



Visit California International Co-Op Media Recommendation

FY22/23 | US Leveraged Media Co-Op Executive Summary

Leveraged media co-op delivered a 2.7x return on industry partner investment.

42 industry partners participated with 17 new participants.

Industry Investment	\$3.24MM
VCA Media Match	\$1.52MM
VCA Production Value	\$162.5MM
Media Discounts + Bonus Value	\$3.7MM
Total Program Value	\$8.63MM
Return on Industry Investment	2.7X



International Buy Strategy & Parameters

March 2023-June 2024

Leverage Media Co-Op Overview

Guiding Principle: Do what the industry cannot do for itself. Deliver value to California destinations and collaborate with tourism-related businesses.

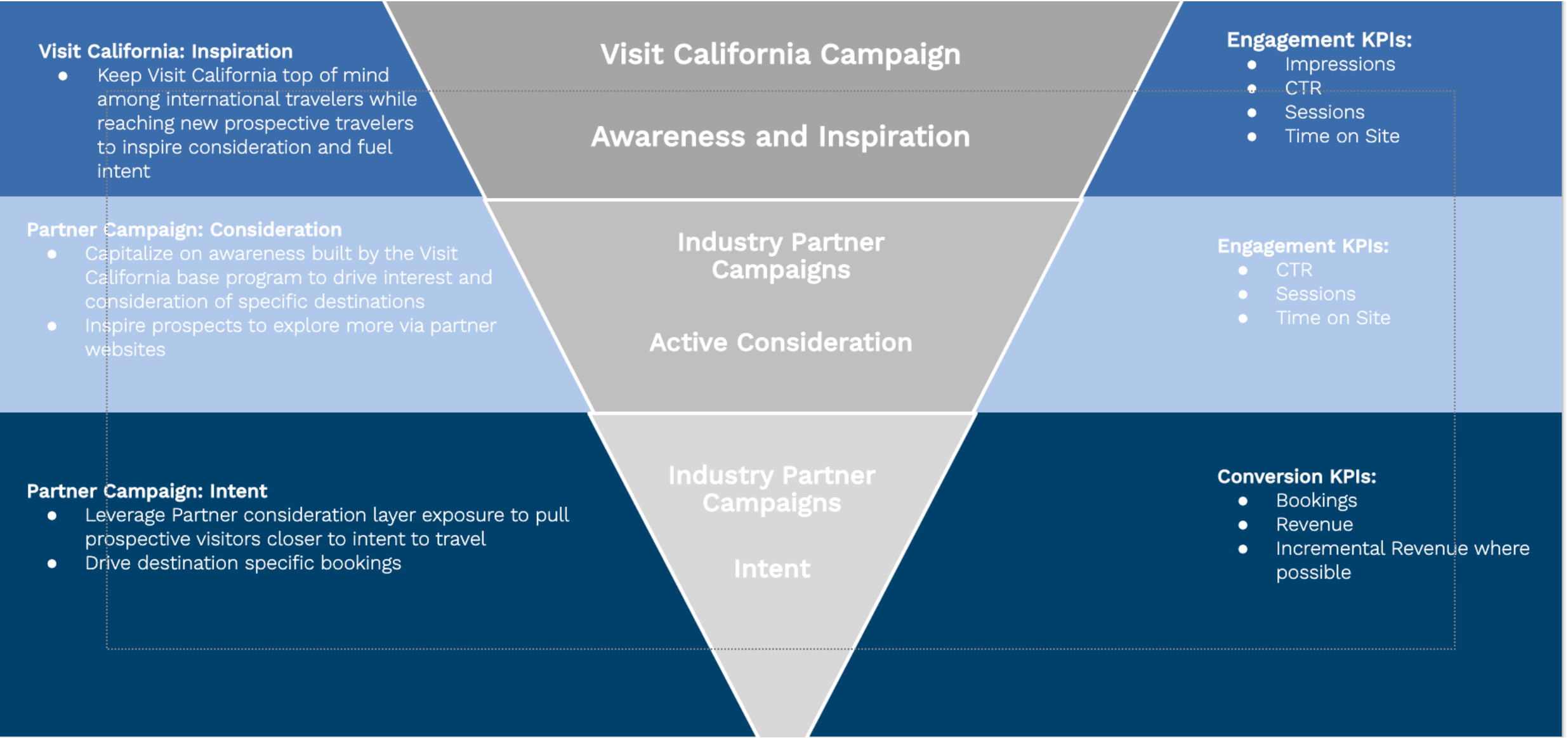
Visit California's media buy will be leveraged to provide international media partnership opportunities to support and enhance Industry efforts.

