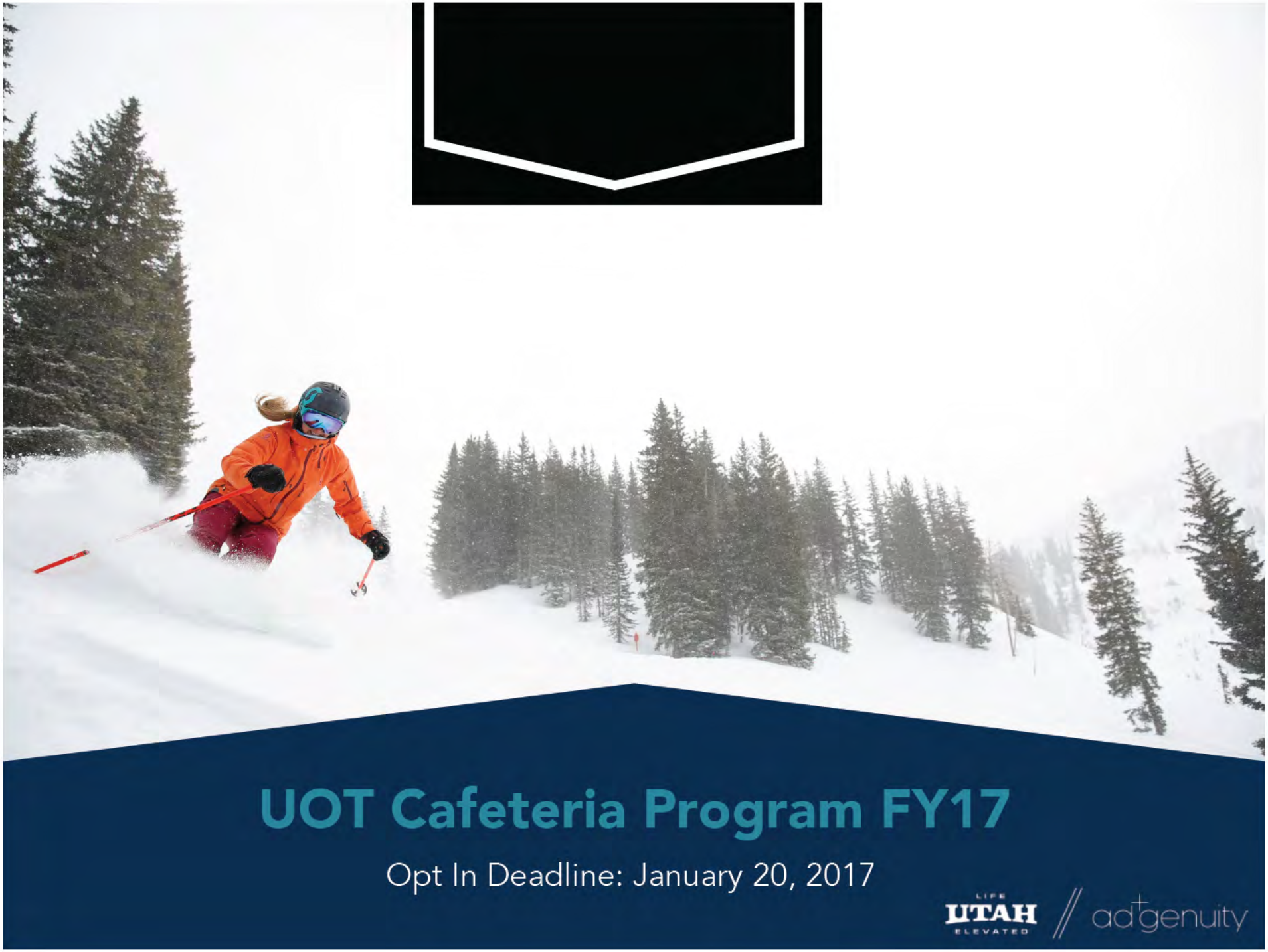


# UOT Cafeteria Program FY17

Opt In Deadline: January 20, 2017

LIFE UTAH ELEVATED // adgenuity

# PROGRAM SUMMARY

**WHAT IS THE UOT CAFETERIA PROGRAM?**
In it's third year, the Cafeteria Program was designed to provide UOT partners with strategic marketing tactics. These tactics leverage UOT's brand awareness campaign to drive consideration and activation for our partners. For FY17, $850,000 has been set aside to match toward our Industry partners' cafeteria plan opt-ins. These funds are in addition to the traditional cooperative marketing program.

**WHAT IS THE CAFETERIA PROGRAM OPPORTUNITY?**
Each eligible partner can spend up to $70,000 with a 1:1 match by the UOT. If maxed out, your $70,000 will turn into a minimum $140,000 of media value.

**WHAT TYPES OF OPPORTUNITIES ARE AVAILABLE THROUGH THE CAFETERIA PROGRAM?**
We are providing opportunities internationally in Canada, UK, Germany, China, France and Australia.
Domestically, we are focused on key feeder markets for our year-round visitors. Programs that are available are a mix of content creation, digital display, digital pre-roll, print, digital OOH, email, printed map, and content amplification.

**WHAT IF I DO NOT HAVE THE $70,000 IN MY BUDGET?**
If you do not have $70,000 in your budget, you may consider developing a co-op allowing for other non-profits in your county to participate. This means you would purchase umbrella programs and allow for your partners to buy in. We are happy to guide you through this process.

**WHAT IS THE PROCESS FOR ONCE I REVIEW THE OPPORTUNITIES AVAILABLE?**
Once you review the opportunities, you will be meeting with our media planner, Tania Leichliter from Ad +genuity. Tania will work as your personal media planner once your markets, goals and budgets have been set. Tania will work with you to finalize your plan, which will require a signature by someone in your organization. All billing will come from Ad+genuity Marketing Solutions, Inc. and payment will be required within 30 days of invoice receipt.

**WHAT SHOULD BE MY EXPECTATION OF DELIVERABLES FOR EXECUTION OF THE PROGRAMS I PURCHASE?**
Depending on which program you have purchased, you will receive a discovery document along with a list of assets required and submission deadlines. It is imperative that you make this a priority and submit on time. All of our programs have long production times and we need to abide by our production schedules.

GLOBAL PROGRAM

MULTI-COUNTRY

# DIGITAL TOOL BOX SUMMARY

## Program Goals:

Provide partners the opportunity to get a 100% match for video, photography, and custom content. Provide a collection of assets that will be co-owned by UOT and partner that has a consistent look and feel, that enables us to create cohesive marketing programs that fit under the umbrella of UOT's primary brand initiatives: The Road to Mighty® affinity-based digital and Find Your Greatest®

## Program Offering:

- Video: 2 min, :30 sec, :15 sec, 360 video, + all B-roll
- Photo: Packages that include fully owned photography from 8-24 Photos
- Custom Content (creation, creation + distribution, distribution only):

## Content Usage / Distribution:

Partner:

- Website, Social Channels, Cafeteria Programs, Consumer Marketing Efforts, B2B efforts

Visit Utah:

- Website (organic and paid), Social Channels

MULTI-COUNTRY

# DIGITAL TOOL BOX - VIDEO

CHOOSE DATES ON OPT IN

**All packages include:**

- Script Writing / Creative Brief – 2 revisions
- HD,Audio Balance, Royalty Free Music, Coloring
- Outro Graphics
- Post Production - 1 FREE revision
- Scrim, Lights
- FAA Certified Aerial One Day
- Crew Coordination
- Sony Fs700 Lens + slow mo
- Sony A7 and lens
- Rode NTG 3 Boom Mike & Dead cat
- Cstands (2) + sand bags
- Ronin Stabilizer

**DELIVERABLES:**

- :15 SEC,
- :30 SEC
- 1-2 MIN

## PACKAGE 1 $2,668

- Full Day Filming
- 1 Location
- 2 Camera Man

## PACKAGE 2 $3,768

- 2 Days Filming
- 2 Locations
- 2 Camera Men
- Professional VO

## PACKAGE 3 $5,225

- 3 Days Filming
- 3 Locations
- Professional VO
- 3 Camera Men
- Audio Engineer
- Director

PARTNER REQUIREMENTS:

- Pay for all permitting and locations costs, including any necessary BLM Monitors.
- Contact local authorities to block off roads and allow access for filming if necessary.
- Direct film crew to required shot locations upon arrival.
- Coordinate with production team in order to plan shoot ahead of time.
- Cast actors and extras and pay for any expenses associated with actors.
- Partner is responsible to HOUSE and FEED crew, and to reimburse for gas and travel.

