Achieving Scale and Relevance Through Innovation

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Brand USA

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DiscoverAmerica.com
Printed Inspiration Guide
Top 3 Destination Selection Channels

Websites via computer or laptop
- U.K.: 65%
- Germany: 64%
- France: 64%
- Russia: 66%
- Canada: 71%
- Australia: 66%
- Japan: 66%
- Korea: 41%
- China: 66%
- India: 53%

Personal recommendations from friends/family
- U.K.: 37%
- Germany: 42%
- France: 42%
- Russia: 49%
- Canada: 53%
- Australia: 53%
- Japan: 53%
- Korea: 49%
- China: 53%
- India: 49%

Information in printed travel guidebooks
- U.K.: 20%
- Germany: 46%
- France: 46%
- Russia: 54%
- Canada: 53%
- Australia: 53%
- Japan: 53%
- Korea: 49%
- China: 53%
- India: 49%

Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply.
Base: Intercontinental travelers: U.K. (N=1,003), Germany (N=1089), France (N= 1018), Russia (N=1015), Canada (N=946), Australia (N=1034), Japan (N= 1036), Korea (N= 1030), China (N=1475), India (N=1006)
Source: Brand USA Custom Study
Online Version of Inspiration Guide
Google Lightbox

What is it?
Lightbox Ads are a full-service media and creative solution that helps advertisers connect and engage with consumers across the web. With Lightbox ads you’re able to engage at scale by tapping into the massive reach of our network - with brand safe filters. The ads expand to a beautiful canvas that supports rich media, Flash, HTML5, WebGL and more. And Lightbox Ads are simple to implement – just send us your raw assets and we’ll build, traffic, and report on the Lightbox Ad campaign. At the end, you’ll receive a single invoice with all fees (ad serving, rich media, media placement) combined for simple processing.

Benefits
For Advertisers
Connecting to the Right Consumers - Lightbox Ads run across our network of over 2 million publishers and can be specifically targeted to brand safe content. Engaging Meaningfully - With a massive creative canvas that supports full rich media capabilities, the sky’s the limit on the branding power of Lightbox Ads. Build a video gallery or product showcase, live-stream a concert, or serve an interactive game. Our initial results show an 8X increase in engagement rates with this ad format. And for advertisers who are also
Google Lightbox- Pilot Results

Brazil, Japan, Canada

Engage (hover/click) Rate

<table>
<thead>
<tr>
<th></th>
<th>Brand USA</th>
<th>Digital Industry Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage Rate</td>
<td>4.08%</td>
<td>0.90%</td>
</tr>
</tbody>
</table>

Average Cost per Engagement (hover/click)

<table>
<thead>
<tr>
<th></th>
<th>Brand USA</th>
<th>Digital Industry Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Cost</td>
<td>$0.10</td>
<td>$0.89</td>
</tr>
</tbody>
</table>

4x+ more engaging

~9x less expensive
New Rich Media Opportunities

Connecting 3 pieces together
Key Wins

- Deliver compelling content versus “advertising”
- Leverage scale for efficiency
- Foster partnership and collaboration