FY22/23 US learnings will be used to refine the program, while continuing to deliver on the core strategies of FY23/24 campaign:

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

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

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



Visit California: Inspiration

- Keep Visit California top of mind among international travelers while reaching new prospective travelers to inspire consideration and fuel intent

Visit California Campaign

Awareness and Inspiration

Engagement KPIs:

- Impressions
- CTR
- Sessions
- Time on Site

Partner Campaign: Consideration

- Capitalize on awareness built by the Visit California base program to drive interest and consideration of specific destinations
- Inspire prospects to explore more via partner websites

Industry Partner Campaigns

Active Consideration

Engagement KPIs:

- CTR
- Sessions
- Time on Site

Partner Campaign: Intent

- Leverage Partner consideration layer exposure to pull prospective visitors closer to intent to travel
- Drive destination specific bookings

Industry Partner Campaigns

Intent

Conversion KPIs:

- Bookings
- Revenue
- Incremental Revenue where possible

Program Parameters

BUDGET

Leveraged Media Investment
by VCA

\$8,000,000

March 2023-June 2024

Co-Op Contribution

\$200,000 maximum per
DMO

Geography

UK

Canada

Mexico

TIMING

Campaign Window

March 2023-June

2024

KPI's

Primary:

- Awareness
 - Impressions

Secondary

- Consideration
 - CTR
 - Site Engagement

CO-OP PROGRAM REQUIREMENTS

PARTICIPATION REQUIREMENTS

- Leverage California Road Trip Republic Creative Platform
- Logo with link placement prominently displayed on destination partner website
- Co-branding of all campaign creative

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	4+ Months
Geotargets	1 Market	1 Market	1-2 markets	Potential to reach all three markets, should reconsider timing if expanding geotargets
# of Publishers	1	1	1-2	2+
Ad Units & Distribution	Revenue KPIs: 30% Native 70% Display (Standard IAB)	Revenue KPIs: 30% Native 70% Display (Standard IAB)	Revenue KPIs: 30% Native 70% Display (Standard IAB)	Prioritize Revenue drivers, plus the opportunity to unlock higher profile ad units, like: <ul style="list-style-type: none"> • Custom Landing pages • Takeovers/Road Blocks • High Impact Units <ul style="list-style-type: none"> ◦ Horizon (TA) ◦ Native Marquee (Expedia) • Potential opportunity to include video, depending on publishers selected and budget
Primary KPIs: Consideration	CTR, Sessions, TOS			
Primary KPIs: Intent	Prioritize Bookings & Revenue			Awareness & Bookings

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 any/all layers.

- Publisher assistance for custom designed programs
- Discounted rates/CPMs
- Guaranteed added value
- Creative toolkit provided for ease of development
- Flexibility around campaign management and optimization directly with publisher





Co-Op Opportunities April 2023-June 2024

Executive Summary

Participation in this co-op would at a minimum double the investment of the destination *



Added Value:
- 25% Discount
- 25% Match

Minimum: \$25,000 per market

Management:
- 100% direct with industry partner

Value: 2.5:1 Match Value

Limits:
- Added value impressions delivered to broader geography



Added Value:
- 40% Match

Minimum: \$10,000 per market

Management:
- 100% direct with industry partner

Value: 2:1 Match Value

Limits:
- DMO participation only
- Bonus impressions will be broadly targeted



Added Value:
- 50% Match

Minimum: \$10,000/media line (\$5Kmin/month)per market

Management:
- 100% direct with industry partner

Value: 2.2:1 Match Value

Limits:
- No restrictions or limitations outside of buy minimums



Added Value:
- 80% Match

Minimum: \$15,000 per market

Management:
- 100% direct with industry partner

Value: 2.5:1 Match Value

Limits:
- Match is based on total spend, across all ad types, and ran as Display added value impressions.



Added Value:
- 50% Match

Minimum: \$25,000 per market






Management:
- 100% direct with industry partner

Value: 1.8:1 Match Value

Limits:
- No restrictions or limitations outside of buy minimums

Minimum spends can include industry partner investment and any matching funds.

Co-Op Minimum Spend Matrix

Publisher	Minimum Spend	Ad Units Included	Timing Recommendation
	\$25,000	Native & Display*	4 month campaign
	\$10,000	Native & Display*	1 month campaign, 1 market
	\$10,000	Native & Display*	2 month campaign (\$5K per month)
	\$15,000	Native & Display*	3 month campaign
	\$25,000	Native & Display	4 month campaign

Minimum spends can include industry partner investment and any matching funds.

