2021 Spring Leveraged Media Co-op Campaign

January 2021

Recovery Co-op Framework

- Build collaborative opportunities to drive visitation
- Reduce individual industry partner advertising expense in a time of scarcity
- Maximize the Golden State's marketing exposure to generate incremental impact

California Now

Technology Platforms

Leveraged Media

California Now News Network

Path Forward: Leveraged Media Co-op

FALL 2020 PROGRAM

Targeting
- In-State Only

Match
- Visit California contributes a 20% matching investment

Messaging
- Economic messaging advocating for Californians to keep their vacations in-state (Calling All Californians)

Platforms
- OTAs, Programmatic & Streaming Radio

SPRING 2021 PROGRAM

Targeting
- Flexible. Any market across the USA

Match
- Visit California contributes a 30% matching investment

Messaging
- Inspirational messaging that returns to the Dream Big platform and leans into the power of possibilities (What If)

Platforms
- OTAs & Programmatic

Spring Buy Strategy & Parameters

Leverage Media Co-op Overview

As COVID-19 recovery needs extend into Spring FY21, Visit California's media buy will be leveraged to provide media partnership opportunities to support and enhance Industry efforts.

Fall co-op learnings will be leveraged to refine the program, while continuing to deliver on the core strategies of the Spring campaign:

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

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

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

Program Parameters

Budget

Active Travel Intender
$2,475,000

Co-Op Contribution
$75,000
(maximum per DMO)

Geography

Active Travel Intender
National, incl. California
- Dynamic targeting by State, Region or DMA available

Added Value
Cannot be delivered more granular than statewide

Timing

Campaign Window
March 1 - June 30, 2021

KPIs*

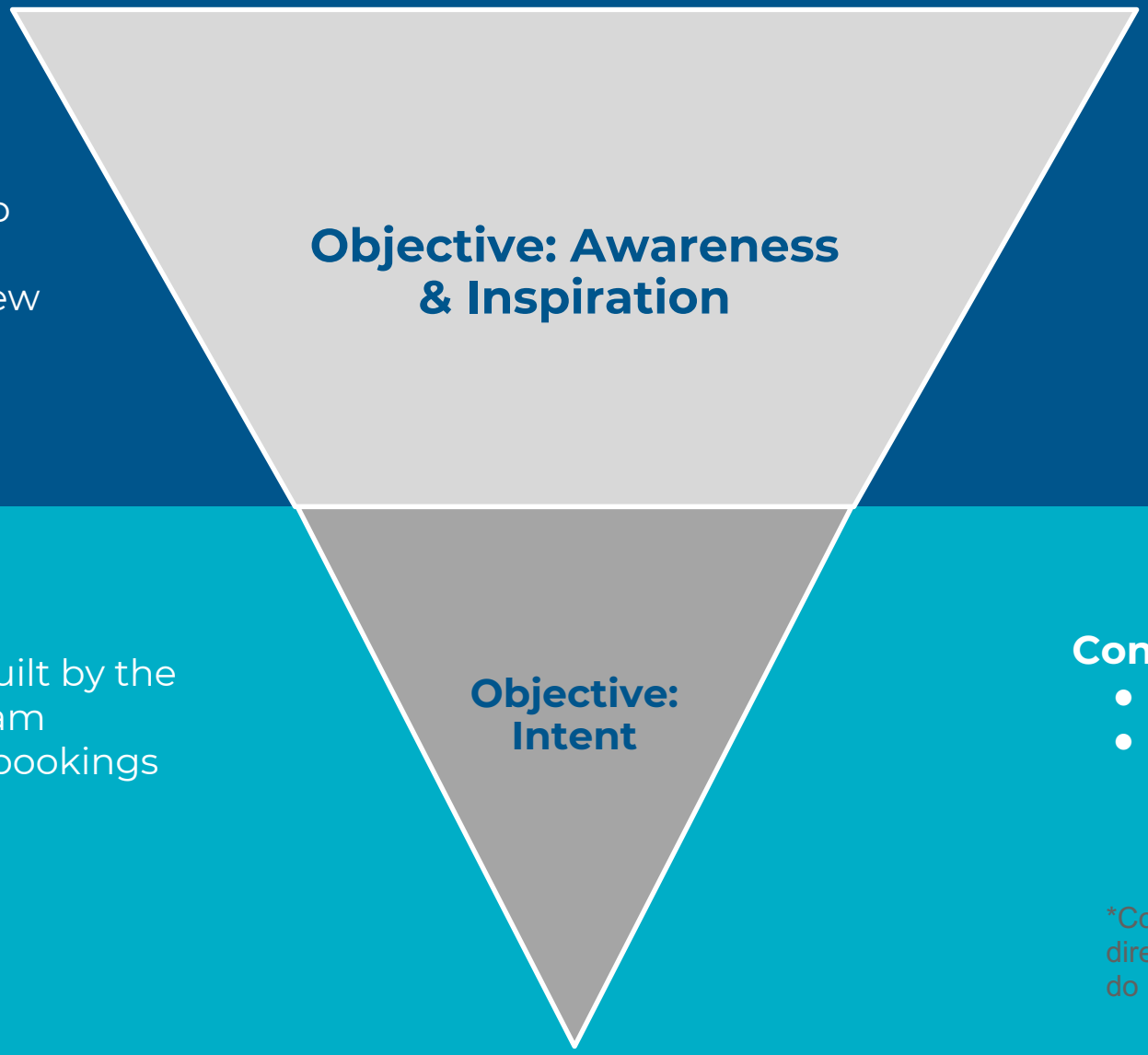
Primary:
- Awareness
  - Impressions
  - Delivery

