



Welcome to...

The Future of Co-Op Marketing

November 1, 2022

miles
PARTNERSHIP

Agenda

- History of Co-Op (Good, Bad, Ugly)
- What's Changed/Changing?
- Ways to Co-Op for the Future
- Creative Examples
- Key Takeaways

With You



Nate Huff
Senior Vice President



Ileana Frascione
Account Director

Who is Ileana

Highlights of Existence

- ~10 years at Miles
- Works with the Odyssey/Content Studio teams
- Top 3 favorite things:
 - Her two-year-old son, Enzo
 - TikTok
 - #HGWs



Who is Nate

Professional Stuff

- 20 years at Miles Partnership
- Heads up Miles' Brand USA relationship
- Passion for Digital Product Development
 - Destination Optimization
 - Tourism Exchange USA



Fun Stuff

- Fan of semi-classic cars with unreliable air conditioning
- Self-proclaimed semi-professional wiffleball player

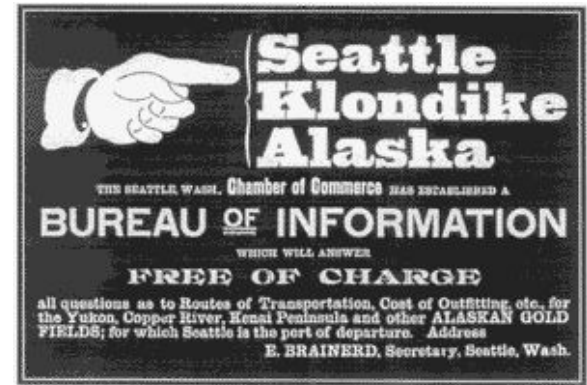


A wide-angle photograph of a busy city street at dusk. The street is filled with pedestrians crossing the road and a yellow taxi in the foreground. Tall buildings line both sides of the street, and the sky is a mix of orange and blue. A street sign for '5 Av' and a 'ONE WAY' sign are visible on the right. The text 'History of Co-Op (Good, Bad, Ugly)' is overlaid in white, with a red underline under 'History'.

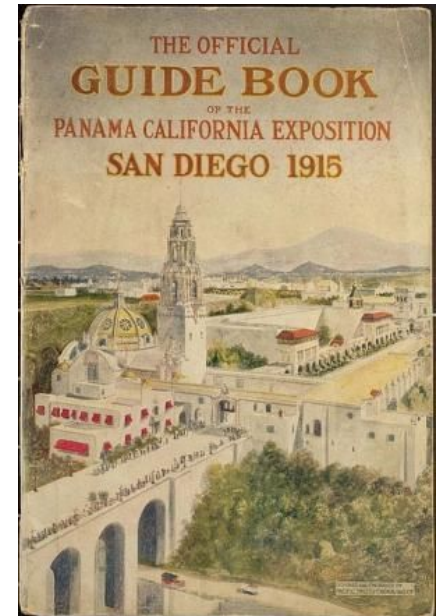
History of Co-Op (Good, Bad, Ugly)

History of Co-Op

Seattle & the Klondike
Gold Rush



San Diego & the
Panama Canal opening



History of Co-Op



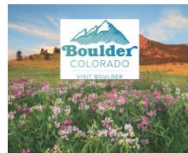
29 Hot Springs for Serious Soaks

COLORADO mountains have plenty of activities to get your heart racing, but they're also perfect for kicking back. Dip into our many natural hot springs, where you can soothe sore muscles after a long day of hiking or simply enjoy their warm waters and laid-back amenities.

[Read More](#)

Featured Destinations

[More Destinations](#)



Visit Boulder

A laid-back lifestyle, breathtaking views of the Flatirons and Rocky Mountains and excellent culinary offerings are just a few reasons that make Boulder one of Colorado's most beloved cities.

[Read More](#)



Visit Denver

Denver — The Mile High City — is where urban sophistication meets outdoor adventure. Denver is an indoor city known for its art, culture, food, music and sports in the Rocky Mountain region.

[Read More](#)



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101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200

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 Yes No Maybe Other: _____



History of Co-Op

The Good

- Significantly extends participants reach
- Creates context for consumers
- Makes brand advertising more actionable
- Creates industry alignment
- Does for all what no one could do alone

BUSINESS

Cooperative Advertising: 3 Benefits of Co-op Ad Campaigns

Written by MasterClass

Last updated: Mar 19, 2022 • 2 min read

Manufacturers and retailers share advertising costs and pool resources to increase sales in cooperative advertising. Co-op ad campaigns can be an excellent way to reduce the financial burden of traditional advertising.

