



Google Co-Op Partner Opportunities

Audience: Winter Sun Seekers

VISITFLORIDA®

Google Co-op Overview



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

Leverage from Google's deep targeting capabilities across multiple platforms to reach the Winter Sun Seeker audience at scale minimizing waste.

STEP 1: Pick your Affinity Audience (pick up to four, minimum of two)

Target travelers based on interests and passion points against the following audiences:

- **Travel Buffs**
- **Luxury Travelers**
- **Beach Bound Travelers**
- **Family Vacationers**
- **Foodies**
- **Sports/Golf Enthusiasts**

STEP 2: Pick your Weather Trigger (pick only one)

Reinforce the positive contrast of Florida and Partner's brand against the current cold, grey environment within the northeast markets.

- **Low Temperature:** target temperatures under 32 degrees. Bid modifications are based on the day's low temperature
- **Current Conditions:** target markets where is currently snowing or raining.

STEP 3: Choose your DMAs

Geo-targeting: targeting is recommended to northeast markets though Partners will have the option to select a minimum of 10 DMA/City/States, excluding Florida.

(NE markets listed on the following page)

STEP 4: Choose your Google Platform (pick one per package)

Choose from Google's top performing platforms to align with your advertising objectives. Descriptions of each package on subsequent pages.

- Google Display Network Banners (GDN)
- TrueView In-stream
- Ready Lightbox

Google Co-op Overview



VISITFLORIDA The Official Tourism Marketing Corporation for the State of Florida

	GDN Banners	TrueView	Ready Lightbox
Flight Dates:	1/16/17 – 3/12/17		
Targeting: (Geo to Northeastern US*) Weather Triggered will be added to the selected affinities.	Affinities: (Minimum of two and up to four) <ul style="list-style-type: none"> Travel Buffs Luxury Travelers Beach Bound Family Vacationers Foodies Sports Fans/Golf Enthusiasts Weather Triggered: (Select one) <ul style="list-style-type: none"> Low Temperature Weather conditions 		
Media buying model	CPC (cost per click)	CPV (cost per view)	CPE (cost per engagement)
Estimated Impressions	7.1M	1.35M	2M
Estimated Clicks/ Views/Engagements	14,286	250K	40K
Estimated CTR, VTR, CTE	0.2%	18%	2%
Estimated CPC, CPV, CPE	\$1.75	\$0.10	\$1
Partner Investment	\$20K	\$20K	\$20K
VF Investment	\$5K	\$5K	\$20K
Media Value	\$25K	\$25K	\$40K
Total Packages Available	4	4	3
Creative Requirement	Requires VISITFLORIDA.com logo placement on banner	Requires VISITFLORIDA.com logo on companion banner	Requires one (1) VISIT FLORIDA owned video

Commitment Date: 12/6/16

Creative Assets Due: 12/13/16

Note: Estimated metrics based on Google estimates and might vary based on the targeting.

*Northeastern US markets include: Connecticut, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Illinois, Ohio, Indiana)

Google Co-op Overview



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

Timeline:

Flight has been selected within VISIT FLORIDA's Winter Sun Seeker campaign and around the coldest weeks of the year to reinforce the positive contrast of Florida with the cold weather in the Northeast markets.

Specifications:

All media buys, and account management will be coordinated and executed by VISIT FLORIDA, Google & the agency.

- Landing page on Partner's website to be managed by Partner and must be responsive.

Performance Details:

- KPIs are based on the model of which media is purchased.
- Targeting groups will be optimized for corresponding KPI.
- Impressions might be impacted based on performance; the higher the CTR/VTR/CTE, the lower the impressions.
- Partners privy to engagement and conversion activity on site.

Device Targeting:

GDN banners campaigns will run against desktop, tablet and mobile.
TrueView campaigns will run against desktop, tablet and mobile.
Ready Lightbox will run only against mobile & tablet.

Campaign Monitoring and Review:

VISIT FLORIDA, Google & the agency will monitor, optimize and report on campaign activity as well as deliver a comprehensive campaign wrap-up report within two weeks after the conclusion of the campaign.