Secondary:
- Engagement
  - CTR
  - Site engagement

Strategic Approach From the State and DMO Level

Inspiration Campaign:

- Increasing awareness and inspiring new audiences
- Keeping Visit California top of mind among familiar travelers while reaching new Active Travel Intenders to inspire consideration and fuel intent



Engagement KPIs:

- Impressions
- CTR
- Sessions
- Time on Site

Intent Campaign:

- Capitalize on awareness built by the Visit California base program
- Drive destination specific bookings

Conversion KPIs*:

- Bookings
- Revenue

*Conversion KPIs are reported directly from the media partner and do not indicate incremental travel.

Co-Op Media Planning Guidelines: Turnkey Solutions

Program Parameters	$10,000 Budget	$25,000 Budget	$50,000 Budget	$75,000+ Budget
Timing	2-months	3-months maximum	3-4 months	Opportunity for customized program
Geotargets	1-2 Spot Markets (DMAs)	Single state or small region (i.e., Southern California)	Single state or region (i.e., West Coast States)	
# of Publishers	1	1-2	2 month ($5K monthly min spend)	
Ad Units & Distribution	Revenue KPIs: 30% Native 70% Display (160x600, 300x250, 728x90, 300x600, 320x50)	Prioritize Native and Display (160x600, 300x250, 728x90, 300x600, 320x50) Potential opportunity to include video, depending on publishers selected	Prioritize Revenue drivers: 20% Native 60% Display (160x600, 300x250, 728x90, 300x600, 320x50) 20% Video max (:15 or :30)	
Primary KPIs	Bookings & ROAS	Prioritize Bookings & ROAS	Prioritize Bookings & ROAS	

Leveraged Media Framework

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

- Custom designed programs
- Discounted rates/CPMs
- Guaranteed added value
- Assist in ad 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 ***25% CPM discounts to 100% media match*** on all in-state impressions.

Executive Summary | Co-Op Buy Recommendation

Tripadvisor

Added Value:
- 25% Discount
- 25% Match

Minimum:
- $25,000
  REDUCED

Management:
- 100% direct with industry partner

Value:
- 1.8:1 Match Value

Limits:
Added value impressions delivered to statewide geography or greater

Expedia

Added Value:
- 1:1 Match on spend
  INCREASED

Minimum:
- $10,000
  REDUCED

Management:
- 100% direct with industry partner

Value:
- 2:1 Match Value

Limits:
- DMO participation only
- Bonus impressions will be broadly targeted
- No video at minimum spend

ADARA

Added Value:
- 50% Match on impressions

Minimum:
- $10,000/media line ($5K min/month)

Management:
- 100% direct with industry partner

Value:
- 1.5:1 Match Value

Limits:
Match varies by media line item
- Display 50%
- Native 50%
- Video 20% *NEW*

SOJERN

Added Value:
- 30% media discount

Minimum:
- $10,000/media line ($1K min/month)

Management:
- 100% direct with industry partner

Value:
- 1.4:1 Value off Gross

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

Co-Op Minimum Spend Matrix

Publisher	Minimum Spend	Ad Units Included	Timing Recommendation
Tripadvisor	$25,000	Pre-roll video, Native & Display	4-month campaign
Expedia	$10,000	Native & Display only	2-month campaign
	$25,000	Native, Display & Pre-roll video	4-month campaign
ADARA	$10,000	Native & Display only	2 month ($5K monthly min spend)
	$10,000	Pre-roll video only	2 month ($5K monthly min spend)
SOJERN	$10,000	Display & Native only	3-month campaign
	$10,000	Pre-roll video only	3-month campaign
	$10,000	Facebook/Instagram only	3-month campaign

Measurement Framework

Measurement Overview

- Mering team to develop and deliver reporting across all participant programs
- Publisher partners to share partner reports with Mering team, per instruction by participant
- Mering team to work with Industry partners and publishers to establish KPIs and benchmarks to define program success to monitor progress and performance
- Program comparisons to be applied where applicable
- Performance measures largely driven by post-view data, will incorporate post-click data where applicable
- Mid-campaign check-in and final reports to be delivered

Visit California (Engagement Focus)	
Impressions	CTR
Sessions	Time on Site
Industry Partners (Conversion Focus)	
Bookings	Revenue