History of Co-Op

The Bad

- Requires aligning potentially conflicting objectives
- Requires some compromise in brand “purity” and messaging
- Requires structure which limits flexibility
- It’s really hard work that isn’t always super sexy



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‘It’s a black hole’: Marketers are taking more control over their co-op advertising

December 1, 2017 | By [Yuyu Chen](#)

History of Co-Op

The Ugly



“This sticker is dangerous and inconvenient, but I DO love Fig Newtons.”

- Ricky Bobby

A woman with long dark hair, wearing a white zip-up top, blue jeans, and a wide-brimmed straw hat with a black band, is seen from behind. She is carrying a white shoulder bag and looking out over a city at night. The city lights are blurred into bokeh, and the sky is a soft twilight blue. The text "What's Changed (and what hasn't)?" is overlaid in white, with a red underline under the word "Changed".

What's Changed (and what hasn't)?

Unmoveable Truths & New Challenges

Still True,

but...

Creates context for consumers....

...but it's becoming harder to reach back out to audiences

Makes brand advertising more actionable...

...but more accountability and measurement is demanded

Does for all what no one could do alone...

...but what that means has changed with democratization of digital rates and targeting technology



What's
Changed?

1. Accountability for Reporting & Metrics
2. Expectations for Targeting, Customization & Reporting
3. Democratization of Digital Rates

What's
Changed?

Accountability for Reporting & Metrics

Before it was just about retargeting audiences for partners on [insert DMO here]'s site.

- Pros: It's a qualified audience.
- Cons: Will be going away once the cookieless future comes into play.

How's it
Changed?

Accountability for Reporting & Metrics

- Work with data partners to create data management platforms (DMPs) that allow us to store data in clean rooms.
- Involve partners that have strong cookieless solutions (so we don't have to reach them through a pixel ID).
- The result is media that is more concise and targeted.



How's it

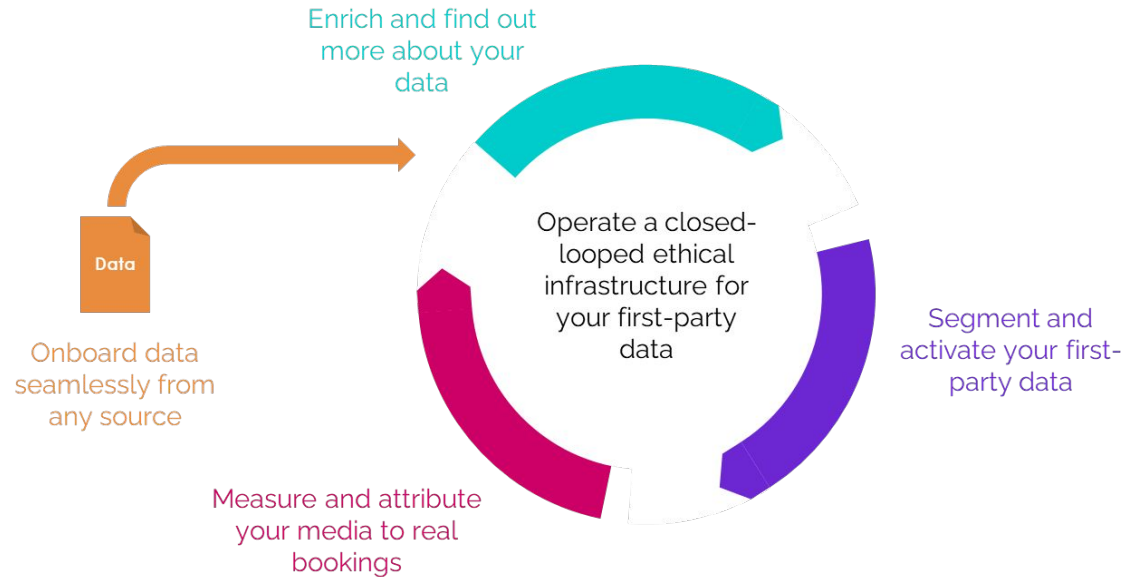
Changed?

Accountability for Reporting & Metrics

- Through partners like Adara (Consortium product), you can become a data hub for the key stakeholders and partners in your destination.
- Incorporate partner data into insights platforms such as local hotels, attractions, and CVBs.
 - Produce credible ROI

What else can it
Do?

