

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.

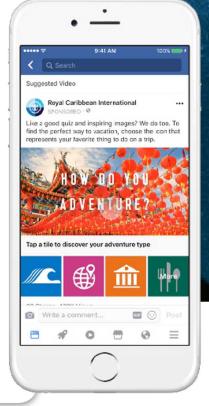
The unit* includes the following interactive assets:

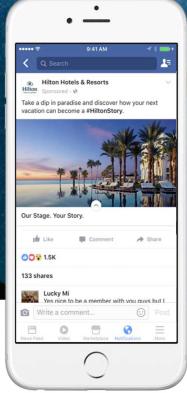
- Hero video (or image)
- Up to 5 carousel tiles to feature different themed travel experiences, call to action, etc.
- Tiles link to a Canvas full screen engaging experience
- Turnkey solution Brand USA is responsible for the investment in the creative production costs as an added value to partners

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



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FACEBOOK COLLECTIONS

PACKAGE COMPONENTS & REACH*

Market: Australia	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	3,700,000	35,000	8
TIER 2	\$82,500	8 WEEKS	1,950,000	19,000	7
TIER 3	\$55,000	6 WEEKS	800,000	8,000	5

Market: Brazil	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	27,000,000	325,000	9
TIER 2	\$82,500	8 WEEKS	14,000,000	175,000	8
TIER 3	\$55,000	6 WEEKS	5,500,000	73,000	6

Market: Canada	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	7,000,000	40,000	8
TIER 2	\$82,500	8 WEEKS	3,500,000	20,000	7
TIER 3	\$55,000	6 WEEKS	1,300,000	9,000	5

Market: Germany	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	4,000,000	32,000	9
TIER 2	\$82,500	8 WEEKS	2,000,000	18,000	8
TIER 3	\$55,000	6 WEEKS	900,000	7,800	6

Market: India	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	26,000,000	425,000	10
TIER 2	\$82,500	8 WEEKS	15,000,000	250,000	9
TIER 3	\$55,000	6 WEEKS	6,800,000	100,000	7

Market: Japan	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	2,750,000	24,000	10
TIER 2	\$82,500	8 WEEKS	1,350,000	12,000	9
TIER 3	\$55,000	6 WEEKS	525,000	4,900	7

Market: Mexico	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	6 WEEKS	19,000,000	225,000	12
TIER 2	\$82,500	8 WEEKS	11,000,000	140,000	11
TIER 3	\$55,000	6 WEEKS	5,000,000	60,000	9

Market: UK	Investment	Campaign Length	Est. Impressions for Ad Unit	Est. Clicks for Ad Unit	Est. Frequency Unit Shown
TIER 1	\$110,000	8 WEEKS	4,800,000	30,000	10
TIER 2	\$82,500	8 WEEKS	2,500,000	18,000	9
TIER 3	\$55,000	6 WEEKS	1,000,000	7,800	6

^{*8} week campaigns may change the hero video/image 1X during the campaign - change will be made after 4 weeks - partner to notify production in advance if this is of interest.

Estimated reach may vary based on customization, including additional thematic targeting and campaign duration

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