

Road to IPW: Regional / Co-Op Overview

Welcome! While you wait for us to get started, here's a few housekeeping notes:

- This webinar is being recorded and will be posted/available on our website by tomorrow.
- You will receive a link to the recording/deck tomorrow in your inbox.
- Please type your questions into the Q&A box; we will do our best to answer as many as we can electronically, but any we cannot answer will be responded to via email post-webinar.
- Not sure who to contact for additional questions? Email info@thebrandusa.com to be connected with the right party!
- Thank you for being here – the webinar will begin shortly!





Road to IPW: Brand USA Partner Webinar Series

with Cat Reith
Sr. Director of Partner Marketing Programs



Road to IPW: Regional / Co-Op Overview

What We'll Review Today



- The Power of Road Trip Messaging
- Regional Strategic Framework
- Regional Successes with Brand USA
- Custom Strategic Successes with Brand USA



Brand USA Regional Framework with Skylar Clark, Director of Partner Marketing

Road to IPW: Regional / Co-Op Overview



VisitTheUSA.com

Brand USA

**Where
Brand USA
Fits In**

Regional DMOs

State DMOs

Local DMOs



Showcasing multi-destination **road trips** and unique experiences across the USA has always been **instrumental** to bringing **value to our partners.**



Road to IPW: Regional / Co-Op Overview

Power of Road Trip Messaging

Over one week

Minimum length of stay across
Brand USA's 14 core international
markets

89%

of int'l respondents agree that
they want to travel to
destinations they've never visited
before

68%

of int'l respondents agree that
they pride themselves on finding
lesser-known vacation spots
before they become popular

A woman with a blue bandana and sunglasses is looking at a map spread out on the hood of a white car. She is wearing a grey patterned tank top and blue jeans. The background shows a desert landscape with other cars parked in the distance under a cloudy sky.

Give a voice to real travel experiences in the USA

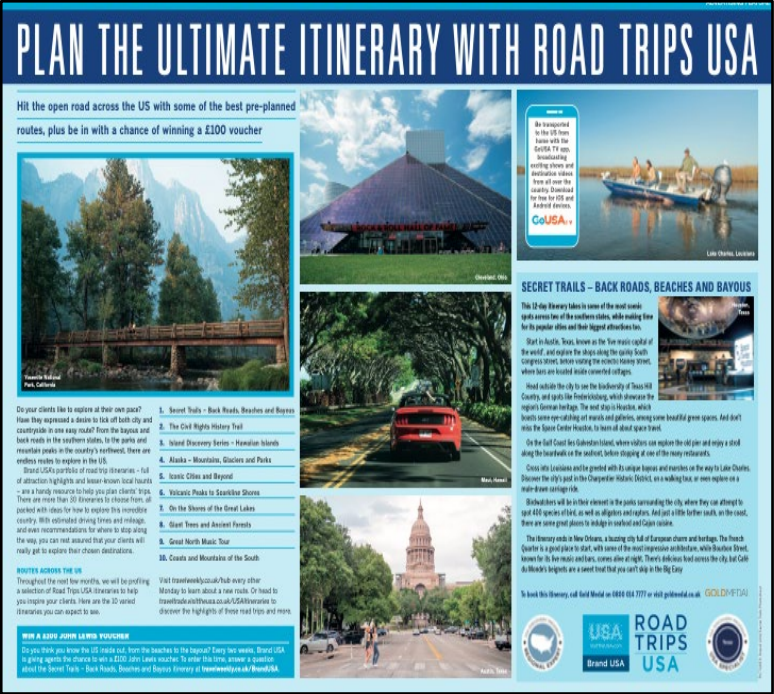
Create urgency and provoke “travel dreaming” by highlighting first person storytelling and perspectives.

Lend authenticity to our marketing, creating the sense that there are many United States.

Incorporate and build on our value proposition (proximity), competitive edge (possibility), and tone (welcome).

Road to IPW: Regional / Co-Op Overview

A few ways Brand USA leverages road trip messaging





Brand USA Regional Partner Strategy



Bridge together marketing strategies to promote the region.

Partner collaboratively with Brand USA to support and amplify incrementally the group's strengths and messaging through Brand USA partner programs currently offered.

Strategy Objectives:

- Collaborate and combine marketing strategies to create turnkey international campaigns that drive collective results and provide a greater impact
- Welcome the world back through storytelling content aligned with how international consumers travel, not limited to state lines
- Collaborate with Brand USA to integrate trade activities with regionally-focused consumer campaigns.



