



Calling All Californians Leverage Media Co-op

June 2020

Leveraged Co-op Overview

Visit California's long-standing relationships with a range of digital platforms will deliver a leveraged media partnership opportunity that supports and enhances Industry efforts during the COVID-19 Recovery period.

Deliver **SUBSTANTIAL VALUE** through media match or equivalent discount

Deliver **ACTIVE TRAVEL INTENDER AUDIENCE TARGETS** based on travel intent data

Provide **FLEXIBLE SOLUTIONS** that make participation & management easy

Co-op Buy Parameters

BUDGET

Active Travel Intender

\$2,000,000

Co-Op Contribution

\$500,000 (maximum)

GEOGRAPHY

Active Travel Intender

California (full state)

- Dynamic targeting by DMA available

Added Value

Limited to full state coverage; cannot get more granular

TIMING

Campaign Window

July 13, 2020-
October 31, 2020

KPIs

Primary:

- Awareness
 - Impressions
 - Delivery

Secondary:

- Engagement
 - CTR
 - Site engagement

Leverage Media Framework

Media partnerships will be negotiated across a range of key Visit California digital media channels, providing Industry partners an opportunity to join all (or select) layers.

- Custom designed programs
- Discounted rates/CPMs
- Guaranteed added value
- Creative development and production
- Campaign management and optimization



Program Design

Participating industry partners will work directly with media vendors to create custom program within the Visit California co-op parameters

GEOGRAPHY

Work with vendors to identify key target markets



CUSTOM TARGETING

Vendors to deploy custom targeting segments, profiles to engage **Active Travel Intenders**

DEMOGRAPHIC

GENERAL TRAVELER

DESTINATION SPECIFIC



ADDED VALUE

Partners will deliver added value impressions and CPM discounts

Added value varies by partner, ranging from **50% CPM discounts to 50% media match** on all in-state impressions.

Co-Op Executive Summary | Buy Recommendation

**Added Value:**

- 25% Discount
- 25% Match

Minimum:

- \$50,000

Management:

- 100% direct with industry partner

Value:

- 1.7:1 Match Value

Limits:

- Targeting restrictions on added value media

Added Value:

- 50% Match on spend

Minimum:

- \$25,000

Management:

- 100% direct with industry partner

Value:

- 1.5:1 Match Value

Limits:

- DMO participation only
- Targeting restrictions on added value media

Added Value:

- 50% Match on impressions

Minimum:

- \$10,000

Management:

- 100% direct with industry partner

Value:

- 1.5:1 Match Value

Limits:

- Certain placements not eligible for match (e.g. video, social)

Added Value:

- 33% media discount

Minimum:

- \$10,000

Management:

- 100% direct with industry partner

Value:

- 1.5:1 Value off Gross

Limits:

- Certain placements not eligible for match (e.g. video, social)

Added Value:

- 50% media discount

Minimum:

- \$50,000

Management:

- 100% direct with industry partner

Value:

- 2:1 Value off Gross

Limits:

- Certain placements not eligible for match (e.g. video, social)

Industry Co-Op Buy | Sample

PARTNER	NET COST	VCA MATCH	TOTAL SPEND	CPM	TOTAL IMPS	GROSS VALUE
TripAdvisor	\$75,000	\$15,000	\$90,000	\$15.00	7,500,000	\$150,000
Expedia	\$75,000	\$15,000	\$90,000	\$11.47	11,769,834	\$135,000
Adara	\$40,000	\$8,000	\$48,000	\$7.00	10,285,714	\$72,000
Sojern	\$40,000	\$8,000	\$48,000	\$5.00	9,600,000	\$67,200
Pandora*	\$40,000	\$8,000	\$48,000	\$7.00	6,857,143	\$96,000
TOTAL	\$270,000	\$54,000	\$324,000	\$7.04	46,012,691	\$520,200

*CPM based on aggregate program average.

Individual CPMs will vary based on media mix and targeting.