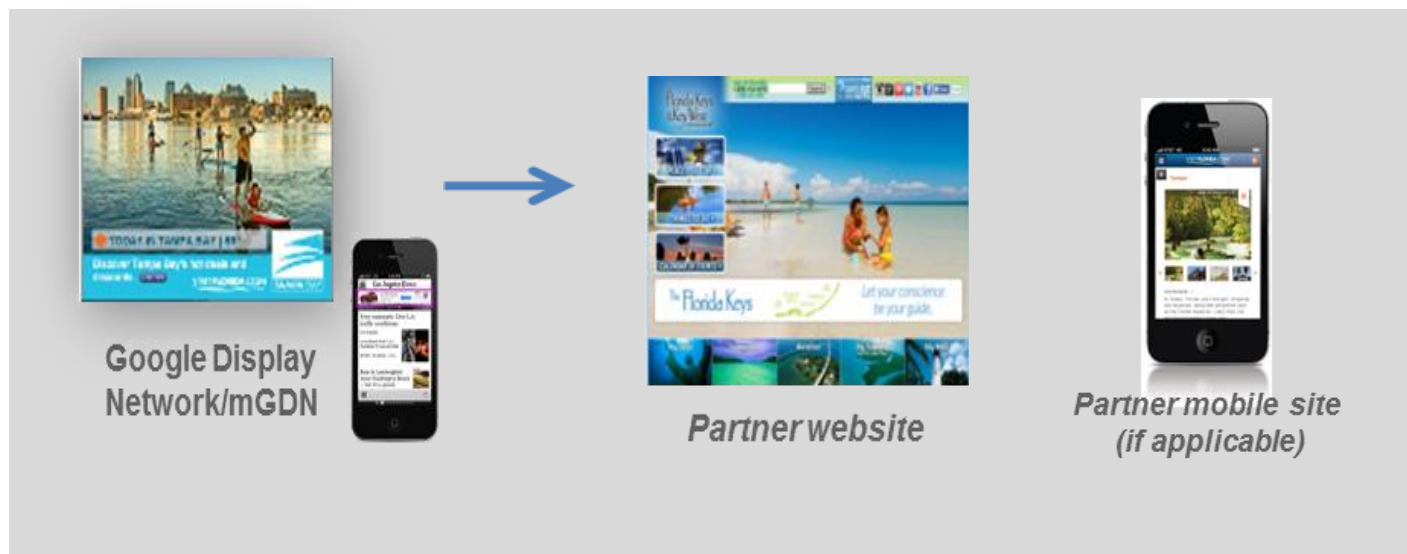
Display Network



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

This package leverages Google Display Network including standard display banners across desktop, tablet and mobile with traffic driving to Partner's website.

- Targeting groups and campaigns will be optimized for Click Through Rate for standard banners.
- KPIs are based on the model of which media is purchased: GDN = clicks
- Impressions are subject to CTR and might be impacted based on performance; the higher the CTR, the lower the impressions.
- Partners privy to engagement and conversion activity on site.
- VISIT FLORIDA, Google & the agency will monitor, optimize and report on campaign activity as well as deliver a comprehensive campaign wrap-up report within two weeks after the conclusion of the campaign.



