



# Marketing Committee Meeting

December 2, 2016



## Opening Remarks and Introductions



**Barbara Richardson**  
Chair, Marketing Committee

# Executive and Senior Management



**Chris Thompson**  
*President & CEO*



**Thomas Garzilli**  
*Chief Marketing  
Officer*



**Anne Madison**  
*Chief Strategy &  
Communications Officer*



**Don Richardson**  
*Chief Financial  
Officer*



**Karyn Gruenberg**  
*Senior Vice President  
Partner Marketing &  
Strategic Alliances*



**Cathy Domanico**  
*Vice President  
Global Trade  
Development*



**Tracy Lanza**  
*Vice President  
Integrated Marketing*



**Carroll Rheem**  
*Vice President  
Research & Analytics*



**Stanley Mattos**  
*Vice President  
Operations*

# Marketing Committee Meeting Agenda

- **Opening Remarks**
  - Call the Meeting to Order
  - Introductions: Management, Legal Counsel, and Invited Guests
- **Item 1: Approval of the Minutes from the September 15, 2016 Meeting\***
- **Item 2: CMO Report**
- **Item 3: Preliminary FY2016 Results**
- **Item 4: Consumer Marketing**
- **Item 5: International Representation Strategy and RFPs**
- **Item 6: Partner Roundtables**
- **Discussion and Q & A**
- **Closing Remarks and Adjourn Meeting**

\* vote required





# Item 1: Approval of the Minutes\*

\* vote required



## Item 2: Chief Marketing Officer Report



**Thomas Garzilli**  
Chief Marketing Officer

## Item 3: FY2016 Preliminary Results



**Carroll Rheem**

Vice President,  
Research & Analytics

# Marketing Metrics Plan



## Dream (Awareness)

- Impressions
- Consumer Destination Familiarity

## Consider (Search)

- Website & Social Engagement: Clicks on ads, website visitation, social engagement
- Search Activity (GDS and general search engine)
- Consumer Intent to Visit the USA

## Activate (Book / Purchase)

- Travel Bookings

## Travel (Visit / Spend)

- Attributable Increase in Visitation and Spend

## Share (Net Promoter / Sentiment)

- Social Sentiment Tracking
- Consumer Net Promoter Score

# Annual ROI Model

$$\text{LN}(\text{IVIS}(i)/\text{LH}(i)) = K + b1 * \text{LN}(\text{MED}(i)/\text{LH}(i)) + b2 * \text{LN}(\text{ONL}(i)/\text{LH}(i)) + b3 * \text{MSH}(i)$$

Where:

- $\text{IVIS}(i)$  = Incremental visits from market  $i$
- $\text{LH}(i)$  = Long-haul travel from market  $i$
- $\text{MED}(i)$  = Media impressions in market  $i$
- $\text{ONL}(i)$  = online engagement in market  $i$
- $\text{MSH}(i)$  = log difference in US share of travel from market  $i$

# 2016 Preliminary ROI KPIs

How well does our message work?

Post-Wave Results

Consumer Reach and Influence

How effective were we at spreading that message across channels?

Impressions Delivered

Media Reach and Efficiency

Website Page Views

Media Efficiency and Website Content Consumption

Social Engagement

Media Efficiency and Content Relevance



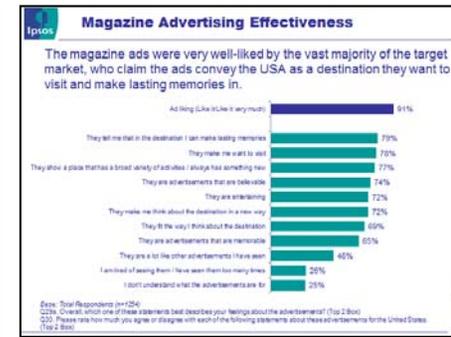
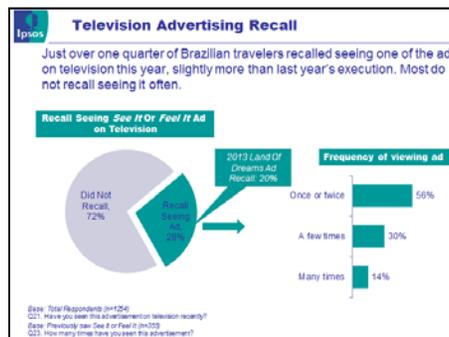
# Post-Wave Advertisement Tracking