President / Director
Malcolm Judd

Storyboard to be approved by UOT

LIFE UTAH ELEVATED // adgenuity

MULTI-COUNTRY

# DIGITAL TOOL BOX – 360 VIDEO ONLY

CHOOSE DATES ON OPT IN

## All packages include:

- Gyro Stabilizer
- Camera Man
- Helmet Cam Attachment
- Water Proof Casing
- 4K-8K resolution
- Fully stitched
- Hip Attachments

## DELIVERABLES:

- PACKAGE 1: One 360 Video up to 5 minutes
- PACKAGE 2: (5) 360 Videos up to 5 minutes each
- PACKAGE 3: (10) 360 Videos up to 5 minutes each
- PACKAGE 2 & 3
- : 1-5 MIN OVERVIEW (all locations, one video)

Malcolm Judd is the owner of Judd Film Productions. Malcolm earned his degree in film in 2012. He is highly artistic and hard working with over 10 years of film experience.

Projects have ranged from filming with Reba McEntire, Rascal Flatts, Toby Keith, Land Rover USA, Monster Cup and even military high-speed rocket seat testing to full production work for advertising agencies and business to business commercial film. He specializes in adventure and micro moments and 360 virtual reality content. His work has grown to include commercial and promotional film, testimonials, historical documentaries and, of course, tourism and destination film.

## PACKAGE 1 $2,475

- 1 Location
- Half Day Filming

## PACKAGE 2 $3,520

- Full Day of Filming
- 5 Locations
- Graphics Inserted

## PACKAGE 3 $5,115

- 2 Days Filming
- 10 Locations
- Camera man w/ additional angles
- Helicopter Attachments
- Aerial Drone
- Graphics Inserted
- Travel Costs + Room/ Board

PARTNER REQUIREMENTS:

- Pay for all permitting and locations costs, including any necessary BLM Monitors.
- Contact local authorities to block off roads and allow access for filming if necessary.
- Direct film crew to required shot locations upon arrival.
- Coordinate with production team in order to plan shoot ahead of time.
- Cast actors and extras and pay for any expenses associated with actors.
- Partner is responsible to HOUSE and FEED crew, and to reimburse for gas and travel.

President / Director
Malcolm Judd

Storyboard to be approved by UOT

LIFE UTAH ELEVATED // adgenuity

MULTI-COUNTRY

# DIGITAL TOOL BOX – PHOTO

CHOOSE DATES ON OPT IN

| PACKAGE 1<br>$1,526 | PACKAGE 2<br>$2,654 | PACKAGE 3<br>$4,868 |
|---|---|---|
| • 8 Final Toned Images<br>• 1/2 Day Pre-Production<br>• 4 Hours Production / Photo Shoot<br>• 1 Day Post Production | • 16 Final Toned Images<br>• 1 Day Pre-Production<br>• 8 Hours Production Photo Shoot<br>• 2 Days Post Production | • 24 Final Toned Images<br>• 1.5 Days Pre-Production<br>• 16 Hours Production Photo Shoot<br>• 2 Days Post Production |

## Photographer: Marc Piscotty

Marc Piscotty is a commercial and editorial photographer and videographer based in Denver, Co. specializing in food photography, portraits, sports, travel and assignment based work. He is a two-time Pulitzer Prize winning photographer with a rich background in newspaper and documentary photography. He has covered everything from major sporting events like the Super Bowl and the Winter Olympics to major news events such as the Columbine tragedy and the Democratic National Convention. He also continues to work on an ever-growing collection of stock photography from his own backyard in Colorado to far flung destinations such as Mexico, Panama, Morocco, Spain, Italy, Russia and the Czech Republic. He is available for assignments and commissions worldwide.

UOT to provide some photo direction

LIFE UTAH ELEVATED // adgenuity

MULTI-COUNTRY

# DIGITAL TOOL BOX
# CUSTOM CONTENT + SOCIAL DISTRIBUTION

CHOOSE DATES ON OPT IN

ABOUT ROOTS RATED:

Roots Rated assembles the largest and most knowledgeable network of outdoor content producers . To provide destinations with the most beautiful and engaging content for their owned media. (websites, email, social) Content really IS King.

**PARTNER OPPORTUNITY**

- Content Creation
- Content + Distribution
- Distribution Only* Previous Roots Rated Partners
- These are to be purchased as MONTHLY packages – recommendation to purchase more than one month.
- If more than 1 month is purchased UOT will have direction on 50% of articles written for use on the Visit Utah website

## Monthly Packages

### CONTENT

- Monthly Tier 1 - $275
- 1 Article

- Monthly Tier 2 - $550
- 2 Articles

- Monthly Tier 3 - $825
- 3 Articles

### CONTENT + DISTRIBUTION

- Monthly Tier 1 - $825
- 1 Article
- Minimum 200,000 Social Impressions
- Minimum 2,000 Article Visits

- Monthly Tier 2 - $2,200
- 2 Articles
- Minimum 600,000 Social Impressions
- Minimum 6,000 Article Visits

- Monthly Tier 3 - $3,575
- 3 Articles
- Minimum 1,000,000 Social Impressions
- Minimum 10,000 Article Visits

### DISTRIBUTION ONLY

- Monthly Tier 1 - $550
- 1 Previous Roots Rated Article
- Minimum 200,000 Social Impressions
- Minimum 2,000 Article Visits

- Monthly Tier 2 - $1,650
- 2 Previous Roots Rated Article
- Minimum 600,000 Social Impressions
- Minimum 6,000 Article Visits

- Monthly Tier 3 - $2,750
- 3 Previous Roots Rated Article
- Minimum 1,000,000 Social Impressions
- Minimum 10,000 Article Visits

HOW IT WORKS

- RR develops editorial calendar
- Provides monthly/weekly/daily articles
- Option for RR to post to own website, social channels
- Partner to submit content to TripTuner (if participating)
- UOT will consider content usage for their site, but will not guarantee usage.

CUSTOM CONTENT
Customized monthly stories with photography for your owned media – articles are between 750-1200 words.

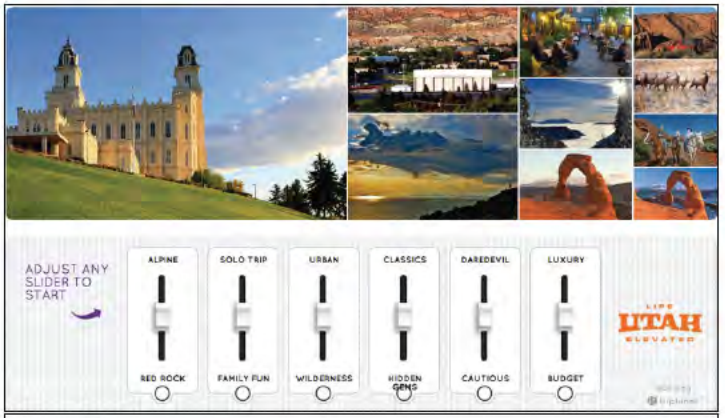
MULTI-COUNTRY

# TRIPTUNER

**Cost: $1,100**

TripTuner Discovery Engine Pro — new distribution channels

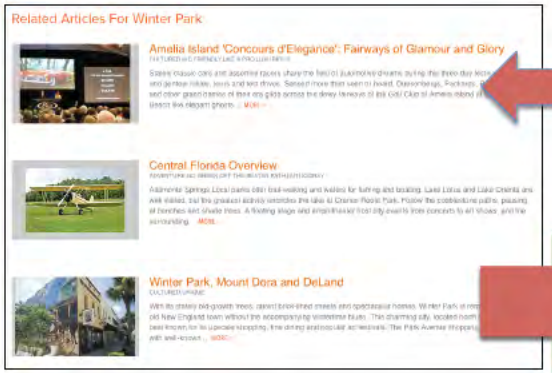
- VisitUtah.com International Pages
- Expedia Microsite
- TripAdvisor hub
- Companion Ads for Native Content Initiative

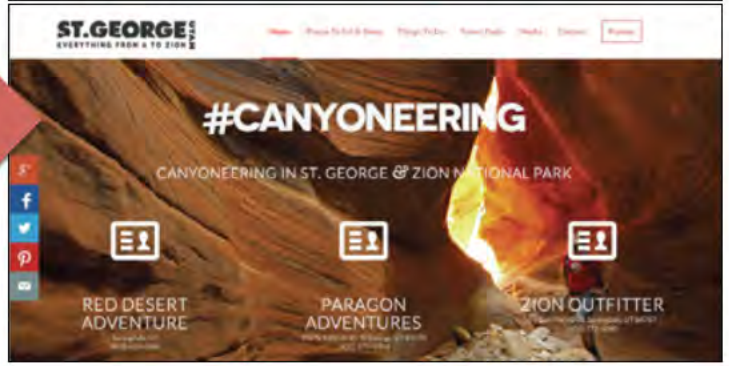


**CO-OP PACKAGE:**

Experience Enhancement

- TAB Articles – show headlines and link to articles on websites
- Images should be included
- Add Photos, Videos to existing experience pages
- 3 More Experiences for those who want them DE, EN, CN




Articles only on English Points of Sale

TripTuner will be featured on desktop.