Set Expectations for Targeting & Customization



Meet Expectations for Deeper Reporting

Overall Visit California Co-Op Campaign Results

includes a roll-up of brand layer and partner media*

43.3M+
impressions

8.23M
100% video views
(2.5M contracted)

\$12.2M+
hotel + flight booked
revenue post-view/click

70,186
clicks

79.26%
VCR

49,126+
hotel + flight bookings
post-view/click

0.16%
average CTR

372,000
print distribution

10,432
YouTube views
(organic)

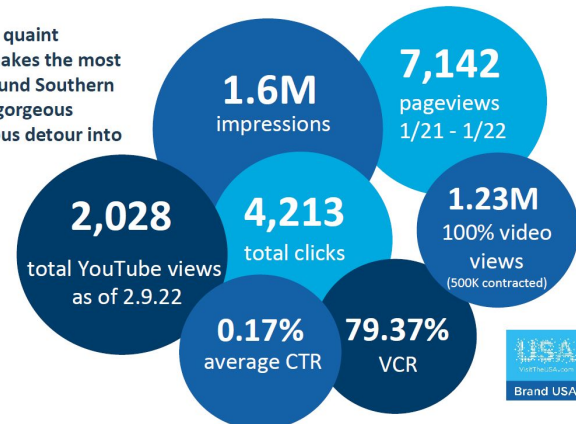


What else can it
Do?

From laid-back coastal towns to a quaint mountain escape, this road trip makes the most of all the fun to be had in and around Southern California's waters. Unwind on a gorgeous coastal voyage with an adventurous detour into the mountains.

4 Participating Partners

- BIG BEAR
- DANA POINT
- SANTA BARBARA
- SAN LUIS OBISPO



Okay, what else
Changed?

Democratization of Digital Rates

The Future of CTV: As a consultancy, do more up-front deals with partners (i.e.: Disney+)

Use discounted rates that we can pass on to our clients (a premium publisher partnership that allows multiple partners to buy in).

We are able to take advantage of discounted CPMs that partners can sell as a coop.

Democratization of Digital Rates

Okay, what else
Changed?

The screenshot displays a digital advertising platform interface. On the left, a 'FILTERS' sidebar includes sections for 'Type' (My Deals (0), Platform Deals (91)), 'Exchanges' (Google, Rubicon, PubMatic), 'Format' (Display, Video), 'Device Type' (Desktop, Phone, Tablet), and 'Inventory Type' (Desktop Web, Mobile Web). The main area shows a table of deals with columns for 'Details', 'Name', 'Status', and 'Publisher'. A 'Choose Categories' dialog box is overlaid on the table, listing various categories such as Arts & Entertainment, Automotive, Business, Careers, Education, Family & Parenting, Health & Fitness, Food & Drink, Hobbies & Interests, Home & Garden, Law, Government, & Politics, News, International News, National News, Local News, and Personal Finance. A 'Done' button is visible at the bottom of the dialog box.

Seventy cents on the dollar of digital ad spending are being assigned to programmatic channels now and will grow to 90 cents by 2025



Ways to Co-op for
The Future

Think outside of advertising

“Do what the industry can’t do for itself”

Develop strategies to serve complimentary goals

Find new mediums to tell the right story

Examples in Action



Kentucky Bourbon Month

Goal: By leveraging Bourbon as the unique cultural experience synonymous with Kentucky, we will focus on generating awareness and economic impact with international visitors

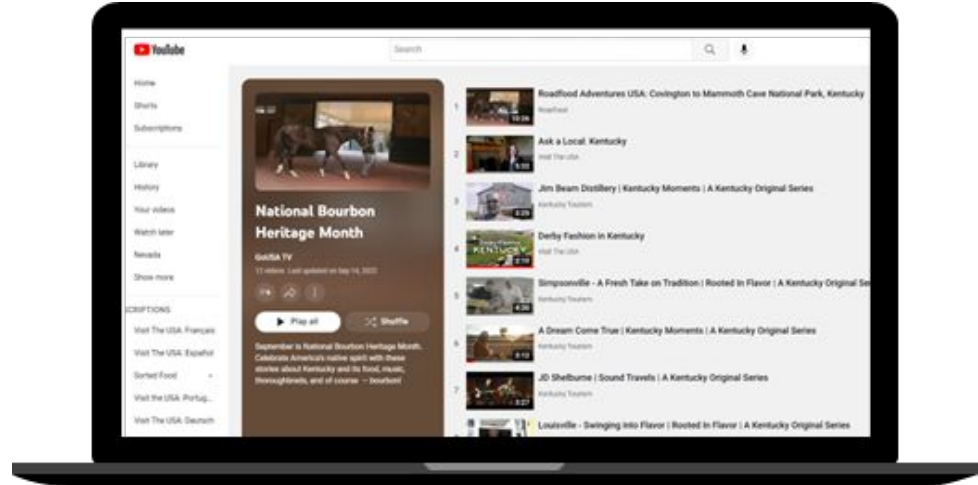


- **Channels:** Social media, Digital, Event Activations, Earned Media
- **Primary KPIs:** Brand Awareness (Impressions, Press Coverage), Consumer Engagement (CTR, Video Views, Social Media ER)

