

# Global Leveraged Media Co-op Campaign

## OBJECTIVE

Support and uplift our travel industry partners through a shared brand platform, sparking intent and consideration among those actively seeking travel inspiration.

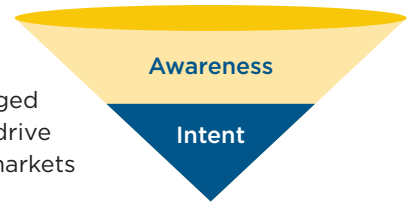
## CO-OP PROGRAM TIMING

- Flight: October 2024 - June 2025
- Final deadline for participation: May 1, 2025

## STRATEGIC APPROACH

Visit California leveraged existing digital media partnerships to create flexible cooperative marketing solutions delivering high value media programs at competitive rates.

The Visit California *Playful Journeys*, *Childhood Rules*, and *Let's Play* campaigns will run until June 30, 2025, across digital and online TV. These initiatives are designed to inspire and drive awareness of travel to California, while the Leveraged Media Co-op program capitalizes on the larger awareness campaign, and will drive awareness and intent to your destinations and industry partners. International markets include: Canada, UK, Mexico and Australia.



## PARTNER DETAIL

**Tripadvisor** Allows you to reach audiences within the TripAdvisor platform and their extended partner network.

**ADARA** Programmatic solution that leverages 300+ data partnerships including Travel Channel, Forbes, and Vox, with the ability to tie media to visitation.

**SOJERN** Programmatic solution with 80+ data partnerships including Priceline.com, CBS, and Amazon, with the ability to measure bookings.

**Expedia** Allows you to deliver placements within valuable hotel and vacation planning content via Expedia, Orbitz, Travelocity, and the Expedia Passport Network.

**ADTHEORENT** Drives awareness and conversions through display, native, video, and CTV placements, using machine learning solutions that offer predictive targeting and geointelligence.

**NETFLIX** Premium CTV upper-funnel opportunity to drive awareness and inspire travelers.

**amazon ads** Premium CTV upper-funnel opportunity to drive awareness and inspire travelers.

## PARTICIPATION BENEFITS

- Rates and CPMs have been pre-negotiated for all participating partners
- Added value impressions guaranteed on all buys
- Visit California will match 25% of all media spend (paid directly to partner for dispersement to media vendors) if partners adopt the *Playful Journeys*, *Childhood Rules*, and/or *Let's Play* creative platforms
- Partners running internationally who adopt Visit California creative platforms will receive Visit California 25% match, in addition to a BUSA uplift on initial investment
  - Assumes existing LOA with BUSA is in place
- The Shipyard is available for comprehensive creative services (costs covered courtesy of Visit California)
- Creative templates will be available for partner execution

Industry partners planning to invest over \$250K qualify for additional opportunities. Please reach out to [collaboration@visitcalifornia.com](mailto:collaboration@visitcalifornia.com) for a follow up meeting to be scheduled.

## CREATIVE EXAMPLES

*Playful Journeys*



*Childhood Rules*



*Let's Play*



To learn more about the program, email [collaboration@visitcalifornia.com](mailto:collaboration@visitcalifornia.com)