LIFE UTAH ELEVATED // adgenuity

MULTI-COUNTRY

# DELTA SKY MAGAZINE INFLIGHT

APRIL ISSUE Materials Due Date:
February 4, 2017
NOV ISSUE Material Due Date:
September 22, 2017

**Cost:**
**Full Page: $11,150**
**Half Page: $5,613**

**Timing:** November 2017 SKI THE WEST Issue
**Timing:** April 2017 3 SEASONS PROMOTION
Road to Mighty® – Greatest Snow On Earth®
Visit Utah Templated Display Ads

Visit Utah Section: 4-5 page Utah Section desired
All Display Ads will be templated
- Ski – Find Your Greatest®
- 3 Seasons – Road to Mighty®

Partner Options:
1) Full or ½ page display ad
2) Full page advertorial includes ~240 words and 3 images
3) 1/2 page advertorial includes ~130 words and 1 image

*Delta questionnaire will be distributed after op in.

**Delta Sky has 5.4 million readers (3:1 domestic to international) each month, the largest of any in-flight per MRI** Top Delta markets Los Angeles, Seattle, Portland, Phoenix, Las Vegas

**Full Page Display**

**½ Page Advertorial**

**½ Page Display**

**Full Page Advertorial**

UTAH OFFICE OF TOURISM will be placing a full page ad to start the special advertising section.

LIFE UTAH ELEVATED // adgenuity

# INTERNATIONAL PROGRAM

MULTI-COUNTRY

# EXPEDIA INTERNATIONAL CREATIVE PARTNERSHIP

DATES ACTIVE IN MARKET
April – June 2017
Mid Nov 2017– Mid Feb 2018
Final Close Materials Due:
March 1, 2017 & October 15, 2017

**Cost: $5,500**

Leveraging a brand media spend linking to Expedia HUB ($130,000 value, inclusive of BrandUSA extension) in:

- Australia
- Canada
- United Kingdom
- Germany

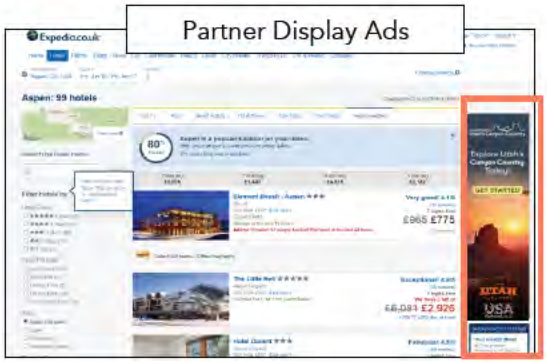
**CO-OP OPPORTUNITY**

- (3) Dedicated Feature Destination Tiles
- Link within Microsite Carousel
- TripTuner
- Dedicated 750,000 Impressions link to Expedia Feature Destination Content
- Feature Placement on Trigger Email launched from Utah Quiz

3 Destination Tiles Description

- Partner summary with photo gallery
- Video content
- One article content (partners supply article content EXP to translate to German)

*note: can use the RootsRated Content if participating in the Digital Tool Box Content Program



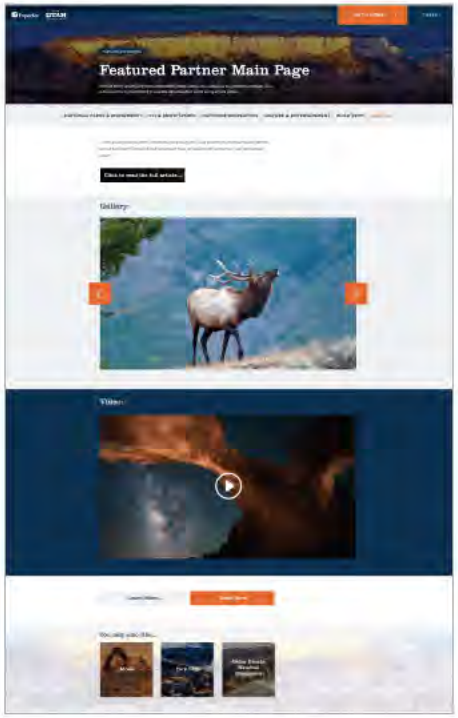




Photo Gallery

Video

Link to HotGroup Hotels

Integrate Article Links

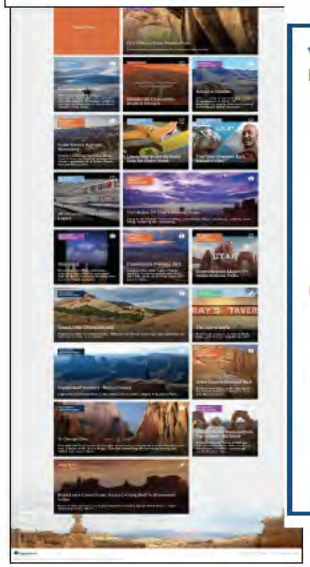
Link to Website

MULTI-COUNTRY

# EXPEDIA INTERNATIONAL CREATIVE PARTNERSHIP

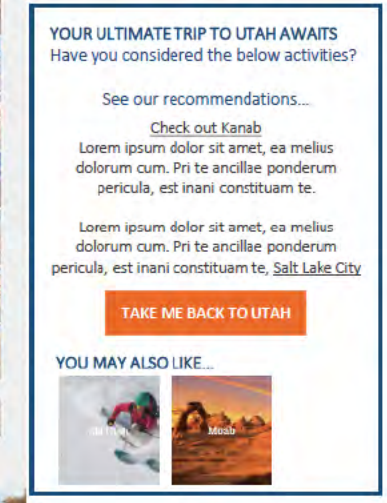
## Brand Paid Media
## In-Kind Media

Quiz to drive customer acquisition

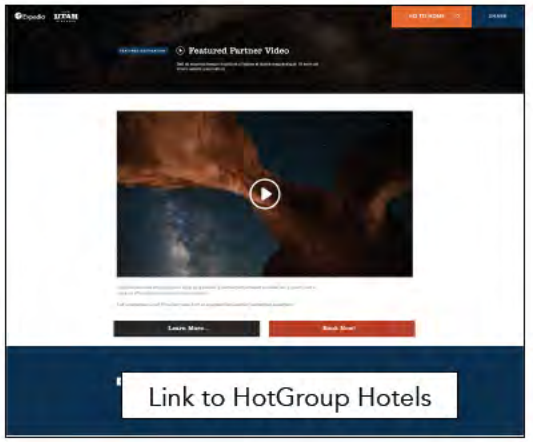


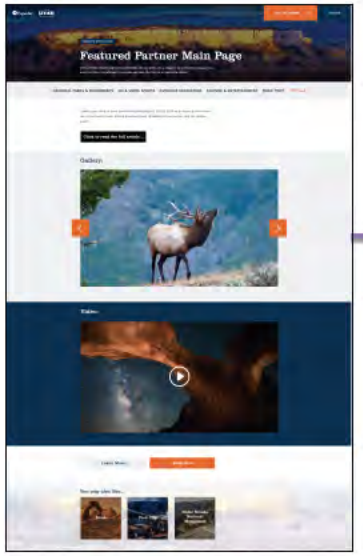
HUB

Trigger Email




## PARTNER ADS




Featured Destination: Photos, Video, Articles Tiles

Articles / Link to Website

MULTI-COUNTRY

**Cost: $5,500**

# TRIPADVISOR INTERNATIONAL

DATES ACTIVE IN MARKET
April – June 2017
Mid Nov 2017– Mid Feb 2018
Final Close Materials Due:
March 1, 2017 & October 15, 2017