Kentucky Bourbon Month

Events & Activities

- June 10 – 17 – International Media Visit
- June 14 – KY Bourbon Day Earned Media Kick-off
- September 12-23 – UK Press Trip
- September 14 – Concert Activation at Buffalo Trace Distillery
- September 13-18 – Influencer Tour



Kentucky Bourbon Month

Influencers

- Total Influencers: 6
- Markets: UK, Germany, Canada
- Total Publications: 363
- Impressions: 26.9M
- Reach: 1.5M
- Engagement Rate: 0.70%

Distilleries Visited:

James Pepper	Bardstown
Buffalo Trace	Bourbon Company
Heaven Hill	Bourbon Festival
Angel's Envy	



Explore Minnesota Destination Optimization

Goal: Provide an affordable co-op option for small DMOs that would directly impact traveler confidence following the pandemic while improving economic outcomes for tourism businesses via digital upskilling



Destination
Audit



Activation &
Optimization



Industry
Education

Explore Minnesota Destination Optimization

Co-op Outcomes

- Minimal partner investment - 75% funded by Explore Minnesota
- Originally planned for 10 DMO participants, popularity demanded the program be expanded to accept 27 destinations



Explore Minnesota Destination Optimization

Results

- More than **5,000 businesses & Top Sights'** Google business profiles evaluated for completeness
- Completeness improved on average from 65% to **74%**
- Over **400 tourism businesses** registered for training workshops on inspiring customer confidence by proactively managing their presence on the leading platforms
- More than **3,000 destination images** added to the Google platform. **Viewed 48 million times** and counting



Venturing Out: Park2Park

- Entertainment-style TV
- Inspirational stories
- Sponsorship funding model



Venturing Out: Park2Park

Objective & Execution

- Create a new marketing model for inspiring travel, destination-focused entertainment content, and place on streaming TV.
- Develop a program that has strong value for destinations, and will appeal to non-endemic brands as sponsors.
- Find destination-specific sponsors (i.e.: State DMOs) who can contribute and co-op.

Venturing Out: Park2Park



Results

- In September '21, the inaugural season premiered across Outside TV channels and Places.Travel.
- Sponsored by B.F. Goodrich, Ford Bronco Sport and various destinations to launch the 8-episode series.
- 45M+ total episode views
- 10M+ total impressions
- 1M+ #park2park social impressions



Research
Co-Op

Time for **DMOcracy**

22 European Destinations

22 American Destinations

For the Tourism Industry at Large

Time for DMOcracy

Objective & Execution

North American Destination Partners



Time for DMOcracy

Results

- The DMO survey highlighted positive indicators:
 - The critical importance of community engagement
 - The positive belief that DMOs feel most residents in their community have to see tourism as an overall positive impact
- But, also some worrying ones:
 - Few DMOs are surveying local residents regularly to determine if they see tourism as positive.
 - Only a small minority of DMOs believe their community has any sense of influence or partnership in the development and management of tourism.
 - Resident sentiment research across Europe and North America confirms this belief that locals don't feel included or empowered.

Time for DMOcracy

Participation

Global Study Themes:

- Community Participation Models
- Resident Sentiment Research
- Workforce Development
- Diversity, Equity & Inclusion
- Media & Communications
- Short Term Rentals & Housing

UPCOMING WEBINAR

Time for DMOcracy

Global Study on Community Engagement

Key Research Findings and Executive Summary

Wednesday, January 25, 2023, 11am ET

Register at www.MilesPartnership.com/TimeforDMOcracy

Get \$\$\$

A close-up, profile shot of a man with a short beard and a diamond ring on his finger, looking thoughtfully to the left. The background is blurred, suggesting an indoor setting with warm lighting.

Key Takeaways

- Try new things - think beyond media
- Look for complementary goals versus matching objectives
- Leverage channels and platforms that deliver more customization and deeper reporting
- Consider non-traditional funding
 - Think about public sources of funding as a contributor to co-op





Q&A

Thank you

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SUSTAINABLE TRAVEL &
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Tuesday, November 15, 3pm ET

Register at www.MilesPartnership.com/SATS

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THE YEAR IN REVIEW AND THE YEARS AHEAD

Wednesday, December 14, 2pm ET

Register at www.MilesPartnership.com/year-review-and-years-ahead-2022