Ipsos measures the performance of major brand campaigns via consumer surveys. Campaign KPIs include

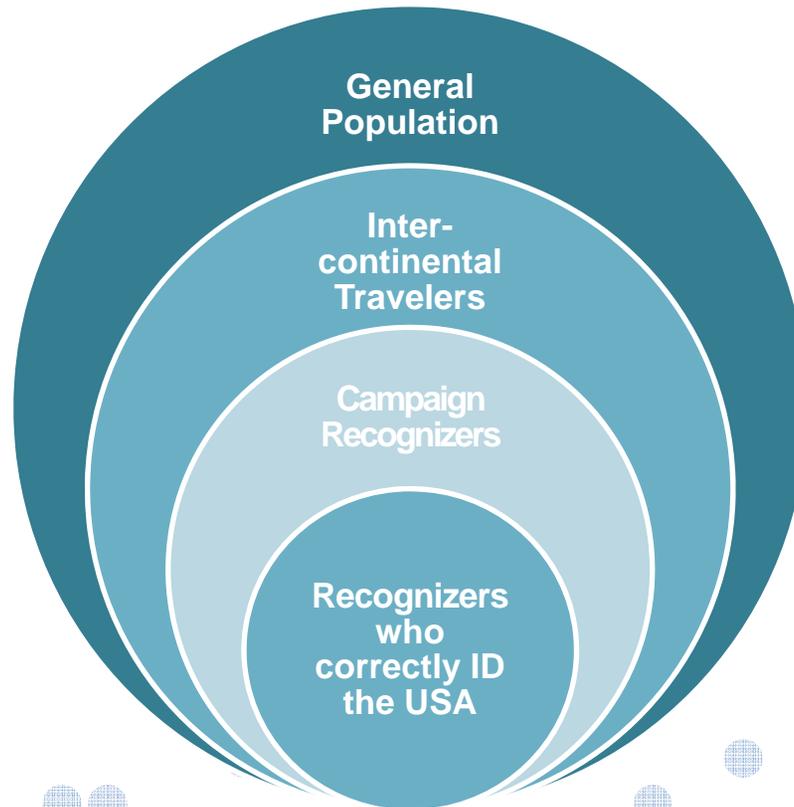
- Ad reach/recall
- Recognition
- Ad creative perceptions

**Summary of Key Metrics**

|  | 2013 | 2014 |
|--|------|------|
| <i>Base: (1252) (1254)</i>                         |      |      |
| <b>Ad Diagnostics</b>                              |      |      |
| Recalled seeing television ad during on-air period | 20%  | 28%  |
| Correctly recognized television ad as for the USA  | 32%  | 29%  |
| Recalled seeing any magazine ad                    | ---  | 64%  |
| <b>General Destination Advertising Awareness</b>   |      |      |
| Saw advertising for the USA on television          | 55%  | 53%  |
| Saw some form of advertising for USA on internet   | 60%  | 61%  |
| <b>Consideration and Intent to Visit</b>           |      |      |
| Would consider a visit to US (Definitely/Probably) | 92%  | 93%  |
| Time period most likely to visit US in the future: |      |      |
| in the next 6 months                               | 23%  | 31%  |
| 6-12 months  | 37%  | 33%  |
| 1-2 years  | 22%  | 21%  |
| 2-5 years  | 10%  | 8%   |
| Maybe sometime in distant future                   | 7%   | 6%   |
| Have a valid US Tourist Visa                       | 60%  | 66%  |