MARKETS:
- Canada
- Australia
- United Kingdom
- Germany

Leverage UOT Brand Media!
Timing Options:
1) April – June: Leverage over 3.7 million Impressions driving to Utah hub, and 1.145 Million Impressions to the Utah Premium Destination Platform.
85% 3 Seasons (Except Australia adds Ski)
2) Nov-Jan: Leverage over 5 Million Impressions driving to the Utah hub, 2.75 Million Impressions to the Utah Premium Destination Platform 53% Ski

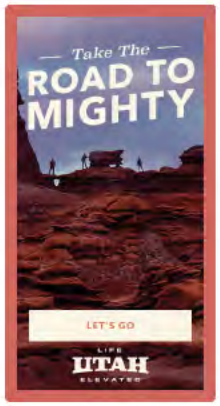
**CO-OP PACKAGE**
*minimum 4 partners
750,000 Impressions - Dedicated Impressions

- PDP: 1 articles on PDP for 3 months
  + 2 events
- Custom Rich Media Ads Featuring Content Articles
  *link to articles. (articles will have links to your website as well as TA content on your destination)

Value Add
Trigger Email: Feature Content from Quiz Acquisition
Hub: Featured Destination –
  * Photo, Video
  * Content Blurb
  * Link to Articles on PDP
  * Link to Website

- Ad Targeting will be Destination Comp Set and Audience Targeting - Ski or Adventure Seekers. Desktop and Mobile

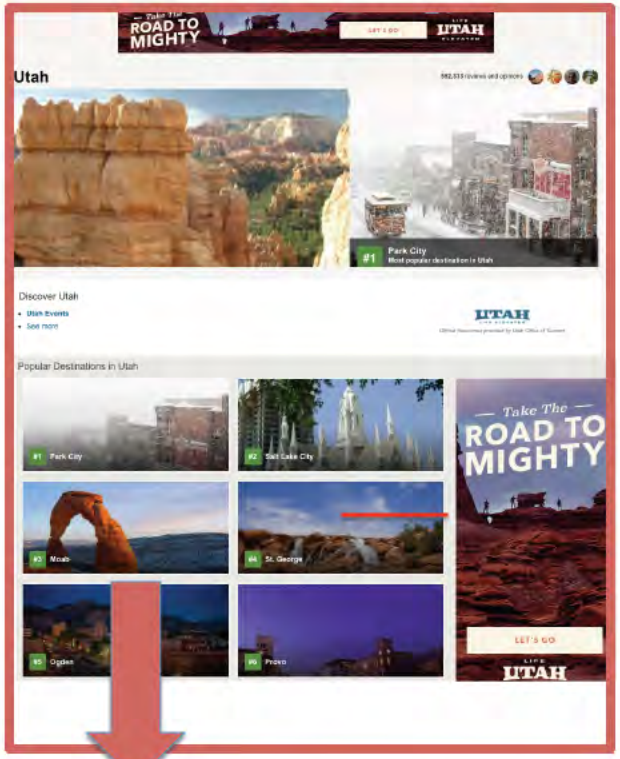
# TRIPADVISOR CONTENT FLOW




**PAID**
**(ON INTERNATIONAL PAGE)**

**IN KIND**

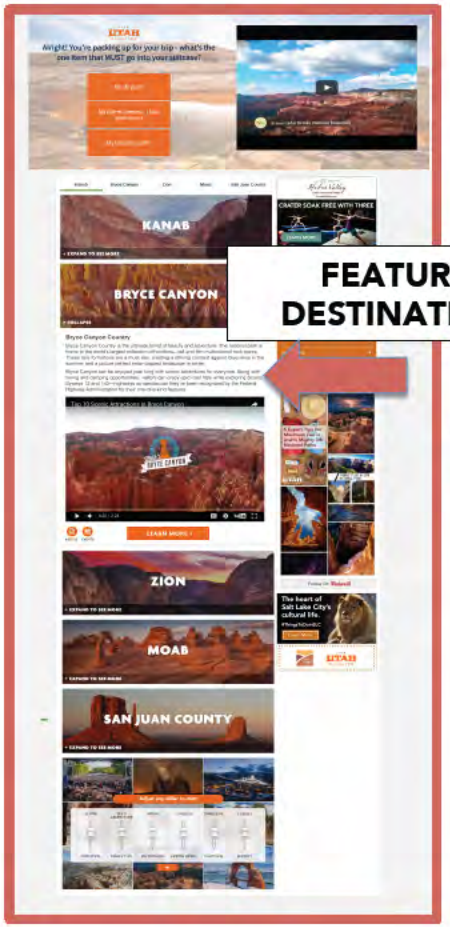
**PREMIUM DESTINATION PLATFORM**



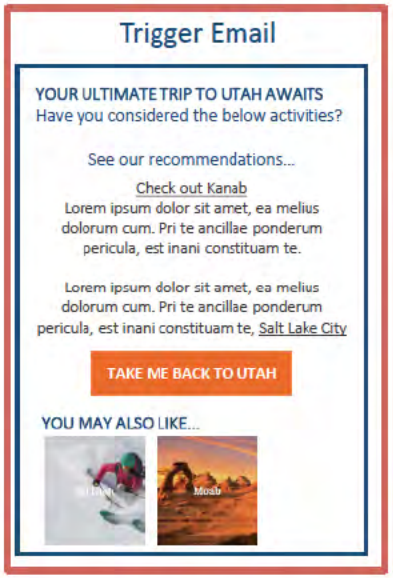

**PARTNER ADS**

**QUIZ CUSTOMER ACQUISITION**

**FEATURE DESTINATION**




**HUB**



**ARTICLE / EVENT**

**WEBSITE**

MULTI-COUNTRY

# Travel USA INSPIRATION GUIDE

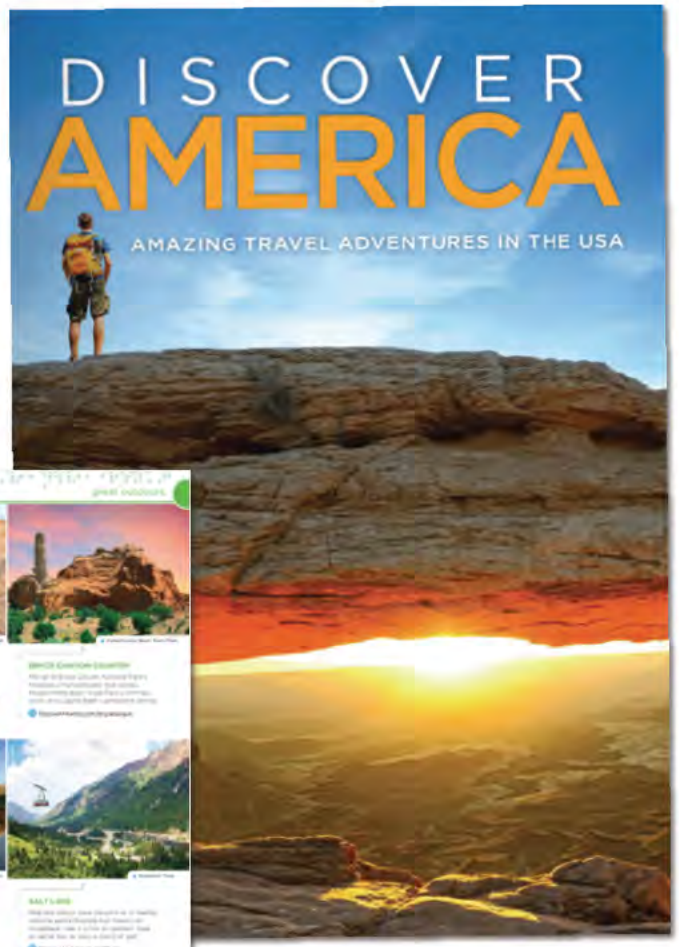
DATES ACTIVE IN MARKET:
March-December 2017
FINAL CLOSE: October 6, 2017
FINAL CLOSE MATERIALS DUE: October 13, 2017