Media Plan Detail

Tripadvisor | Co-Op Partnership Summary

The following terms will be provided to all participating members of the 'What If' recovery campaign Co-Op

Match / Added Value:
- 25% discount off of base CPM
- 25% Impression match to industry

Minimum Partner Investment:
- $25,000

Ad Units:
- Display, native and video ***NEW***
- Social media option available with varying parameters

Campaign Management:
- Tripadvisor will manage 100% of program
- Industry to work directly with Tripadvisor on program development and deployment

Development:
- Tripadvisor 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 or National geography; 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	30%	$7,500.00	$15.00	500,000
Tripadvisor	California IPs	25%			541,667
TOTAL			$32,500.00	$12.00	**2,708,334**

Visit California & Tripadvisor Co-Op delivers a **1.8:1 value on total impressions** booked. **$59,400 in total media value** on $32,500 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 'What If' recovery campaign Co-Op

Match / Added Value:

- Expedia will match each dollar spent through the industry co-op 1:1, delivered in bonus impressions ***INCREASED***
- All 'Match Impressions' will run through the 'Expedia Brand Portfolio' targeted to California

Minimum Partner Investment:

- $10,000 ***REDUCED***

Ad Units:

- Standard display: 160x600, 300x250, 728x90 only
- ***NEW*** Video available at increased minimum spend of $25K

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	--	$10,000.00	$12.00	833,333
Visit California	Custom	30%	$3,000.00	$12.00	250,000
Expedia	California IPs	100%	$13,000.00		1,300,000
TOTAL			$32,500.00	$12.00	**2,383,333**

Visit California & Expedia Co-Op delivers a **2:1 value on total media spend**. **$26,000** on $13,000 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 'What If' recovery campaign Co-Op

Match / Added Value:
- Up to 50% Impression/Dollar Match
- Adara will match 50% of Display and Native and 20% of video line items 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)

Ad Units:
- Option of Display + Native program or Video only
- ***New*** Video line items require minimum investment of $10K 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 audiences offered for self-serve programs

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	--	$10,000.00	$7.27	1,375,000
Visit California	Custom	30%	$3,000.00	$7.27	412,500
Adara	Custom	50%			893,750
TOTAL			$13,000.00	$4.87	**2,681,250**

Visit California & Adara Co-Op delivers a **1.5:1 value on total impressions** booked. **$19,500 value** on $13,000 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 'What If' recovery campaign Co-Op

Match / Added Value:

- Sojern delivering a 30% discount off of their base display CPM
- Discount based on aggregate placement value; line by line discount may vary
  - Display/Native (30%), Video (25%), Social (6.25%)

Minimum Partner Investment:

- $10,000

Ad Units:

- Display or native only at $3K investment
- ***NEW*** Pre-roll or Facebook/Instagram available at $10K minimum investment per media line item

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	--	$10,000.00	$5.00	2,000,000
Visit California	Custom	30%	$3,000	$5.00	600,000
Sojern	Custom	30%			--
TOTAL			$13,000	$5.00	**2,600,000**

Visit California & Sojern Co-Op delivers a **1.4:1 value on total media** booked. **$18,570 value** on $13,000 spend.

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

Buy Summary

Industry Co-Op Buy | Sample

PARTNER	NET COST	VCA MATCH (30% What If)	TOTAL SPEND	CPM	TOTAL IMPS	GROSS VALUE
Tripadvisor	$25,000	$7,500	$32,500	$15.00	2,708,334	$59,400
Expedia	$10,000	$3,000	$13,000	$12.00	2,383,333	$26,000
Adara	$10,000	$3,000	$13,000	$7.27	2,681,250	$19,500
Sojern	$10,000	$3,000	$13,000	$5.00	2,600,000	$18,200
TOTAL	**$55,000**	**$16,500**	**$71,500**	**$7.04**	**10,372,917**	**$123,100**

LEVERAGED IMPS	2,735,417
LEVERAGED VALUE	$51,600
GROSS VALUE	$123,100
VALUE RATIO	1.72

Addendum

Increased Financial Support

Spring Co-op Additions:

- Access to Leveraged Media Rates
- What If Creative Platform Adoption:
  - 30% Media Matching Funds*
  - Media investment unlocks tiers of digital production
  - Simplified digital production rate
    $2500/standard IAB set per execution
    (300x250, 160x600, 300x600, 728x90, 320x50)

Production Added Value	
Up to $25,000	1 standard IAB set
Up to $50,000	2 standard IAB sets
Up to $75,000	3 standard IAB sets
Over $100,000	4 standard IAB sets

Sample Investments:

Media Budget	30% VCA Media Match	Total Media Budget	Production Added Value	Total Program Value
$60,000	$18,000	$78,000	Includes 2 standard IAB sets of creative executions ($5,000 value covered by VCA)	$83,000 (+39%)
$100,000	$30,000	$130,000	Includes 4 standard IAB sets of creative executions ($10,000 value covered by VCA)	$140,000 (+40%)