



Brand USA

CO-OP

# Brand USA Originals FACEBOOK COLLECTION WITH CANVAS

**BRAND USA is introducing a new partnership program with Facebook that aligns with a “social-first” strategy**, providing partners with a turnkey solution to drive deeper engagement with your content and build awareness and ultimately drive consumers to further action. This unique program affords partners the ability to work with Facebook in a way that they may not otherwise be able to do on their own.

Partners will benefit from being the first to market with one of Facebook’s newest ad units, Collection, that is an interactive asset in-feed to drive deeper engagement with your content and continue to build awareness of your destination. This unit pairs video with content units that can feature experiences in your destination with a call to action to drive demand and bookings.

With Facebook’s people-based tools, partners can also take advantage of thematic targeting as Facebook is built on insights from 1.71 billion monthly active people on the platform, allowing you to deliver the right message to the right audience at the right time.

## HOW IT WORKS

When the unit\* launches, it will link into a fast-loading, immersive and native browsing experience leveraging Facebook’s Canvas creative unit. It gives Brand USA’s partners more creative space to build a discoverable story that drives further consideration and downstream actions.

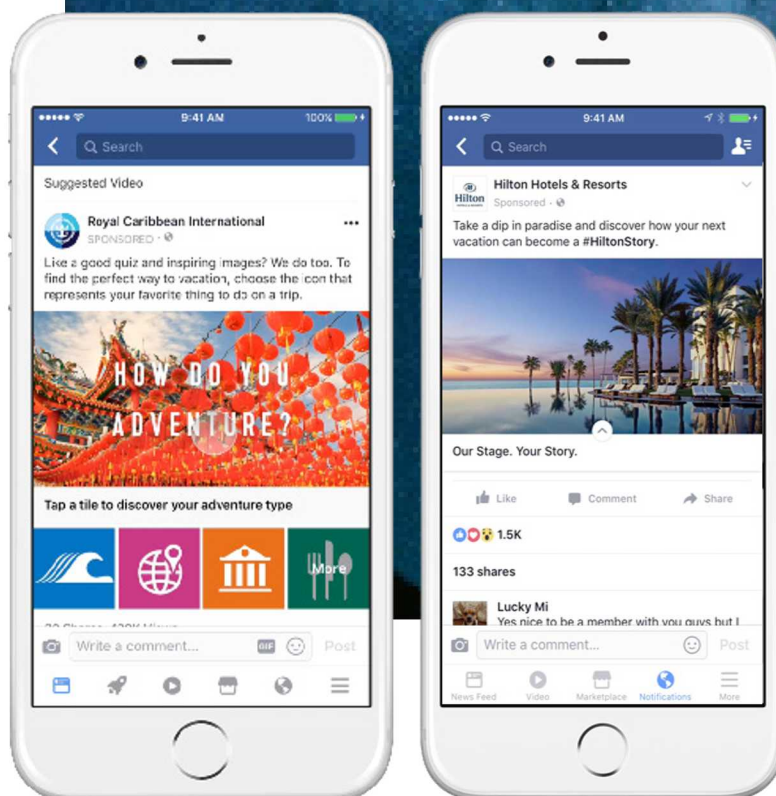
### The unit\* includes the following interactive assets:

- Hero video (or image)
- Up to 5 carousel tiles to feature different themed travel experiences, call to action, etc.
- Tiles link to a Canvas full screen engaging experience
- Turnkey solution - Brand USA is responsible for the investment in the creative production costs as an added value to partners

### Targeting Available:

- Primary targeting is Frequent Travelers 25-54 for all packages
- Thematic overlays available, but impressions, clicks and frequency may change
- Available thematic targeting includes:
  - Neighborhoods, Towns & Cities
  - Entertainment & Culture
  - Road Trips
  - Great Outdoors

\* Available exclusively as mobile-only ad units



## PROGRAM SUMMARY

### Market Availability



### Dates Active in Market:

Timing may vary by market

### Number of Programs

Unlimited

### Program Availability

October 2017 - September 2018

### Program Launch

Ongoing

### Opportunity Close Date

Ongoing\*

\*Allow 8-10 weeks for production once assets are received