**Cost:**
**PACKAGE 1, ¼ Page: $3,823**
**PACKAGE 2, ½ Page: $7,645**

2018 INSPIRATION GUIDE DISTRIBUTION
TOTAL DISTRIBUTION: 575,000+

- Mainland China: 76,800
- Hong Kong and Taiwan: 30,000
- Korea: 18,100
- Japan: 25,000
- Australia and New Zealand: 30,325
- India: 21,000
- UK/Ireland: 115,000
- Northern Europe/Scandinavia/ Eastern Europe: 34,500
- Germany/Austria/Switzerland: 85,500
- France: 15,000
- Brazil: 21,000
- Mexico: 40,000
- Canada: 50,000
- US: 16,950

| |
|---|
| PACKAGE 1<br>• 1/4 page Utah Section |
| PACKAGE 2<br>• 1/2 page Utah Section |



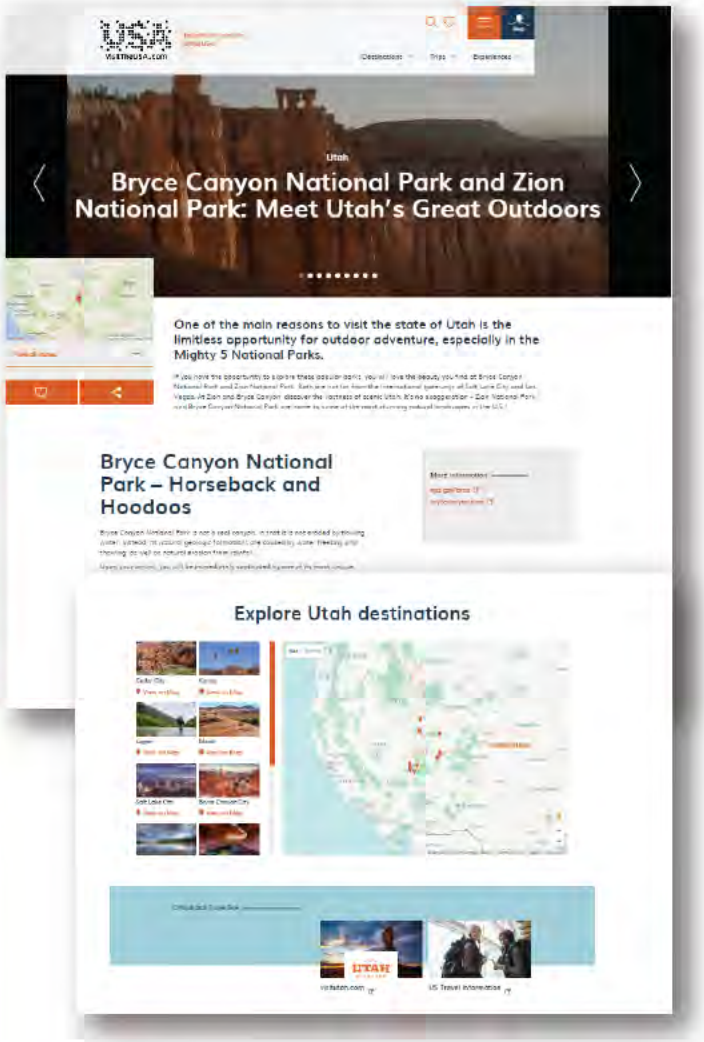

LIFE UTAH ELEVATED // adgenuity

MULTI-COUNTRY

# THEMATIC CONTENT PACKAGE

RUN DATES: Ongoing
OPPORTUNITY CLOSE DATE: Ongoing
MATERIAL CLOSE DATE: Ongoing

**Cost:**
**PACKAGE 1: $2,475**
**PACKAGE 2: $3,850**




## PACKAGE 1: For Partners that have Experience Pages

- ENHANCED EXPERIENCE PAGE CONTENT FEATURES: 1 Themed Page up to 450 words (choose theme & content type); up to 10 photos
- CONTENT MARKETING & PROMOTIONS: 1,500 Clicks Outbrain or Taboola
- ORGANIC PROMOTIONS ON SITE: Homepage: Featured experience module; State & City: experience and circulation module; Trips: sidebar (as relevant) and circulation module

## PACKAGE 2: For Partners with No Experience Pages

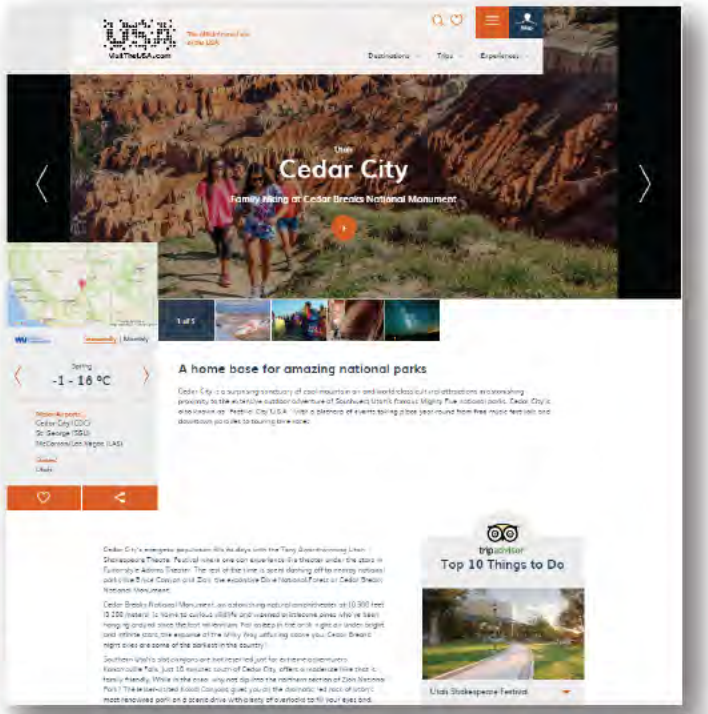
- ENHANCED EXPERIENCE PAGE CONTENT FEATURES: 1 Themed Page up to 450 words (choose theme & content type); up to 10 photos
- CONTENT MARKETING & PROMOTIONS: 1,500 Clicks Outbrain or Taboola
- ORGANIC PROMOTIONS ON SITE: Homepage: Featured experience module; State & City: experience and circulation module; Trips: sidebar (as relevant) and circulation module

MULTI-COUNTRY

# ENHANCED CITY PAGE

RUN DATES: Ongoing
OPPORTUNITY CLOSE DATE: Ongoing
MATERIAL CLOSE DATE: Ongoing

**Cost:**
**PACKAGE 1: $2,475**
**PACKAGE 2: $3,850**

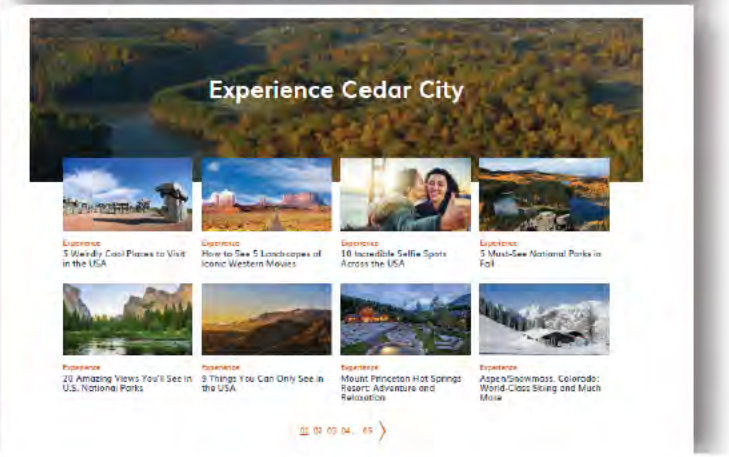



## PACKAGE 1: For Partners that have City Pages

- FEATURED CONTENT WITH TRANSLATIONS: Up to 450 words; up to 10 photos
- CONTENT MARKETING & PROMOTIONS: 1 week hero gallery on homepage, 1 week USA Spotlight, 1,500 clicks Outbrain or Taboola
- ORGANIC PROMOTIONS ON SITE: On main navigation and on relevant state/trip pages

## PACKAGE 2: For Partners with No City Pages

- FEATURED CONTENT WITH TRANSLATIONS: Up to 450 words; up to 10 photos
- CONTENT MARKETING & PROMOTIONS: 1 week hero gallery on homepage, 1 week USA Spotlight, 1,500 clicks Outbrain or Taboola
- ORGANIC PROMOTIONS ON SITE: On main navigation and on relevant state/trip pages