Support Regional Partners

Making a Large Impact in Key International Markets



Bring partners together to do more for the region as a whole

Identify focused objectives, market(s), timing, scope, and possible themes



Using proximity strategy and the road trip theme, build upon established trade presence to show international consumers “to, through, and beyond the gateway”

Leverage identified Brand USA programs and platforms to maximize value

AND SET A GRADUAL TRAJECTORY LOOKING TOWARD A LONG TERM STRATEGY WITH LIMITED BRAND USA RESOURCES.



Strategic Marketing Approach

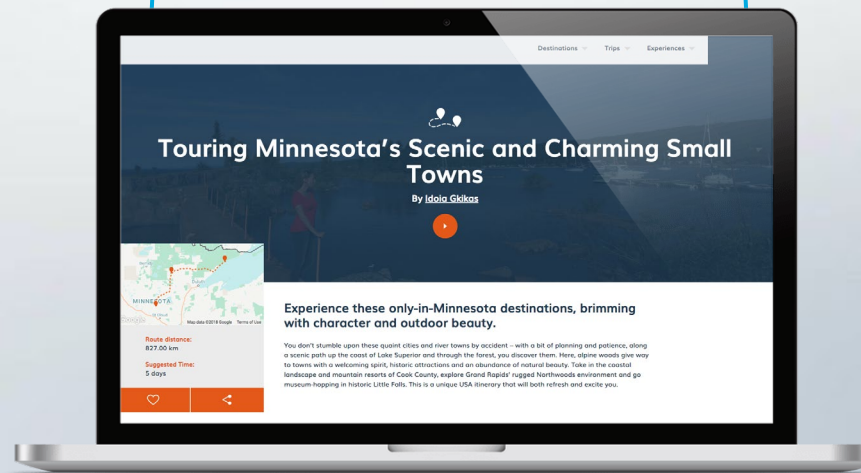
Trade & Consumer Marketing

Take regional messaging to the next level through a phased marketing approach with Brand USA.

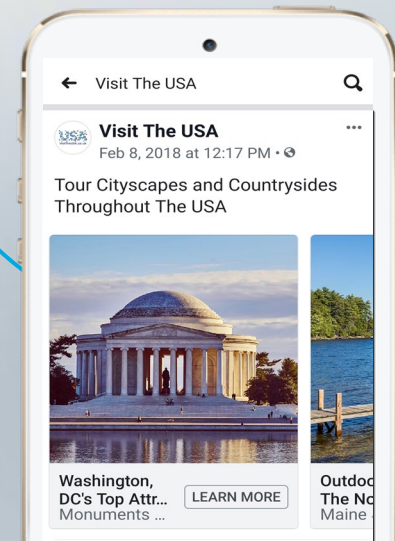
Build
and/or maintain
a trade foundation



Craft
and maintain a
consumer presence



Amplify
through cross-channel
marketing to key
international markets





Regional and Co-Op Successes with Paul Winkle, SVP of Global Marketing at Miles Partnership