# Ad Tracking Respondent Base



# Intent to Visit the USA



VS

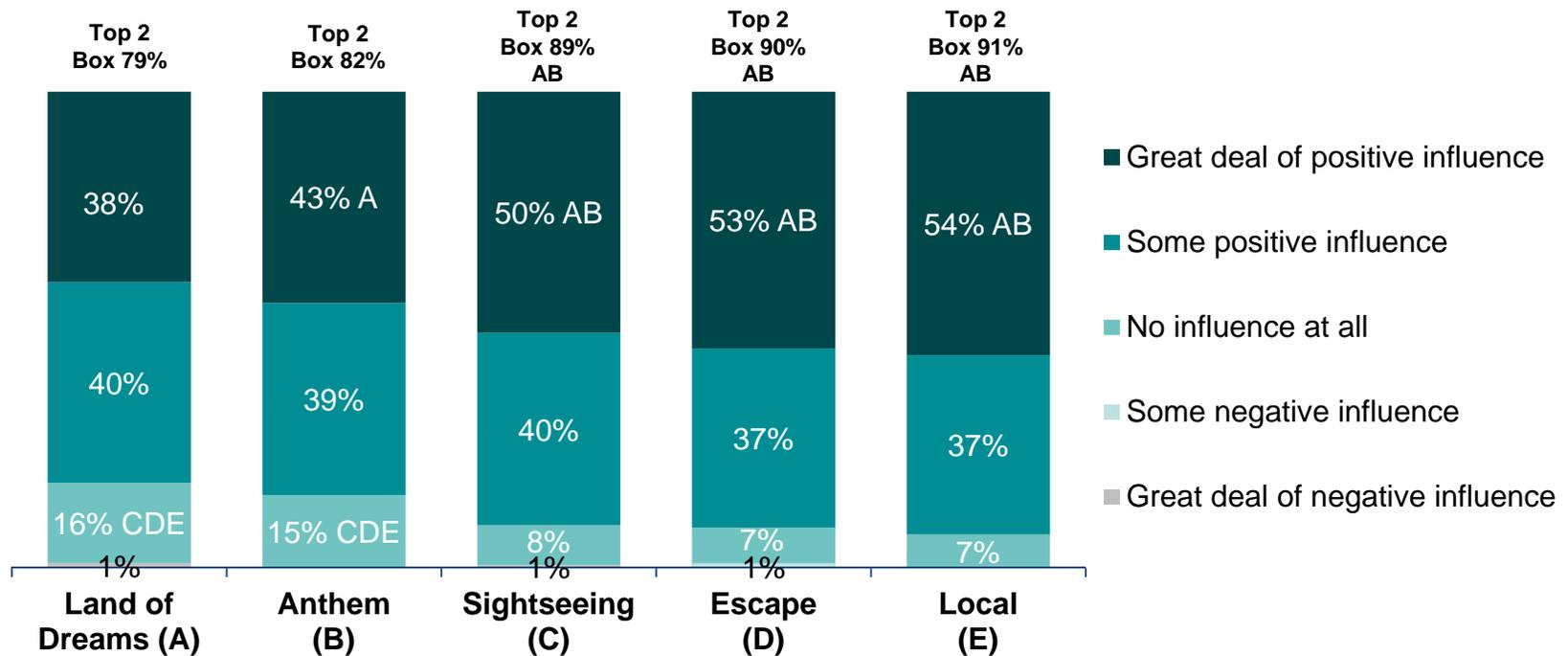


**Recognizers  
who correctly ID the USA**

**Non-Recognizers and  
incorrect IDers**



# Influence of Ad on Overall Desire to Visit the USA



A/B/C/D/E Statistically significant

Base: Total Respondents (Land of Dreams n=1272, Anthem n=1261, Sightseeing n=1266, Escape n=626, Local n=626)

Q26. This advertisement was for the United States of America. As a result of seeing this advertisement to what degree does this advertisement influence your desire to visit the United States in the next 12 months?