AUSTRALIA

# MULTI-CHANNEL AUSTRALIA: FALL

RUN DATES: Oct. – Nov. 2017
OPPORTUNITY CLOSE DATE: Jun. 23, 2017
MATERIAL CLOSE DATE: Jun. 30, 2017

**Cost:**
**PACKAGE 1: $4,329**
**PACKAGE 2: $6,897**

## PACKAGE 1

- PRINT: 600,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert (The Sunday Telegraph, Herald Sun Sunday, The Sunday Times)
- GOOGLE DISPLAY NETWORK (GDN): @125,000 Digital Impressions 750 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 600,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (The Sunday Telegraph, Herald Sun Sunday, The Sunday Times)
- GOOGLE DISPLAY NETWORK (GDN): @250,000 Digital Impressions 1,500 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

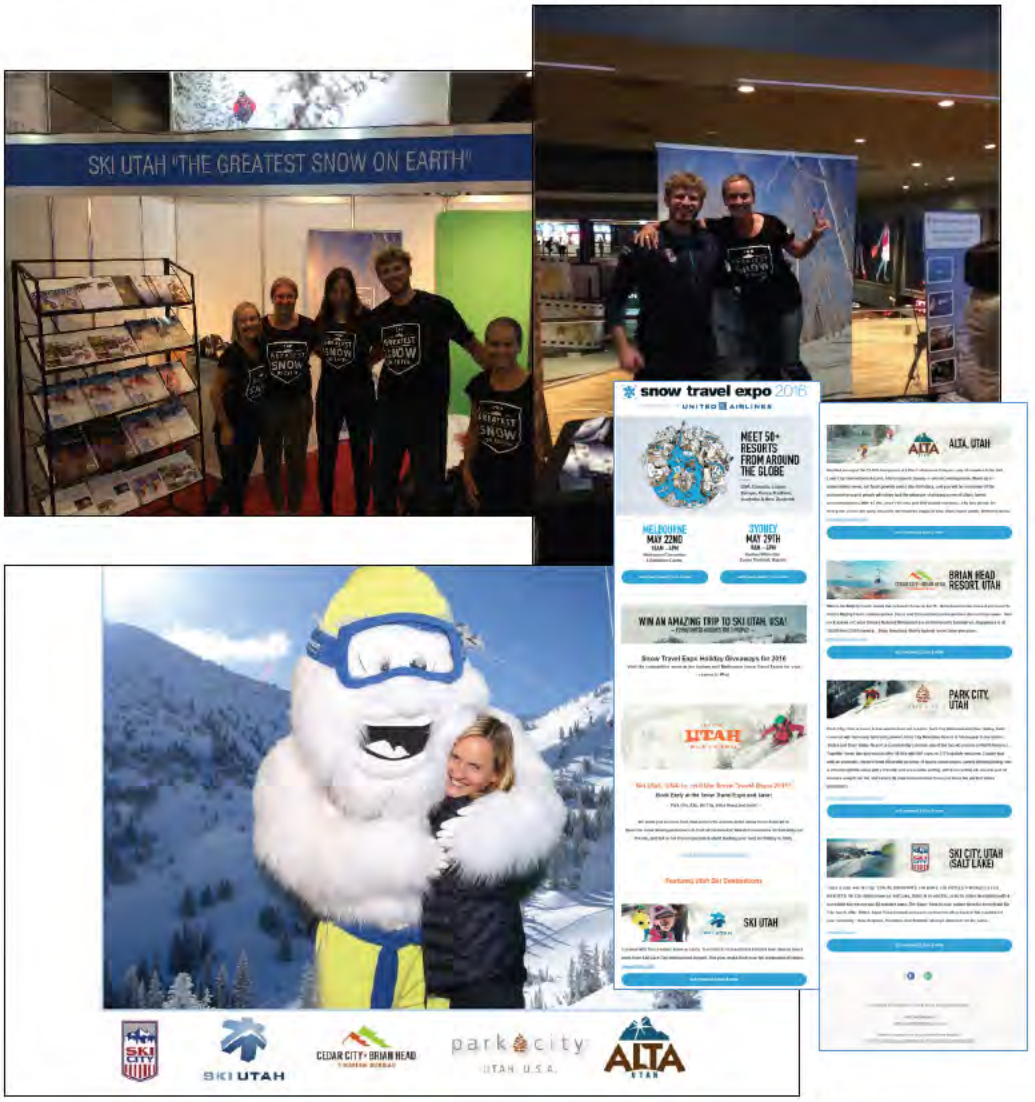
AUSTRALIA

# AUSTRALIA SKI

RUN DATES: May – June 2017
MATERIAL CLOSE DATE: March

**Cost:**
**PACKAGE: $4,150**
**(4 PARTNERS) WITH SKI UTAH $10,000**

- WM: Printed Collateral featuring MySnow.com.au packages
- WM: Logo Inclusion Website
- WM: 1 Image - part of Slideshow. 2x pre-show, 1 time intermission
- WM: Collateral Inclusion Show Bags provided by partner
- WM: On Stage Partner Interview - 2 Melbourne, 1 Sydney (CANUKIWI to represent)
- WM: Brochure Display with Ski Utah / UOT Banner & Stand Sponsor Table
- WM: 1 Image as backdrop on the Ski Expo Green Screen Photo Booth
- WM: (3) Slides for 5 Min Presentation as part of 20 Minute Ski Utah presentation
- EXPO: Ski Expo Email Inclusion - 1 Pre, 1 Post
- EXPO: Each resort to provide material for 2 x Facebook Post content.
  EXPO: HOLIDAY GIVEAWEAY (ARN) Package to be featured ARN Featuring nights at each of the feature partners resorts. 2 nights at each resort




**SNOW EXPO DATES:**
SYDNEY
- International Convention Centre (ICC), Darling Harbour Sunday May 21, 2017

MELBOURNE
- Melbourne Convention and Exhibition Centre (MCEC), Southbank Sunday May 28, 2017

**WARREN MILLER DATES:**
- SYDNEY 17 – 21 May
- MELBOURNE 24 – 28 May

CANADA EAST

# MULTI-CHANNEL CANADA EAST: WINTER

RUN DATES: Jan. – Feb. 2018
OPPORTUNITY CLOSE DATE: Aug. 1, 2017
MATERIAL CLOSE DATE: Aug. 8, 2017

**Cost:**
**PACKAGE 1: $3,512**
**PACKAGE 2: $5,264**

## PACKAGE 1

- PRINT: 350,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert
- GOOGLE DISPLAY NETWORK (GDN): @350,000 Digital Impressions 1,000 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 350,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (Vancouver Sun & Calgary Herald)
- GOOGLE DISPLAY NETWORK (GDN): @700,000 Digital Impressions 2,000 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

CANADA WEST

# MULTI-CHANNEL CANADA WEST: WINTER

RUN DATES: Jan. – Feb. 2018
OPPORTUNITY CLOSE DATE: Aug. 1, 2017
MATERIAL CLOSE DATE: Aug. 8, 2017

**Cost:**
**PACKAGE 1: $3,511.75**
**PACKAGE 2: $5,263.50**

## PACKAGE 1

- PRINT: 350,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert
- GOOGLE DISPLAY NETWORK (GDN): @350,000 Digital Impressions 1,000 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 350,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (Vancouver Sun & Calgary Herald)
- GOOGLE DISPLAY NETWORK (GDN): @700,000 Digital Impressions 2,000 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

CANADA WEST

CANADA EAST

# ZOOM MEDIA
# LIFESTYLE DIGITAL OOH

**Cost: $5,500**

**PACKAGE 1: VIDEO / COMMERCIALS WITH SOUND**

| | |
|---|---|
| # of weeks: | 4 week campaign |
| Format: | 15 or 30 sec commercial w/ video + audio |
| Frequency: | :15's run 1 time per hour<br>:30's run 1 time every other hour |
| Production: | no charge multiple creative changes |
| Total value: | $19,058 |
| Impressions: | 907,500 |
| Locations: | Vancouver, Calgary, Edmonton, Saskatchewan, Winnipeg, Toronto, |

**PACKAGE 2: DIGITAL SIGNAGE**

| | |
|---|---|
| # of weeks: | 6 week campaign |
| Format: | 15 sec digital signage, no audio |
| Frequency: | :15's run 1 time per hour |
| Production: | no charge, multiple creative changes |
| Total value: | $20,419 |
| Impressions: | 1,361,250 |
| Locations: | Vancouver, Calgary, Edmonton, Saskatchewan, Winnipeg, Toronto, |

Leverage $62,500 Investment and 5,445,000 Impressions in Utah Commercials Across 110 Health Clubs Locations in Canada.