Road to IPW: Regional / Co-op Overview

Brand USA and Travel South USA

A Regional Coop Success



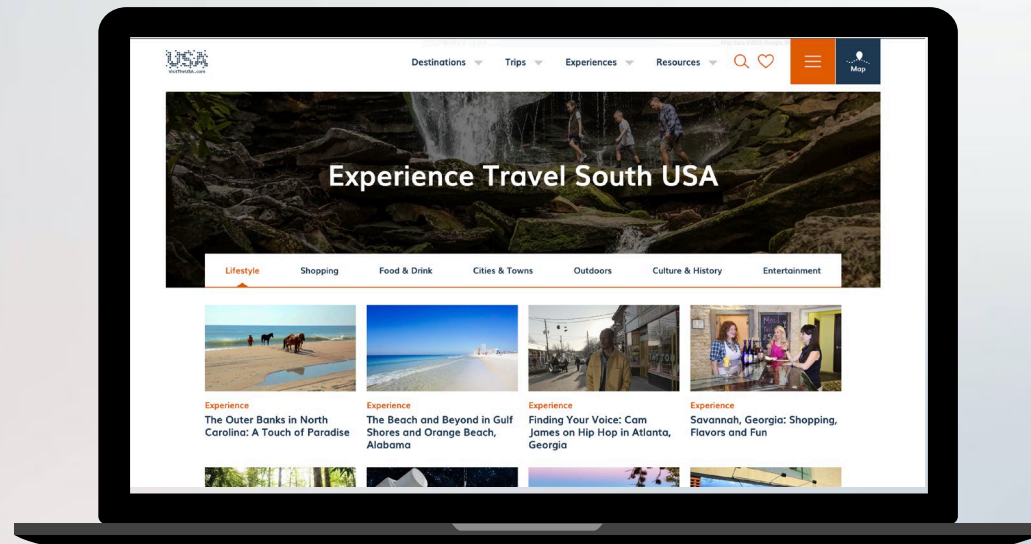
12

Participating
TSUSA state
partners

THE FOUNDATION

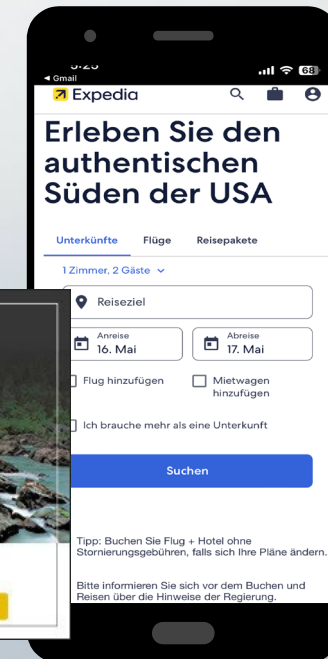
Brand USA partnered with Travel South USA to promote international travel through full funnel, direct-to-consumer marketing campaigns deploying at the same time with the right message.

...INCLUDING MARKETING CAMPAIGNS SUCH AS



VISITTHEUSA.COM SUBSITE

CUSTOM REGIONAL
MULTI-CHANNELS



Brand USA and Pure Michigan

A State Coop Success



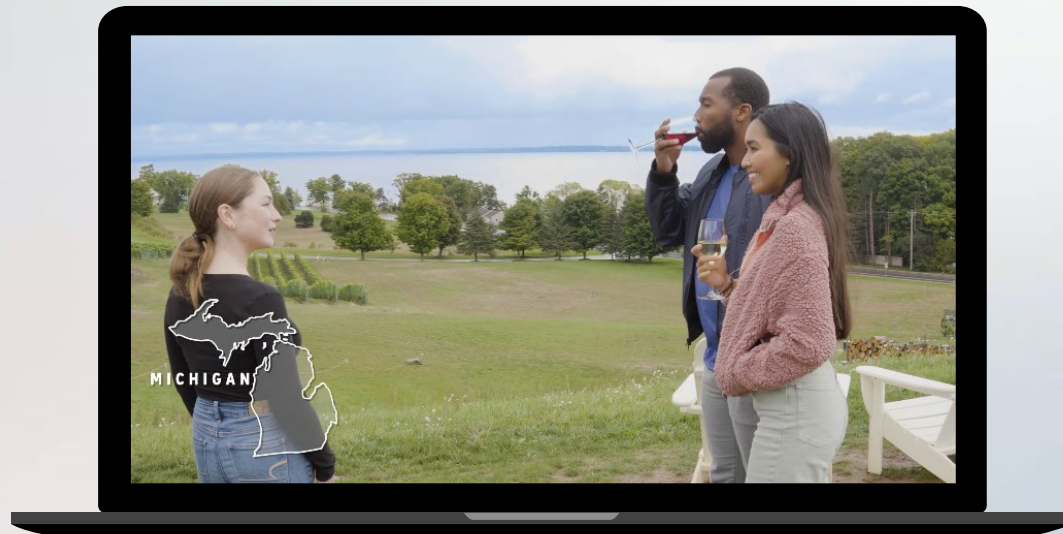
9

Participating
Michigan city
partners

THE FOUNDATION

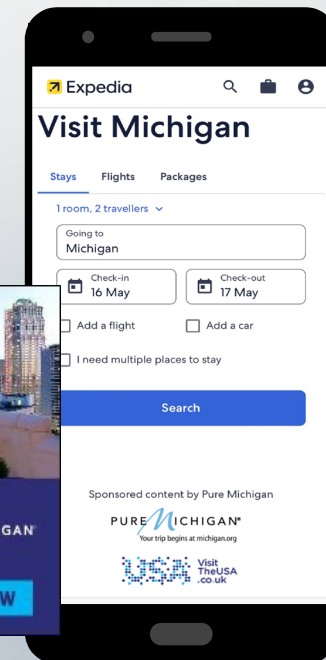
Brand USA developed state-city coop opportunities for Pure Michigan to further the international reach of the state and lower the barriers of entry for Michigan cities to also participate in marketing campaigns.