# Impressions, Website Page Views, Social Engagement, and Video Views

| Impressions                                     |             |     |
|---|-------------|-----|
| 2016*   | 2015        | YOY |
| 4.8 billion                                     | 3.5 billion | 38% |
| * Impressions from co-op campaigns not included |             |     |

| Website Page Views |              |     |
|--------------------|--------------|-----|
| 2016               | 2015         | YOY |
| 27.1 million       | 20.8 million | 30% |

| Social Engagement                          |               |     |
|--|---------------|-----|
| 2016*                                      | 2015          | YOY |
| 360.6 million                              | 247.4 million | 46% |
| * Comments, likes, shares, and video views |               |     |



## Item 4: FY2016 Consumer Marketing



**Tracy Lanza**

Vice President,  
Integrated Marketing

# FY2016: A Year of Experimentation & Expansion

- In an effort to reach traveler intenders with more relevance, during those moments when they're most receptive, our consumer marketing efforts:
  - Embraced an expanded strategy
  - Explored new communication platforms and
  - Experienced greater campaign performance than in years past



# FY2016 USA Campaign

## Shifted media investment to digital channels to reach consumers in the right place and at the right time

Digital media with proximity messaging reached more consumers and garnered more social interaction than FY2015.

- 4.8 billion impressions
  - +38% YOY
- Website visits +45% YOY
  - Page Views +30% YOY
- 360.6 million social engagements
  - 46% more comments, likes, shares and video views YOY



# FY2016 Social Media

New platforms and innovative storytelling formats contributed to social success in FY2016.



USA Visit The USA @  
Rachel Pohl, star of *America's Wild Film*, shares her favorite moments from the film:  
[bit.ly/1T3uq93](http://bit.ly/1T3uq93)



# FY2016 Social Media

## New platforms and innovative storytelling formats contributed to social success in FY2016.

### USA Inspiration Campaign

- Sequential videos serve deeper content to engaged users.
- Campaign delivered a 21% increase in video completion rate from Phase 1 to Phase 3.

### China Social Campaigns

- Both Weibo and WeChat platforms showed solid growth.
- Road Trips and Natural Landscapes continue to be top content areas

### Facebook Canvas

- Facebook brings immersive content to the consumer where they already are.
- Facebook initiatives resulted in 42% dwell time (a 40% increase compared to industry benchmark).

### Influencer Content

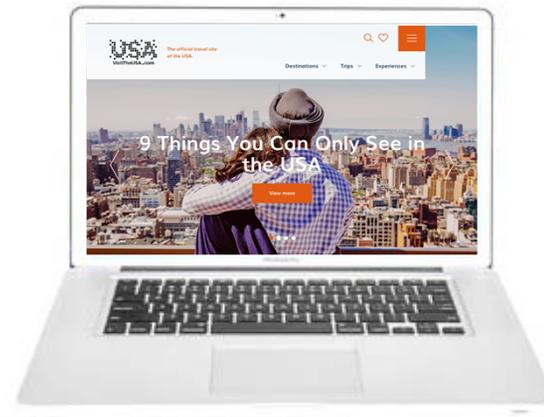
- Influencer content showed strong cost efficiency in a branded entertainment environment.
- July test and learn phase resulted in \$0.03 CPM.



# FY2017: The New VisitTheUSA.com

The new consumer sites, which launched in October, have cutting-edge functionality, immersive visuals, and fresh content.

- Mobile Responsive
- Modular
- Geo-targeted
- Personalized
- Streamlined Navigation
- Integrated Maps
- Bookmark-able
- Shareable



# New Website

- Highlights video of new website features



# FY2017: New USA Campaign

## Production Overview

- Asset creation will be ongoing based on program needs.
- In keeping with our social first approach, campaign imagery is intended to feel like the traveler could have captured the shots by him/herself.
- Music will play a significant role in the new campaign, with music tracks tailored to our personas and reflective of distinctly American sounds/genres.