Partner Investment: \$20K
VISIT FLORIDA Investment: \$5K
Media Value: \$25K

Commitment Date: 12/6/16
Creative Assets Due: 12/13/16

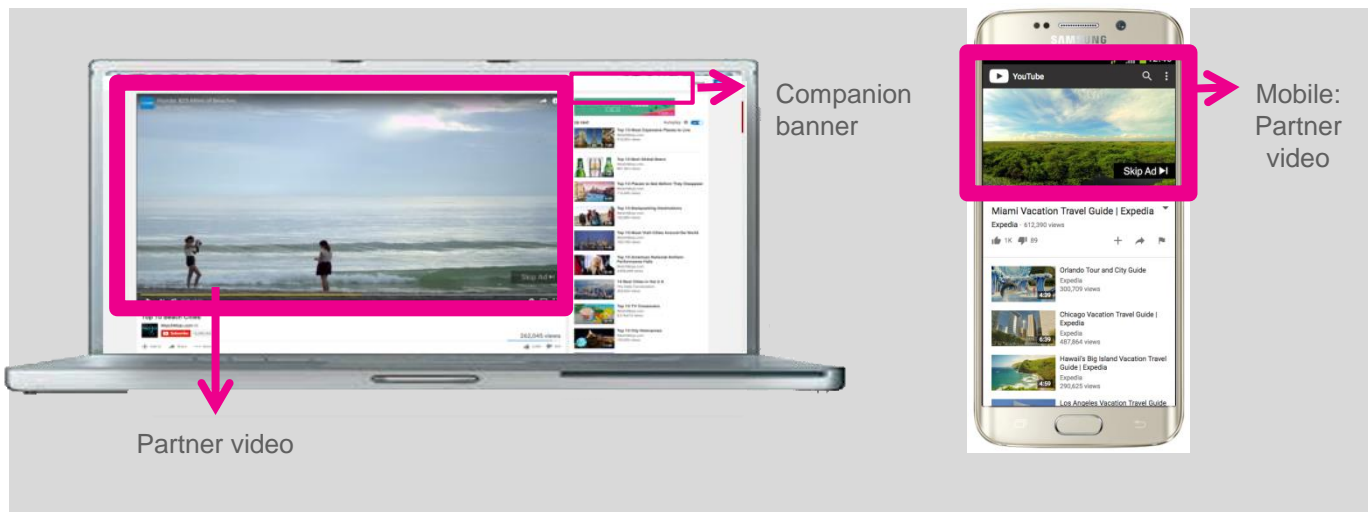
TrueView Pre-roll



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

Leverage YouTube to drive video views through their TrueView pre-roll video solution for increasing awareness and consideration positioning you as the perfect choice for a getaway!

Pre-roll ads that plays for 5 seconds, then viewers choose to skip the ad or continue watching. Partner is only charged when viewers watch at least 30 seconds of the ad, or when the ad ends, whichever comes first.



Custom Audience: target travelers based on interests and passion points through the already predetermined Google Affinity Audiences and add geotargeting and weather trigger targeting

All web elements will feature a VISIT FLORIDA presence (logo) and will click to the Partner's website. All media buys, and account management will be coordinated and executed by VISIT FLORIDA, VISIT FLORIDA's agency and Google. (Landing page on Partner's website to be managed by Partner and must be responsive.)

- Media is purchased on a cost per view basis.
- Targeting groups will be optimized for View Through Rates and Cost per View.
- Impressions are subject to VTR and might be impacted based on performance; the higher the VTR, the lower the impressions.
- Partners privy to engagement and conversion activity on site.

Partner Investment: \$20K
VISIT FLORIDA Investment: \$5K
Media Value: \$25K

Commitment Date: 12/6/16
Creative Assets Due 12/13/16

Ready Lightbox



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

Drive engagement with your content through a rich, interactive expandable unit ideal for showcasing your multiple offerings within one unit that makes you the perfect choice for a getaway adventure!

- Connect and engage with travelers across mobile and tablet.
- Available formats you can include: video carousel, image gallery & multimedia.
- Leverage pre-designed templates for easy execution.
- Targeting across Google Display Network include:
 - Custom Affinity Audiences
 - Weather Triggered Targeting
 - Geotargeted

Partner Investment: \$20K
VISIT FLORIDA Investment: \$20K*
Media Value: \$40K

Commitment Date: 12/6/16
Creative Assets Due: 12/13/16

***Introductory VISIT FLORIDA match: 50%**

Invitational Banner

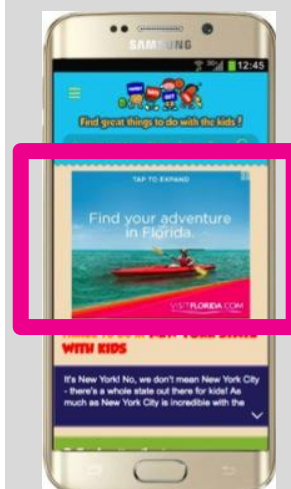
(Content expands after a 2 second hover delay)



Expanded Ad: Video Format



Invitational Banner: Mobile



Expanded Ad: Image Gallery Format

Affinity Audiences



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

Travel Buffs



TV/Cable: Networks featuring travel shows and programs about attractions throughout the world

Print: Travel magazines, magazines about different places throughout the world.

