4 weeks for :30 pre-roll video production once your video content is final and live

## Content Distribution Extensions through other proven channels:

- **Outbrain/Taboola (awareness model)** – Through one of these leading content discovery platforms, promote your content onto thousands of premium publishing sites across the web in select countries, delivering clicks to your content. Miles will optimize your campaign for either Outbrain or Taboola to ensure the best performance. Long-format video accepted, no pre-roll required.
- **Facebook (engagement model)** – Leverage Brand USA's growing Facebook fan base, including Visit The USA's retargeting, to deliver your content to a pre-qualified audience. Pre-roll video not required but recommended for optimal views and conversions.

Outbrain	Number of Countries & Videos	Number of Clicks	Partner Contribution	Program Value
Tier 1	Up to 4 countries; 4 videos	75,000	\$41,200**	\$63,375
Tier 2	Up to 3 countries; 3 videos	50,000	\$28,520**	\$43,875
Tier 3	Up to 2 countries; 2 videos	25,000	\$15,925**	\$22,750

Markets available for Outbrain/Taboola: Australia, Brazil, Canada, Chile, China, Germany, Japan, Mexico, Sweden and the UK PRICES ARE NET

Facebook	Number of Countries & Videos	Number of Engagements	Partner Contribution	Program Value
Tier 1	Up to 3 countries; 3 videos	88,500	\$22,230**	\$55,380
Tier 2	Up to 2 countries; 2 videos	45,000	\$13,500**	\$28,403
Tier 3	1 country; 1 video	24,000	\$7,000**	\$15,148

Markets available for Facebook: Brazil, Canada, France, Germany, India, Japan, Mexico, South Korea and the UK.

\*\* Pre-roll video is not included but recommended and is an additional cost

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## Proven Results

**Outbrain:** A Spring 2015 Partner targeting Canada doubled the network's average with a CTR of .20%.

**Facebook:** A Spring 2015 Partner Campaign targeting Brazil far exceeded campaign goals by delivering over 1 million post engagements (goal of 24,000) with an average engagement rate over 20% (benchmark of 3.6%).

**Rocket Fuel:** A Winter 2015 state partner campaign targeting Germany, France and the UK delivered click-through rates, video views and video completion rates above industry benchmarks:

### Markets:

6 Rocket Fuel campaigns across France, Germany and the United Kingdom

### Guaranteed Views:

Goal of 125,000 views per campaign

### Industry Benchmarks:

- .48% Click-thru-rate (CTR)
- 69% Click-view-rate (CVR)

### Aggregate Results:

- More than 780,000 views, which surpassed goal by 4.3%
- 1.76% CTR tripled the industry benchmark
- 77.09% CVR was 11% higher compared to the industry benchmark
- Less than a \$0.05 average CPV (cost-per-view)

## CONTACT INFORMATION

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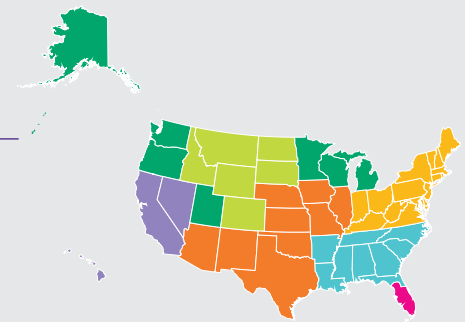
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