

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.

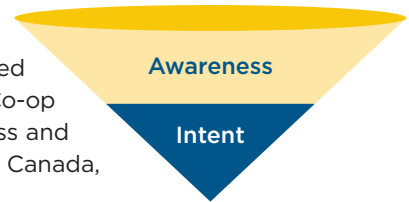
CO-OP PROGRAM TIMING

- 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 *Road Trips*, *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.

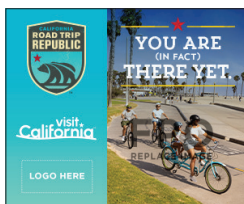
PARTICIPATION BENEFITS

- 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 *Road Trips*, *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
- 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 for a follow up meeting to be scheduled.

CREATIVE EXAMPLES

Road Trips



Childhood Rules



Let's Play



To learn more about the program, email collaboration@visitcalifornia.com