Drive CONSIDERATION for your destination!

Commercials with Sound

Digital Signage

LIFE UTAH ELEVATED // adgenuity

CHINA

# MULTI-CHANNEL CHINA: FALL

RUN DATES: Sept.– Oct. 2017
OPPORTUNITY CLOSE DATE: Apr. 3, 2017
MATERIAL CLOSE DATE: Apr. 10, 2017

**Cost:**
**PACKAGE 1: $2,475**
**PACKAGE 2: $4,950**

## PACKAGE 1

- PRINT: 108,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (Polybagged with World Traveller Magazine)
- GOUSA.CN & .TN SITES: 1 Activity Listing
- SOCIAL: 1 blog post – 1/month on Brand USA's Weibo channel

## PACKAGE 2

- PRINT: 108,000 Circulation – FULL PAGE ADVERTORIAL Travel USA Print Insert (Polybagged with World Traveller Magazine)
- GOUSA.CN & .TN SITES: 3 Activity Listings
- SOCIAL: 3 blog posts – 1/month on Brand USA's Weibo channel

*Note: blogs and activity listings will live on the multi-channel campaign landing page AND will also be tagged to Utah's page on GoUSA
Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

FRANCE

# MULTI-CHANNEL FRANCE

RUN DATES: Feb – March 2018
Materials Close Sept 29, 2017

**Cost:**
**PACKAGE 1: $4,488**
**PACKAGE 2: $7,216**

## PACKAGE 1

- PRINT: 170,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert (Geo & Gala)
- GOOGLE DISPLAY NETWORK (GDN): @240,000 Digital Impressions 937 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 350,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (Geo & Gala)
- GOOGLE DISPLAY NETWORK (GDN): @480,000 Digital Impressions 1,875 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

GERMANY

# MULTI-CHANNEL GERMANY: WINTER

RUN DATES: Nov. – Dec. 2017
OPPORTUNITY CLOSE DATE: Sept. 1, 2017
MATERIAL CLOSE DATE: Sept. 8, 2017

**Cost:**
**PACKAGE 1: $4,086**
**PACKAGE 2: $6,413**

## PACKAGE 1

- PRINT: 346,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert (Welt am Sonntag & Geo Saison)
- GOOGLE DISPLAY NETWORK (GDN): @220,000 Digital Impressions 750 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 600,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (Welt am Sonntag & Geo Saison)
- GOOGLE DISPLAY NETWORK (GDN): @440,000 Digital Impressions 1,500 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

GERMANY

# TAXI WRAPS
# GERMANY ITB

RUN DATES: March 1 – 15th, 2017
MATERIAL CLOSE DATE: February 1, 2017

**Cost: $10,137**

- 20x Cabs, 2 weeks, 1x creative
- Exterior: Door Panels (two sides)
- Taxi Top (two sides)
- Interior: 2x Interior Head Rest Covers

Door Panels

Head Rest: 210mm x 145mm
(two per car)

Taxi Tops

UK

# MULTI-CHANNEL
# UK: FALL

RUN DATES: Sept. – Oct. 2017
OPPORTUNITY CLOSE DATE: Jul. 3, 2017
MATERIAL CLOSE DATE: Jul. 10, 2017

**Cost:**
**PACKAGE 1: $4,378**
**PACKAGE 2: $6,996**

## PACKAGE 1

- PRINT: 460,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert (National Geographic Traveller & The Telegraph)
- GOOGLE DISPLAY NETWORK (GDN): @275,000 Digital Impressions 1,000 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 460,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (National Geographic Traveller & The Telegraph)
- GOOGLE DISPLAY NETWORK (GDN): @550,000 Digital Impressions 2,000 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

UK

# MULTI-CHANNEL
# UK: WINTER

RUN DATES: Jan. – Feb. 2018
OPPORTUNITY CLOSE DATE: Sept. 1, 2017
MATERIAL CLOSE DATE: Sept. 8, 2017

**Cost:**
**PACKAGE 1: $4,378**
**PACKAGE 2: $6,996**

## PACKAGE 1

- PRINT: 460,000 Circulation - QUARTER PAGE ADVERTORIAL Travel USA Print Insert (National Geographic Traveller & The Telegraph)
- GOOGLE DISPLAY NETWORK (GDN): @275,000 Digital Impressions 1,000 GDN Clicks Guaranteed

## PACKAGE 2

- PRINT: 460,000 Circulation – HALF PAGE ADVERTORIAL Travel USA Print Insert (National Geographic Traveller & The Telegraph)
- GOOGLE DISPLAY NETWORK (GDN): @550,000 Digital Impressions 2,000 GDN Clicks Guaranteed

*Brand USA's Multi-Channel campaigns are analyzed and optimized following each deployment to maximize partner results. Consequently, media channels may vary between campaigns.

DOMESTIC PROGRAM

DOMESTIC

# EXPEDIA DOMESTIC CREATIVE PARTNERSHIP

DATES ACTIVE IN MARKET
April – June 2017
Mid Nov 2017– Mid Feb 2018
Final Close Materials Due:
March 1, 2017 & October 15, 2017

**Cost: $5,500**

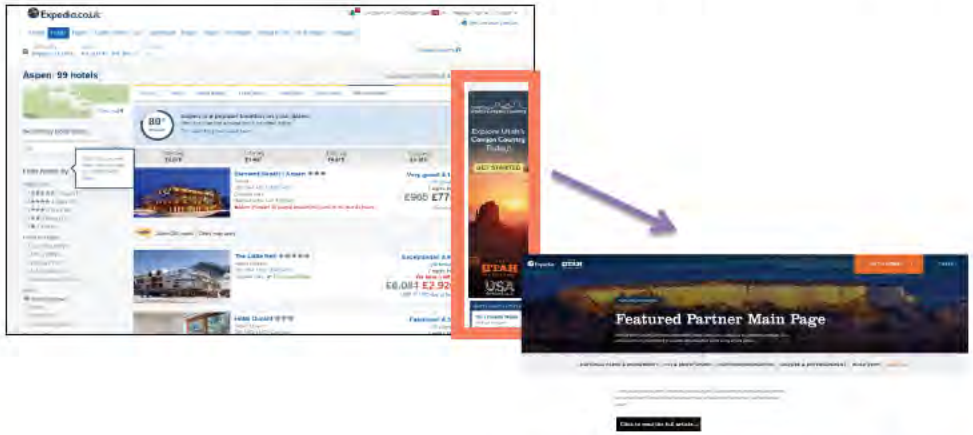
CO-OP OPPORTUNITY

- (3) Dedicated Feature Destination Tiles
- Link within Microsite Carousel
- TripTuner
- Dedicated 375,000 Impressions linking to Feature Destination Page
- Value Add: Feature Destination placement on trigger email as a result from the embedded Utah Quiz on the hub

3 Destination Tiles

- Partner summary with photo gallery
- Video content
- One article content (partners supply article content) EXP to translate to German)

*All 3 tiles include Learn More and Book Now links
*note: can use the RootsRated Content if participating in the Digital Tool Box Content Program



