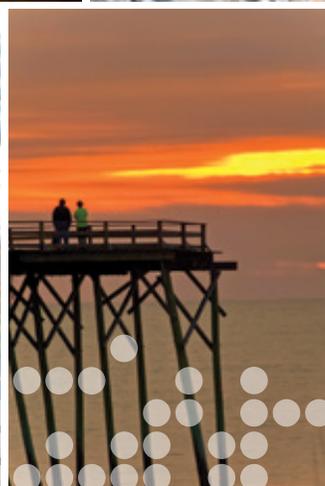
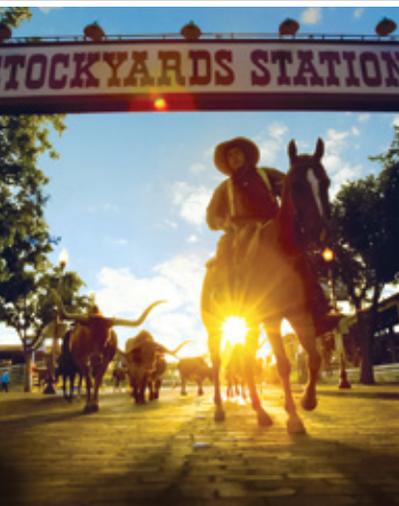


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miles
marketing destinations





BACKGROUND

Miles is the official marketing partner of Brand USA and is responsible for working collaboratively with the organization's Partnership Marketing Team to develop innovative, integrated **Brand USA Originals co-ops that create tangible value for Brand USA partners.**

Brand USA's Integrated, Multi-channel Campaigns **deliver a minimum 2-to-1 value for participating partners.** These campaigns are the official in-country programs for Brand USA, with the organization's marketing dollars leveraged to create **low-cost, high-value solutions** for partners.

To ensure the most powerful results, each campaign is created by researching the best travel and lifestyle publications and digital channels in each international market, and selecting those that best reach the target audience.

To extend reach and increase exposure, the market is saturated with this cooperative messaging for six to eight weeks through the most powerful integrated mix available.

With their combination of print, digital, email, radio, OOH and broadcast distribution, the program reach for all Multi-Channel Campaigns is a minimum **combined 12 million media impressions.**

Each program is custom for each market, with media mix carefully selected, and timing shaped by the international travel planning behavior specific to that consumer group. As a result, **partners realize ROI that far exceeds single media placements.**

Print insert Cover

Naples, Florida, Full Page Content Ad Unit



OBJECTIVES

Main objectives for the Multi-Channel Campaigns:

Brand USA's Integrated Multi-Channel programs are focused not just on travel inspiration, but on calls-to-action. For this reason, most programs have a leading, knowledgeable activation partner (such as a tour and travel company) to provide easy ways to book travel to the USA.

Participants in the Integrated Multi-Channel programs can leverage Brand USA's significant investment in these markets and reach consumers when they are most receptive to participants' messages.

Deliver a minimum 2-to-1 value for participating partners (i.e. deliver 2x the media value/exposure partners could achieve for the same price on their own).

Create and deliver inspirational, engaging content across multiple channels that focuses on major travel drivers for each country while also showcasing participating partners.



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STRATEGY



Miles leveraged Brand USA's \$3.3 million investment in the United Kingdom market by identifying, negotiating and optimizing the highest quality, market-leading media channels during the audience's peak travel planning period. By creating detailed targeting and optimization plans, customizing content to target areas of interest to the United Kingdom audience, and creating designs that integrated partner messaging across a variety of media channels, including the presentation of specific calls-to-action customized for each partner participant, we not only tailored the message effectively, but also maximized reach.

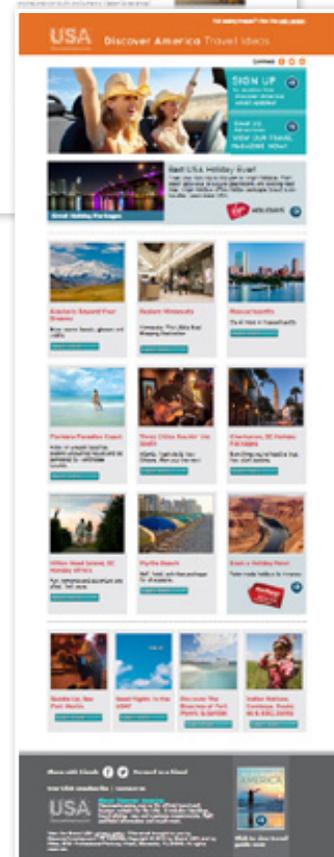
EXECUTION

Print inserts were created and distributed in quality publications that reach geo-targeted, affluent United Kingdom consumers who have the highest propensity to travel to the U.S. The print insert was distributed through the following five valuable in-market channels: The Times, National Geographic Traveller, The Daily Telegraph, The Mail and The Sunday Times.

Content in the print insert was customized for the United Kingdom audience, taking into account its preference for content surrounding beaches and the outdoors. The travel stories were therefore themed around 15 Great American Road Trips and a top 10 list of America's Beautiful Beaches. All content was delivered in small segments to allow readers to easily absorb travel ideas. Participating partners were given exposure in editorial content where applicable.

An eight-week digital campaign included exposure via Tribal Fusion and Sojern, which reach consumers who are actively researching flights to the U.S. Dedicated, co-branded digital ads were created to drive traffic to partners' dedicated landing pages on DiscoverAmerica.com.

Two separate email deployments were launched within the eight-week digital campaign targeting active travel databases. Traffic was driven directly to partner websites. These emails included promotions of the digital version of the print insert, providing additional exposure for each partner.



Top: Each participant was promoted on a custom landing page
Bottom: Email deployment

PRINT

DIGITAL

EMAIL





RESULTS

Partners that have participated in the Integrated Multi-Channel Campaigns have generated significant results in terms of brand impressions and content engagements.

This case study is based upon the results of the United Kingdom Integrated Multi-Channel Campaign, Winter 2014.

Overall campaign print distribution:
756,000 COPIES

8 out of 12 partners had over
1 MILLION IMPRESSIONS SERVED

The Digital Banner Ad CTR average was .25
(more than 3x the industry standard)

Total banner ad impressions served:
11.8 MILLION

LANDING PAGE CTR AVERAGE WAS 1.9
(industry standard is 0.4 to 1.25%)

11 OUT OF 12 PARTNERS HAD OVER 8,000
landing page impressions served

Total number of emails deployed:
500,000

EMAIL OPEN RATE: 11%
(the industry standard is 4 to 8%)



ACTIVATION PARTNER

VIRGIN HOLIDAYS

Multi-Channel Program partnerships increased bookings and extended the reach and value for participating travel businesses!

As an example, the Virgin Holidays partnership booked
441 passengers.

4% increase in overall bookings

315,000 emails deployed

21% open rate

5% click-through rate

3,100 additional views to landing page



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