



# Leveraged Media Co-op Campaign

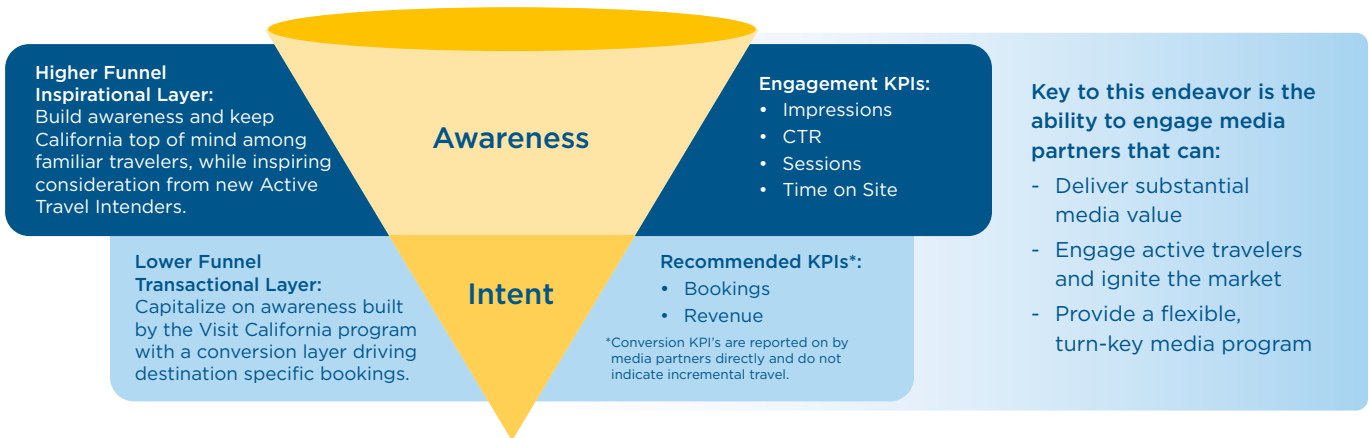
## OBJECTIVE

Stimulate California’s tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

The Visit California ‘What If, California’ campaign will run on a national level from March 15 – June 30, 2021 across digital and online TV designed to inspire and drive awareness while the co-op campaign platform will work on a local level drive intent—capitalizing on the high funnel tactics of the larger umbrella campaign.

## STRATEGIC APPROACH

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



## MEDIA REQUIREMENTS & BENEFITS

- Rates and CPMs have been pre-negotiated for all participating partners
- Added value impressions guaranteed on all buys
- Visit California will match 30% of all media spend if partners adopt ‘What If’ creative platform
- Mering available for comprehensive creative services
- Creative templates will be available for partner execution
- Visit California’s ‘What If’ program will be in-market with select partners March 15 – June 30, 2021

## CO-OP PROGRAM TIMING

- Flight: February 15 – June 30, 2021
- Final deadline for participation : May 1, 2021





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## PARTNER DETAIL

### **Tripadvisor**

- Reach audiences within the Tripadvisor platform and their extended partner network
- Display, Native and Video
- Targeted to California users actively searching for travel across TripAdvisor properties
- 25% discount off base CPMs
- 25% match on all media spend
- Minimum investment: \$25,000

### **ADARA**

- Leverage 270+ data partnerships with opportunity to hone in on active travel planners
- Display, Native and Video
- Leverages Adara 1st and 3rd party data signals to engage active travelers.
- 50% match on Display and Native
- 20% match on Video
- Social audiences available for self-server programs
- Minimum investment: \$10,000

### **Expedia®**

- Deliver placements within valuable hotel and vacation planning content across Expedia owned sites
- Display, Responsive, Native and Video
- Targeted to California users actively searching for travel across Expedia, Orbitz, Travelocity and the Expedia Passport network
- 1:1 match on spend
- Minimum investment: \$10,000

### **SOJERN**

- Leverage leading travel-data programmatic solution with 80+ data partnerships and an opportunity to target active travel planners
- Display, Native and Social
- Leverages Sojern 1st and 3rd party data signals to engage active travelers.
- 33% discount on base display CPM
- 25% discount of Video
- 39% discount on CTV
- Minimum investment: \$10,000

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## HOW TO PARTICIPATE

1. Letter of intent to participate from industry partners approved by Visit California
2. Mering sets up media introductions and begins creative discussions
3. Industry works directly with media partners to develop and execute custom programs
4. Industry authorizes access for Visit California/Mering to real-time results from media partners

**TO PARTICIPATE** Submit letter of intent no later than May 1, 2021, to [collaboration@visitcalifornia.com](mailto:collaboration@visitcalifornia.com).



# Leveraged Media Co-op Intent to Participate Form

|                       |   |
|-----------------------|---|
| INDUSTRY PARTNER NAME | VISIT CALIFORNIA MATCH BUDGET (IF APPLICABLE) |
| MEDIA BUDGET          | PRODUCTION BUDGET (IF APPLICABLE)             |

## PARTNERSHIP ENGAGEMENT

**OPTION 1:**

Leverage Media Rates  
 Visit California Match Funds  
 Mering Creative Services  
 (to execute all *What If* assets)

**OPTION 2:**

Leverage Media Rates  
 Visit California Match Funds  
 (partner executes all *What If* assets)

**OPTION 3:**

Leverage Media Rates

## MEDIA

Identify desired media vendors and budget allocation to total media investment. Match funds can be allocated to any media partner, regardless of Industry investment, as long as spend meets minimum vendor allocation.

| VENDOR  | INDUSTRY BUDGET | VISIT CALIFORNIA MATCH (30%) | MEDIA WINDOW (DATES)          |
|---|-----------------|------------------------------|-------------------------------|
| <i>Example: Adara</i>                             | \$10,000        | \$3,000                      | April 1, 2021 - June 30, 2021 |
| <b>Tripadvisor</b><br>Minimum \$25,000 investment |                 |                              |                               |
| <b>Expedia</b><br>Minimum \$10,000 investment     |                 |                              |                               |
| <b>ADARA</b><br>Minimum \$10,000 investment       |                 |                              |                               |
| <b>SOJERN</b><br>Minimum \$10,000 investment      |                 |                              |                               |

## CREATIVE SERVICES

In addition to the 30% match funding to support Industry Partners Media Buys, participants adopting the 'What If' platform are eligible to receive creative production support aligning with the tier of their media buy:

| MEDIA BUDGET       | CREATIVE DELIVERABLES   |
|--------------------|---|
| \$10,000-\$25,000  | 1 Animated Banner: 5 Standard Sizes (IAB) with static backup<br>1 Native execution (Image + Copy)   |
| \$26,000-\$50,000  | 2 Animated Banners: 5 Standard Sizes (IAB) with static backup<br>2 Native executions (Image + Copy) |
| \$51,000-\$100,000 | 3 Animated Banners: 5 Standard Sizes (IAB) with static backup<br>3 Native executions (Image + Copy) |
| \$100,000+         | 4 Animated Banners: 5 Standard Sizes (IAB) with static backup<br>4 Native executions (Image + Copy) |

CREATIVE SERVICES NEEDED?

YES  NO

Additional Creative support is available on an ad hoc basis through Mering and estimates will be provided as needed. Industry partners are required to provide Mering with imagery and a white logo in EPS format before production starts.

SIGNATURE: \_\_\_\_\_