LEVERAGED IMPS	15,045,323
LEVERAGED VALUE	\$196,200
GROSS VALUE	\$520,200
VALUE RATIO	1.61

Media Plan Detail

TripAdvisor | Co-op Partnership Summary



The following terms will be provided to all participating members of the 'Calling All Californians' recovery campaign Co-Op

Match / Added Value:

- 25% discount off of base CPM
- 25% Impression match to industry

Minimum Partner Investment:

- \$50,000

Campaign Management:

- TripAdvisor will manage 100% of program
- Industry to work directly with TripAdvisor on program development and deployment

Development:

- Expedia will design custom program for each partner based on Visit California's targeting parameters
- Creative development services offered

Limitations:

- Match targeting must cover all of California; DMA level targeting not included in added value

Sample Partner Buy

LAYER	TARGETING	MATCH / DISCOUNT	BUDGET	CPM	IMPS
Partner	Custom	--	\$25,000.00	\$15.00	1,666,667
Visit California	Custom	20%	\$5,000.00	\$15.00	333,333
TripAdvisor	California IPs	25%			500,000
TOTAL			\$30,000.00	\$12.00	2,500,000
			eCPM	\$10.00	

Visit California & TripAdvisor Co-Op delivers a **1.7:1 value on total impressions** booked. **\$55,000 in total media value** on \$30,000 spend.

*CPM based on aggregate program average. Individual CPMs will vary based on media mix and targeting.

Expedia | Co-op Partnership Summary



The following terms will be provided to all participating members of the 'Calling All Californians' recovery campaign Co-Op

Match / Added Value:

- 50% Impression Match
- Expedia will match 50% of all impressions purchased through the industry Co-Op
- All 'Match Impressions' will run through the 'Expedia Brand Portfolio' targeted to California

Minimum Partner Investment:

- \$25,000

Campaign Management:

- Expedia will manage 100% of program
- Industry to work directly with Expedia on program development and deployment

Development:

- Expedia will design custom program for each partner based on Visit California's targeting parameters

Limitations:

- Impression match and Co-Op management only offered to participating DMOs
- Non-DMOs (hotels, attractions, rental cars) to be evaluated on a case-by-case basis

Sample Partner Buy

LAYER	TARGETING	MATCH / DISCOUNT	BUDGET	CPM	IMPS
Partner	Custom	--	\$25,000.00	\$11.47	2,179,599
Visit California	Custom	20%	\$5,000.00	\$11.47	435,920
Expedia	California	50%	\$12,500.00	\$10.00	1,250,000
TOTAL			\$30,000.00	\$7.76	3,865,519
			eCPM	\$6.47	

Visit California & Expedia Co-Op delivers a **1.5:1 value on total impressions** booked. **\$45,000 value** on \$30,000 spend.

*CPM based on aggregate program average. Individual CPMs will vary based on media mix and targeting.

Adara | Co-op Partnership Summary



The following terms will be provided to all participating members of the 'Calling All Californians' recovery campaign Co-Op

Match / Added Value:

- 50% Impression/Dollar Match
- Adara will match 50% of each line item placed during Co-Op campaign
- Match impressions will mirror targeting of base layer with no restrictions

Minimum Partner Investment:

- \$10,000 (for 2 month program)

Campaign Management:

- Adara will manage 100% of program
- Adara will design custom campaign with industry partners - includes full execution and reporting
- Social management and audiences offered for program (more on slide 14)

Development:

- Adara will design custom program for each partner based on Visit California's targeting parameters
- Partner customization is accepted

Limitations:

- No restrictions or limitations outside of buy minimums

Sample Partner Buy

LAYER	TARGETING	MATCH / DISCOUNT	BUDGET	CPM	IMPS
Partner	Custom	--	\$25,000.00	\$7.00	3,571,429
Visit California	Custom	20%	\$5,000.00	\$7.00	714,286
Adara	Custom	50%			2,142,857
TOTAL			\$30,000.00	\$4.67	6,428,571
			eCPM	\$3.89	

Visit California & Adara Co-Op delivers a **1.5:1 value on total impressions** booked. **\$45,000 value** on \$30,000 spend.