COOP MARKETING CAMPAIGNS INCLUDE...



ROAD TRIP COOPS

STATE COOP MULTI-CHANNELS





Brand USA and Secret Trails Regional Coop

Trade-to-Consumer Integration

The Group's Need

Four city partners came to Brand USA with an interest to partner together and build an itinerary that connects off-the-beaten path destinations to major gateway cities.

Brand USA's Approach

TRADE APPROACH:

Leverage an itinerary (Brand USA Insider Guide) and partner with RTOs to add in product and promote through their channels.

CONSUMER APPROACH:

Create a road trip adventure (Road Trips Video package) across the four cities with storytelling and imagery with a central landing page promoting the varied experiences that can be had during the trip.

INTEGRATION POINT:

Utilize the content developed in the itinerary and repurpose for consumer-facing assets. In turn, provide all supporting media to trade contacts to share with the itinerary.



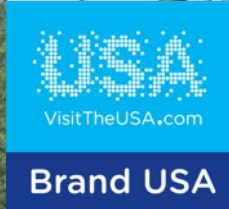
ART GALLERY & GIFTS



Capitol
OF TEXAS

Roadhouse
RELIQS
NEON ART by Todd
Sanders





Custom Road Trip Successes

Road to IPW: Regional / Co-Op Overview

Custom Road Trip Strategy

Euronews: Soul of the South



APPROACH:

Create a road trip video series showcasing the U.S. Civil Rights Trail sites and the influence within the communities today.

PARTICIPATING PARTNERS:

Sweet Home Alabama
Visit Mississippi
Tennessee Tourism
Visit Music City
Memphis Tourism

RESULTS:

