

# ad+genuity

## CASE STUDY

BRAND USA — CO-OP



# BRAND USA CO-OP

Campaign: Co-Op Program Development for Brand USA Start-Up, 2012-2014

Client: Brand USA



## Opportunity

Brand USA is a public-private partnership that is overseen by the Department of Commerce. The funds that are held by the Department of Commerce come from a tax collected from International Travelers entering the USA. Of the taxes that were collected, \$100M was reserved for Brand USA to drive awareness and inspiration for travel to the USA. In order to unlock the \$100M, Brand USA was responsible for developing co-operative programs for tourism partners to participate in that that would unlock dollars. For every dollar they raised in co-operative participation or in-kind contribution (cash, advertising, product, etc.), \$1 was released from the reserve.

## Objectives

- Develop a co-op program for USA Travel Constituents (USA Travel Seller, USA Travel Suppliers, USA Destination Marketing Organizations) to provide them with extended value to market themselves Internationally under the Brand USA umbrella.
- Create a cooperative program that would provide cash release mechanism for Brand USA based on cash and/or in-kind contributions.

## Campaign

Negotiated with global travel publishers and online travel agencies, digital & print, to provide an advertiser-directed cooperative opportunity. Partners would be entitled to receiving a 50%-100% match from Brand USA and Brand USA would then receive a 2:1 in-kind media contribution by publisher to Brand USA.

## Results

- Over the two years that Ad+genuity led co-op development and the “publisher program”, Brand USA garnered over \$13M cash release.
- In addition to the cash release – Brand USA also received free media provided as in-kind contribution, valued up to \$13M.