*Video placements available upon request with higher minimum spends

Co-Op Partnership Details

TripAdvisor | Co-Op Partnership Summary

The following terms will be provided to all participating members of the International 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
- 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 National geography; more specific targeting not included in added value



Visit California & TripAdvisor Co-Op delivers a **2.5:1 value on total impressions** booked. **\$61,979 in total media value** on \$25,000 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 International Co-Op

Match / Added Value:

- 40% Match, with some opportunities for higher based on inventory, timing and markets

Minimum Partner Investment:

- \$10,000 per month, per market

Ad Units:

- Standard display: 160x600, 300x250, 728x90 only

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



Visit California & Expedia Co-Op delivers a **2:1 value on total media spend. \$19,625 value on \$10,000 spend.**

*CPM based on aggregate program average. Individual CPMs and bonus impression levels 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 International Co-Op

Match / Added Value:

- Up to 50% Impression/Dollar Match
- Match impressions will mirror targeting of base layer with no restrictions

Minimum Partner Investment:

- \$10,000 (\$5K min/month)

Ad Units:

- Standard Display, Native

Campaign Management:

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

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



Visit California & Adara Co-Op delivers a **2.2:1 value on total impressions** booked. **\$21,875 value** on \$10,000 spend.

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

Adara | Data Partners

300+ Data Partners



Sample Site List



Sojern | Co-Op Partnership Summary

The following terms will be provided to all participating members of the International Co-Op

Match / Added Value:

- Sojern providing 80% match
- Match is based on total spend, across all ad types, and ran as Display added value impressions

Minimum Partner Investment:

- \$15,000

Ad Units:

- Display, Native

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


















Visit California & Sojern Co-Op delivers a **2.5:1 value on total media booked**. **\$36,750 value** on \$15,000 spend.

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

Sojern | Data Partners & Sample Site List

1,000s of Data Partners

Sample Site List



Despegar | Co-Op Partnership Summary

The following terms will be provided to all participating members of the International Co-Op.

Match / Added Value:

- Despegar providing 50% match*
- Match is based on total spend, across all ad types

Minimum Partner Investment:

- \$25,000, 50% match
- \$50,000+, 100% match

Ad Units:

- Display, Native

Campaign Management:

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

Development:

- Despegar 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

*100% Match applied on partner investments of \$50,000+



Visit California & Despegar Co-Op delivers a **1.8:1 value on total media booked**. **\$46,000 value** on \$25,000 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	TOTAL IMPS	GROSS VALUE
TripAdvisor	\$25,000	6,167,763	\$61,979
Sojern	\$15,000	4,556,250	\$36,750
TOTAL	\$40,000	10,724,013	\$98,729

LEVERAGED IMPS	3,258,553
LEVERAGED VALUE	\$40,729
GROSS VALUE	\$98,729

Sample utilizes all publishers at minimum spend.

Industry Co-Op Buy | UK Sample

PARTNER	NET COST	TOTAL IMPS	GROSS VALUE
TripAdvisor	\$25,000	6,167,763	\$61,979
Sojern	\$15,000	4,556,250	\$36,750
TOTAL	\$40,000	10,724,013	\$98,729

LEVERAGED IMPS	3,258,553
LEVERAGED VALUE	\$40,729
GROSS VALUE	\$98,729

Partners selected based on market usage data in each country (GWI).

Industry Co-Op Buy | Canada Sample

PARTNER	NET COST	TOTAL IMPS	GROSS VALUE
TripAdvisor	\$25,000	6,167,763	\$61,979
Sojern	\$15,000	4,556,250	\$36,750
TOTAL	\$40,000	10,724,013	\$98,729

LEVERAGED IMPS	3,258,553
LEVERAGED VALUE	\$40,729
GROSS VALUE	\$98,729

Partners selected based on market usage data in each country (GWI).

Industry Co-Op Buy | Mexico Sample

PARTNER	NET COST	TOTAL IMPS	GROSS VALUE
TripAdvisor	\$25,000	6,167,763	\$61,979
Sojern	\$15,000	4,556,250	\$36,750
TOTAL	\$40,000	10,724,013	\$98,729

LEVERAGED IMPS	3,258,553
LEVERAGED VALUE	\$40,729
GROSS VALUE	\$98,729

Partners selected based on market usage data in each country (GWI).

THANK YOU