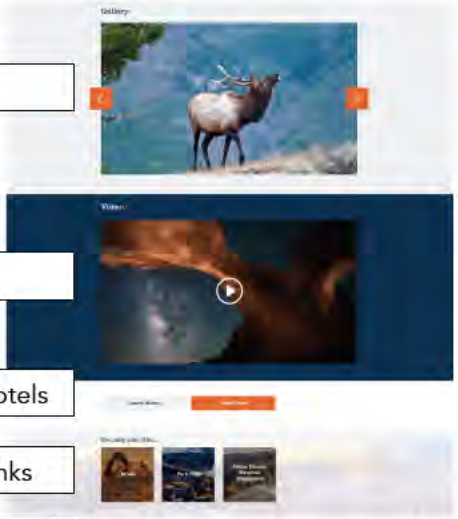



Photo Gallery

Video

Link to HotGroup Hotels

Integrate Article Links

Link to Website

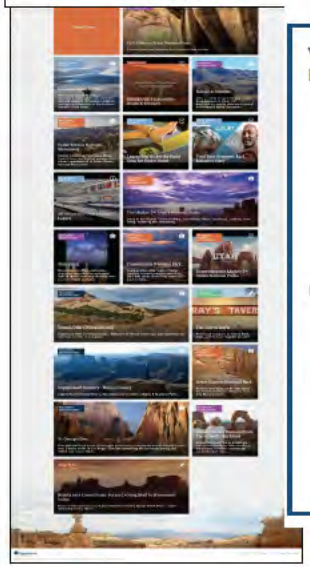
Hub Traffic: Leverage @375,000 Impressions per partner that will drive to the hub. Therefore the more partners that participate, the more hub traffic we will drive. We are integrating a Utah Quiz that will allow us to drive customer acquisition and profile our consumers. All partners will leverage the overall hub traffic, and all acquired customers will be sent a trigger email where our co-op partners will be featured (with links back to their destination pages on Expedia

DOMESTIC

# EXPEDIA INTERNATIONAL CREATIVE PARTNERSHIP

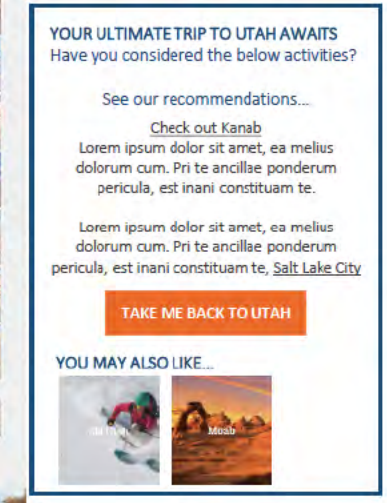
## Brand Paid Media

Quiz to drive customer acquisition →

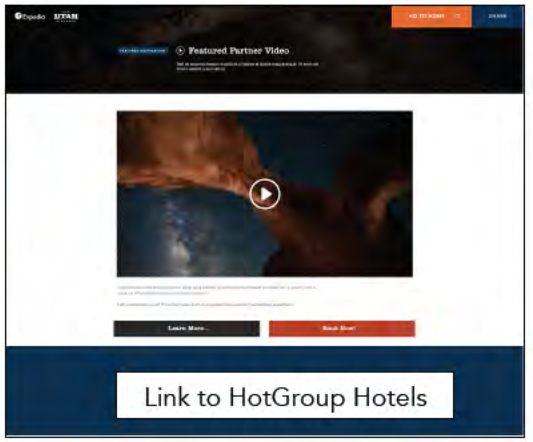


HUB →

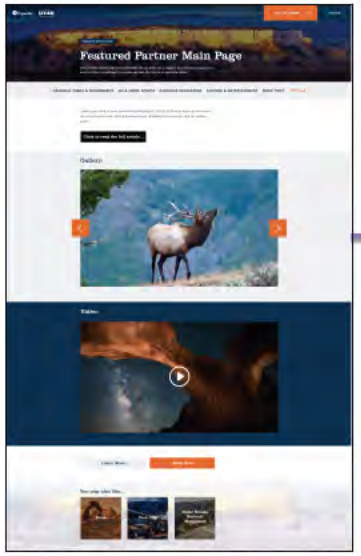
Trigger Email




## PARTNER ADS




Link to HotGroup Hotels




Featured Destination: Photos, Video, Articles Tiles

Articles / Link to Website

DOMESTIC

# ALASKA AIRLINES INFLIGHT

APRIL ISSUE Materials Due Date:
February 22, 2017
NOV ISSUE Material Due Date:
September 22, 2017

**Cost: $2,750**

TWO ISSUE OPTIONS:
- 2017 APRIL (3 SEASONS)
- 2017 NOVEMBER (SKI)

PACKAGE INCLUDES:
- 1.88 million circulation
- Full page advertorial (see mock up) written by Alaska
- 1/3 of page formatted/branded partner display ad (created by Alaska)

LIFE UTAH ELEVATED // adgenuity

DOMESTIC

# TRIPADVISOR - DOMESTIC

DATES ACTIVE IN MARKET
April – June 2017
Mid Nov 2017– Mid Feb 2018
Final Close Materials Due:
March 1, 2017 & October 15, 2017

**Cost:**
**PACKAGE 1: $5,500**
**PACKAGE 2: $8,250**

TIMING OPTIONS:
- APRIL - JUNE 2017
- Mid- NOVEMBER – Mid FEB 2018

PACKAGE 1:
- 500,000 dedicated impressions link to your website
- Featured Destination and content integration into the Utah Quiz

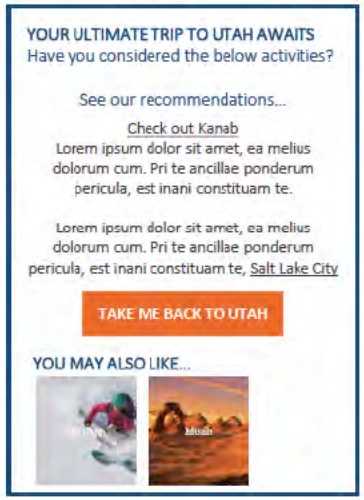
PACKAGE 2:
- 800,000 dedicated impressions link to your website
- Featured Destination and content integration into the Utah Quiz

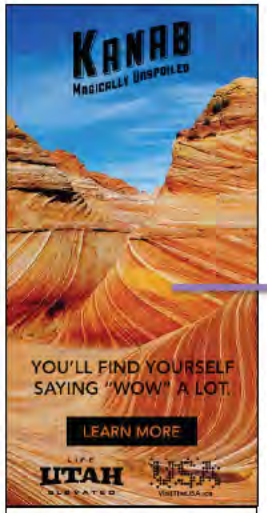
Targeting:
- Utah, Arizona, California, Western National Park Content OR Utah, Colorado, California, Western Ski content – TA
- TAMN w/ Outdoor, National Park, Adventurer Audience Segment OR Ski, Outdoor, Adventurer Audience Segment

Utah Brand Ads Promoting Quiz

Full Immersive Utah Quiz

Trigger Email




Partner Ads

Partner Website

Brand Impression volume directed towards quiz will be incremental based on number of participating partners

LIFE UTAH ELEVATED // adgenuity

DOMESTIC

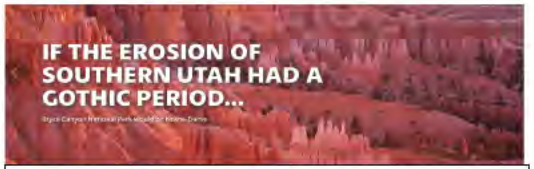
# UTAH.COM Native Content + Social

**Cost:**
**Package 1: $3,300**
**Package 2: $5,500**

FACEBOOK POST

BILLBOARD

2X2 CONTENT GRID




ONSITE CONTENT PAGE

**Package 1: ($6,000 value)**
Partner Cost: $3,300

- $5,500 credit for Billboard and/or Content Grid placements. Placements will be determined by partner and Utah.com based on partner needs and available inventory
- 1 Social media (Facebook) boosted post to Utah.com FB page over 3 days. Utah.com FB Audience 83,000 with 50% reach per post. Estimated clicks 500+.

**Package 2: ($10,000 value)**
Partner Cost: $5,500

- $9,500 credit for Billboard and/or Content Grid placements. Placements will be determined by partner and Utah.com based on partner needs and available inventory
- 1 Social media (Facebook) boosted post to Utah.com FB page over 3 days. Utah.com FB Audience 83,000 with 50% reach per post. Estimated clicks 500+.

Utah.com will manage all specific media planning with partners around targeting and timing. Dates can run from April 1 – December 31, 2017

LIFE UTAH ELEVATED // adgenuity

DOMESTIC

# UTAH.COM Cost Per Lead

**Cost:**
**Package 1: $550**
**Package 2: $1,375**

## CO-OPERATIVE OPPORTUNITY:

Package 1: ($1,000 credit)
Partner Cost: $550
CPL credit

Package 2: ($2,500 credit)
Partner Cost: $1,375
CPL credit

Utah.com will manage all specific media planning with partners around targeting and timing.
Dates can run from April 1 – December 31, 2017

LIFE UTAH ELEVATED // adgenuity