Example Advertisers: Airlines, Hotels, Car rental companies, Credit Card companies, Insurance companies

Travel buffs' passion is to travel the world. They spent a considerable amount of time researching the locations they want to visit and planning their trips. You can find them online at websites and forums devoted to travel and exploration. While traveling, they immerse themselves in the culture of the place they visit and love trying out the local cuisine, entertainment, history, monuments, etc. In their leisure time, Travel Buffs like reading about new potential destinations and viewing photographs from friends' trips. A large portion of a Travel Buff's disposable income goes into travel.

Luxury Travelers



TV/Cable: Feel-good comedies and dramas, shows about travel

Print: Travel/Leisure Magazines.

Example Advertisers: Airlines, Car rental/Limousine companies, Hotels/Resorts, Spas, and Tourism for different countries, Credit Card companies (Frequent Flyer Miles)

Luxury travelers travel in style, whether it be for business or pleasure, and will pay the additional fee to have maximum comfort. They do not shy away from travel to expensive, far-away locations for holiday (e.g. Bali, Tokyo, etc.). Regardless of whether they are traveling for work, to meet family & friends, or to vacation, they go "five star" from hotels to flights to luxury transportation at their destination. For leisure, they seek out activities that are a luxury for many: spa treatments, fine dining, unique private tours, etc.

Beach Bound



TV/Cable:

Print: Travel/Leisure Magazines

Example Advertisers: Airlines and Beach resorts, Tourism departments of these states/countries, Skin Care companies

The Beach Bounds are people who love the water so much so that most of their travel is oriented toward white sand and big waves. They desire vacations where they can swim, surf, sail, water ski or just lounge in the sun. They can be found online researching waterfront hotels and resorts and locations known for the quality of their water sports or checking local forecasts before they book a trip

Affinity Audiences



VISITFLORIDA® The Official Tourism Marketing Corporation for the State of Florida

Family Vacationers



TV/Cable: Family-friendly shows, children's programs and networks
Print: Travel magazines, magazines about attractions/sites for the whole family
Example Advertisers: Kid-friendly attractions (e.g. Theme parks, Ski resorts, etc.) Hotels/Resorts, Airlines and Car Rental companies

Family vacationers are parents who vacation with their kids and seek travel opportunities that offer something for the “whole family”. They tend to look for places to travel to that have accommodations catered to families (e.g. in-house childcare, playgrounds, guided outdoor activities, etc.) Often times, family vacationers’ holidays take them to child-friendly locations such as theme parks, ski getaways, and all-inclusive beach resorts versus big cities (e.g. Rome, New York, etc.).

Foodies



TV/Cable: Networks devoted to food, programs about cooking at home, shows about restaurants and food from all
Print: Magazines exploring all kinds of food and restaurants, magazines about cooking
Example Advertisers: CPG companies, produce companies

Foodies love and enjoy good food. They eat out multiple times a week and spend a significant portion of their disposable income on food. They know the best local chefs and closely follow restaurant openings. Many foodies engage in wine tasting or brewery tours. Some of them enjoy cooking and are aspiring chefs. Foodies can be found online looking for restaurants, reading up about new restaurant openings and making reservations for dinner. They also often look up recipes, dig for user reviews, and watch in-depth interviews with “celebrity” chefs.

Sports Fans - Golf Enthusiasts



TV/Cable: Sports & Golf channels, major broadcasting networks airing a golf game/competition
Print: Golf magazines
Example Advertisers: Sports drink wants to target golf fans to raise awareness of the benefits to replenish athletes during a game, Banks/Credit Card companies want to target execs and people with high income and so will target golf enthusiasts

Golf Enthusiasts are people who love golf. They spend more time than an average user does watching games, reading about golf/athletes, following tournaments, etc. Golf Enthusiasts tend to skew more heavily male. Often these people engage in playing amateur sports themselves. They also tend to spend a reasonable portion of their money on sports-related purchases (e.g. sports programming, games, tickets, sports magazines, etc.). They are the first in the office to join a sports pool and often engage in “Fantasy” sports with friends.



Visit the Online Marketing Planner at VISITFLORIDA.org/planner to explore all of our advertising opportunities and marketing programs.

VISITFLORIDA

Call: (850) 205-3815

Email: adsales@VISITFLORIDA.org