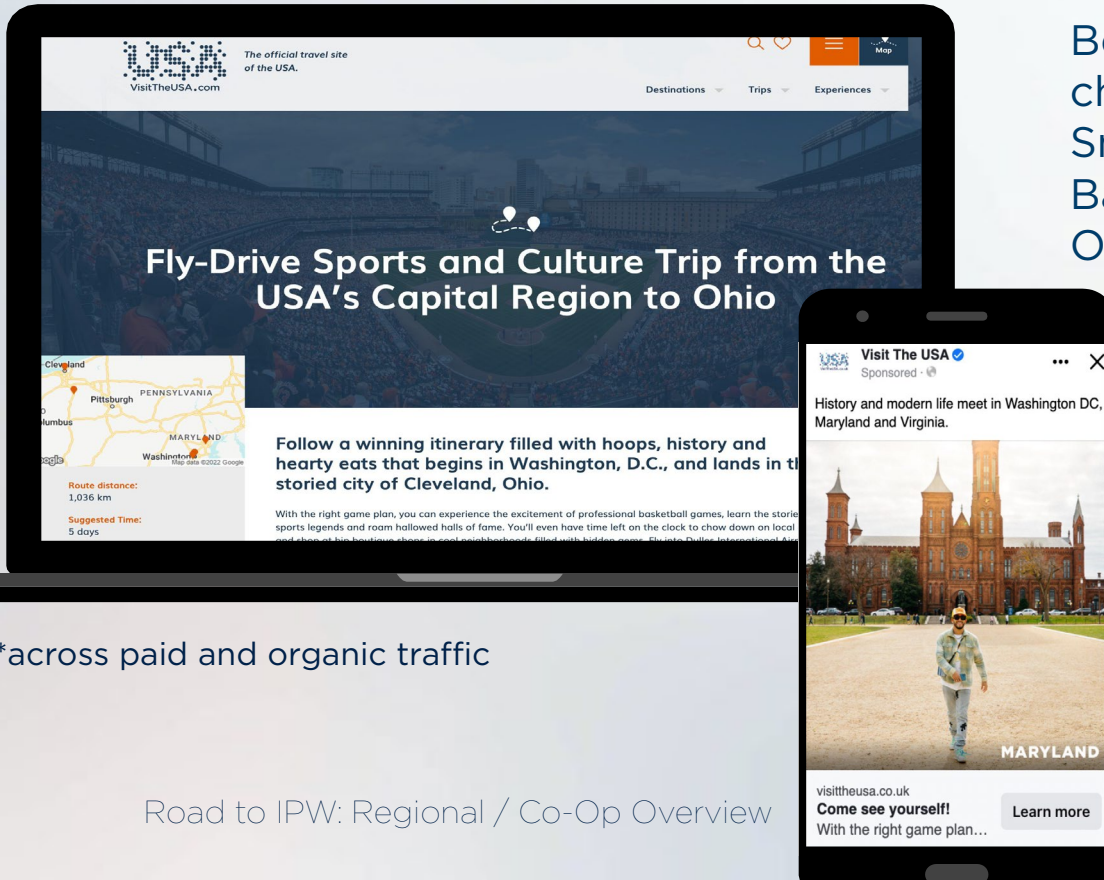
562M
TV impacts across
U.K. & Europe

2:1
Program Value



Custom Road Trip Strategy

Capital Region USA Regional Influencer Trip



Beginning the trip in Washington, D.C., the influencers cheered the Washington Wizards and explored the Smithsonian Museum before exploring the must-see sites of Baltimore and Hampden. The influencers then traveled to Ohio to visit Columbus and Canton before departure.

14.9M
Impressions*
+544% over
contracted amount!

54.2K
Social engagement*

*across paid and organic traffic

Road to IPW: Regional / Co-Op Overview

What's next?

Ongoing regional and coop
opportunities

+

Route 66

+

Brand strategy integrations





How can partners participate in Brand USA regional / co-op opportunities?

THE PARTNER ENGAGEMENT AND MARKETING TEAM

LEADERSHIP & STRATEGY



Cassady Bailey



Skylar Clark



Chris Ellis



Luke Hennig



Cat Reith

PARTNER REPRESENTATION



Jerod Fuchs



Maya Hua



Dani Campana

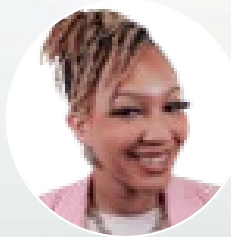


Chelsea Sullivan Kaiser

PARTNER SUPPORT



Rianna Airitam

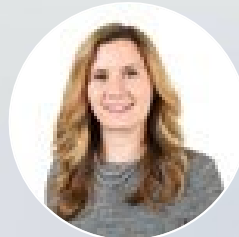


Alexis Kemp



Tre Wilson

PROGRAMS & COORDINATION



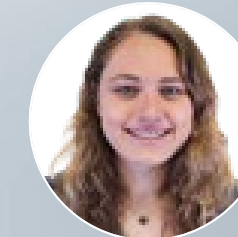
Julie Paulson



Carolyn Kirby



Alex Dudich



Allie May



Diana Mellitz

MILES PARTNERSHIP TEAM



Paul Winkle
Senior Vice President Global
Marketing



Demetria Clemons
Regional Director - Global Marketing
Hawaii, California, Nevada



Angie Austin
Regional Director - Global Marketing
Southeast, North Florida



John DeLeva
Regional Director - Global Marketing
Pacific Northwest, Northern Midwest



Irish Carroll
Regional Director - Global Marketing
Central & Southern Florida



Debi Saldana
Regional Director - Global Marketing
Southern Midwest, Southwest, Texas,
Puerto Rico



Julie Armstrong
Regional Director - Global Marketing
Northeast, Midatlantic



Mitch Knothe
Regional Director - Global Marketing
Mountain West



VisitTheUSA.com

Brand USA



Upcoming Road to IPW Webinars

with Cat Reith
Sr. Director of Partner Marketing Programs



Road to IPW: Regional / Co-Op Overview

Upcoming Program Opportunities

Road To IPW Webinar Series



Road to IPW: Programmatic Webinar

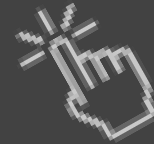
Tuesday, May 16
2pm ET



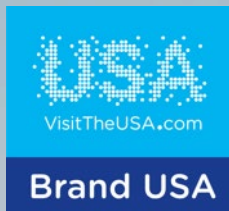
- How does programmatic media work?
- How do we use custom targeting to better meet objectives?
- How can we leverage Brand USA's curated audience to create a bigger impact?

Road to IPW: Market Focus - Canada Webinar

Thursday, May 18
2pm ET



- What is Brand USA doing in Canada?
- What new research is available?
- What programs are available in Canada?



Thank you.