# FY2017: Launch Dates

- **Mid-December**

- Final Assets available

- **Mid-February**

- Phase 1 campaign to launch in Australia, Brazil, Canada, France, Germany, India, and the United Kingdom

- **Mid-March**

- Phase 2 campaign to launch in Mexico, China, and Japan



# National Parks Adventure

## ▪ Recent Film Events

- Rome, Italy (Embassy Event) – Nov. 16
- Jakarta, Indonesia (Embassy Event) – Nov. 25
- Madrid, Spain (Embassy Event) – Nov. 30

## ▪ Upcoming Film Events

- Ecuador (Embassy Event) – Dec. 12
- Seoul, South Korea (Tier 1) – Spring 2017
- Paris, France (Tier 2) – Spring 2017
- Poland (Embassy Event) – Date TBD
- Turkmenistan (Embassy Event) – Date TBD

## ▪ International Theaters Currently Showing the Film (outside the USA)

- 47 theaters in 15 markets

## ▪ USA Theaters Currently Showing the Film

- 66 theaters

## ▪ GSCA Awards 2016

- Best Film, Short Subject
- Best Cinematography
- Best Sound Design
- Best Original Score
- Best Marketing Campaign by a Distributor



## America's Treasures (working title)



- Recently filmed in Seattle and New Orleans
- More destinations to be filmed through Fall 2017
- Film premieres February 2018



## Item 5: International Representation Firm RFPs



**Cathy Domanico**

Vice President,  
Global Trade Development

# International Representation RFP Timeline

## Goal is to RFP all markets before the end of FY2017

- By March 2017
  - UK and Ireland
  - Germany, Austria, and Switzerland
  - India
  - South Korea
- By June 2017
  - China
  - Hong Kong and Taiwan, and Southeast Asia
  - Australia and New Zealand
- By September 2017
  - Japan
  - Mexico and Central America
  - Brazil
  - Canada



## Item 6: Partner Roundtables



**Karyn Gruenberg**

Senior Vice President,  
Partner Marketing  
and Strategic Alliances

# Partner Roundtables

## Objective:

**Engage with our partners to provide feedback and insights to marketing, strategy and program direction.**

**1/24 - CMO Roundtable** – USA based partners who contribute \$1 million or more per year

**1/25 - Partner Programs Roundtable** – USA-based partners who market in three or more international markets and invest in consumer marketing programs and contribute cash or in-kind to support the work of Brand USA of \$100,000 or more (destinations, attractions, hotels, retail)

**1/25 - Global Market Development Roundtable** – USA-based partners who market in three or more international markets, are focused on travel/trade, and contribute cash or in-kind to support the work of Brand USA (destinations, attractions, hotels, retail)



# January 24 and 25 Roundtables Topics

- Marketing Strategy for 2018
- Media Efficiencies
- Social Media/Influencer Integration
- Co-op Partner Programs
- Tradeshows and Road Shows
- Working with the In-Market Reps
- Tour Operator Collaboration



## Discussion, Q&A, and Closing Remarks



**Barbara Richardson**  
Chair, Marketing Committee



Thank you for Attending the December 2, 2016  
Marketing Committee Meeting of the Brand USA Board of Directors



# Thank you for joining us

## **Travel Industry** **TheBrandUSA.com**



Twitter: @BrandUSA



YouTube: YouTube.com/BrandUSAtv



LinkedIn: LinkedIn.com/Company/BrandUSA

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## **Consumer** **VisitTheUSA.com**



Twitter: @VisitTheUSA



Facebook: Facebook.com/VisitTheUSA



YouTube: YouTube.com/VisitTheUSA



Instagram: VisitTheUSA



Google+ Google.com/VisitTheUSA