*CPM based on aggregate program average. Individual CPMs will vary based on media mix and targeting.

Sojern | Co-op Partnership Summary



The following terms will be provided to all participating members of the 'Calling All Californians' recovery campaign Co-Op

Match / Added Value:

- Sojern delivering a 33% discount off of their base display CPM
- Discount based on aggregate placement value; line by line discount may vary
 - Display (33%), Video (25%), CTV (39%)

Minimum Partner Investment:

- \$10,000

Campaign Management:

- Sojern will manage 100% of program
- Sojern will design custom campaign with industry partners - includes full execution and reporting

Development:

- Sojern will design custom program for each partner based on Visit California's targeting parameters
- Partner customization is accepted

Limitations:

- No restrictions or limitations outside of buy minimums

Sample Partner Buy

LAYER	TARGETING	MATCH / DISCOUNT	BUDGET	CPM	IMPS
Partner	Custom	--	\$25,000.00	\$5.00	5,000,000
Visit California	Custom	20%	\$5,000.00	\$5.00	1,000,000
Sojern	Custom	33%			--
TOTAL			\$30,000.00	\$5.00	6,000,000
			eCPM	\$4.17	

Visit California & Sojern Co-Op delivers a **1.5:1 value on total impressions** booked. **\$45,000 value** on \$30,000 spend.

*CPM based on aggregate program average. Individual CPMs will vary based on media mix and targeting.

Pandora | Co-op Partnership Summary



The following terms will be provided to all participating members of the 'Calling All Californians' recovery campaign Co-Op

Match / Added Value:

- Pandora delivering an aggregate 50% discount across audio placements and companion banners

Minimum Partner Investment:

- \$50,000

Campaign Management:

- Pandora will manage 100% of program
- Pandora will develop audio spots for participating industry members

Development:

- Pandora will design custom program for each partner based on Visit California's targeting parameters
- Partner customization is accepted

Limitations:

- Added Value cannot be applied to mobile audience segments

Sample Partner Buy

LAYER	TARGETING	MATCH / DISCOUNT	BUDGET	CPM	IMPS
Partner	Custom	--	\$50,000.00	\$7.00	3,571,429
Visit California	Custom	20%	\$10,000.00	\$7.00	714,286
Pandora	Custom	50%			--
TOTAL			\$60,000.00	\$7.00	4,285,714
			eCPM	\$5.83	

Visit California & Pandora Co-Op delivers an **eCPM of just \$5.83** - and a **2:1 media value.**

*CPM based on aggregate program average. Individual CPMs will vary based on media mix and targeting.

Facebook & Instagram | Co-op Partnership Summary



The following terms will be provided to all participating members of the 'Calling All Californians' recovery campaign Co-Op

Minimum Partner Investment:

- \$25,000 (apart of base commitment)

Campaign Management:

- Sojern and Adara will both provide full placement and management of all social media campaigns purchased as apart of the Co-Op
- There is a 5% management fee and audience usage fee attached to social programs

Custom Audiences:

- Industry partners can port of Adara or Sojern audiences into Facebook platform to create program synergies

Limitations:

- Social media program based on audience sizes and inventory availability. Rates and impressions cannot be guaranteed.

Sample Partner Buy

LAYER	TARGETING	MATCH / DISCOUNT	BUDGET	CPM	IMPS
Partner	Custom	--	\$25,000.00	\$7.50	3,333,333
Visit California	Custom	--	\$5,000.00	\$7.50	666,667
Adara/Sojern	Custom	5%	\$1,500.00		--
TOTAL			\$31,500.00	\$7.88	4,000,000
			eCPM	\$6.25	

Visit California matching funds bring **Facebook projected CPM of just \$6.25**