

# Achieving Scale and Relevance Through Innovation

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# MARKETING OUTLOOK FORUM: A GLOBAL PERSPECTIVE



Presented by the Travel and Tourism Research Association

## **Achieving Scale and Relevance Through Innovation**

Presented by: Chris Thompson, President and CEO, Brand USA

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October 28-30, 2013 ~ The Drake Hotel ~ Chicago, Illinois, USA

# Brand USA

Achieving Scale and Relevance  
Through Innovation

Oct 2013



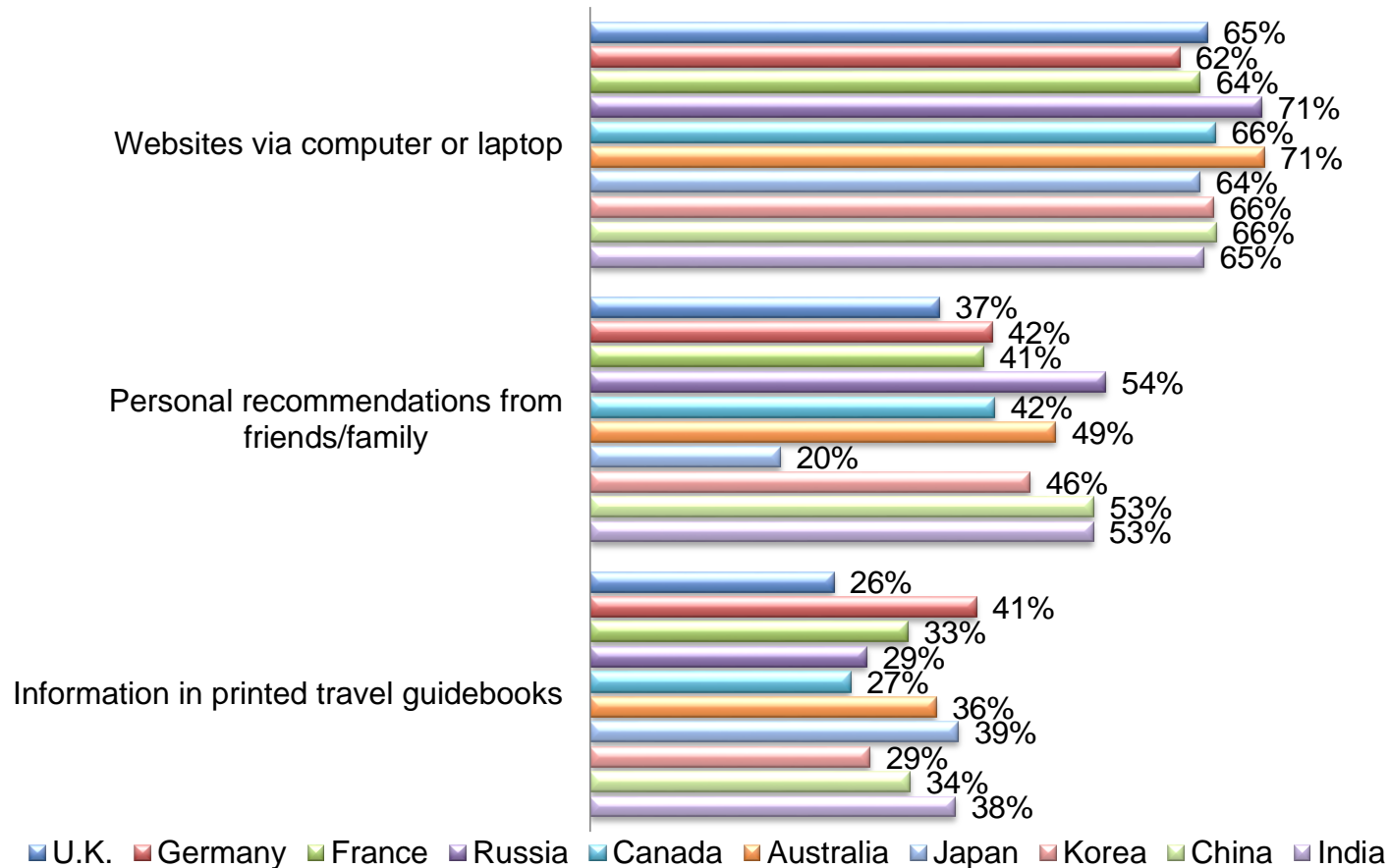
DiscoverAmerica.com



# Printed Inspiration Guide



# Top 3 Destination Selection Channels



Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply.

Base: Intercontinental travelers: U.K. (N=1,003), Germany (N=1089), France (N= 1018), Russia (N=1015), Canada (N=946), Australia (N=1034), Japan (N= 1036), Korea (N= 1030), China (N=1475), India (N=1006)

Source: Brand USA Custom Study



# Online Version of Inspiration Guide

The image shows a digital interface for the Discover America Inspiration Guide. The main visual is a large photograph of a person with long hair standing on a beach at sunset, with arms outstretched. The text "DISCOVER AMERICA" is overlaid in large, white, sans-serif font. Below it, the tagline "Discover this land, like never before." is written in a smaller font. At the bottom of the main image, it says "MORE THAN 300 AMAZING ADVENTURES INSIDE >".

On the left side, there is a dark grey sidebar containing:

- A "USA" logo made of colorful dots.
- The website URL "DiscoverAmerica.com".
- The tagline "Discover this land, like never before.".
- A welcome message: "Welcome to the Official Discover America Inspiration Guide. Find even more incredible destinations and travel ideas at www.DiscoverAmerica.com".
- A small image of a group of people with the text "Get this song 'Land of Dreams'".
- A "FOLLOW US ON" section with icons for Facebook, YouTube, Twitter, and Pinterest.
- Instructions: "Use the arrows to turn the page. Zoom in using the yellow bar on the right."

On the right side, there is a vertical toolbar with several icons: a yellow zoom bar at the top, a left arrow, a right arrow, a bookmark icon, a document icon, a printer icon, a download icon, a search icon, and a settings icon.

# Google Lightbox



BRAND USA LIGHTBOX



## What is it?

Lightbox Ads are a full-service media and creative solution that helps advertisers connect and engage with consumers across the web. With Lightbox ads you're able to engage at scale by tapping into the massive reach of our network - with brand safe filters. The ads expand to a beautiful canvas that supports rich media, Flash, HTML5, WebGL and more. And Lightbox Ads are simple to implement—just send us your raw assets and we'll build, traffic, and report on the Lightbox Ad campaign. At the end, you'll receive a single invoice with all fees (ad serving, rich media, media placement) combined for simple processing.



## Benefits

### For Advertisers

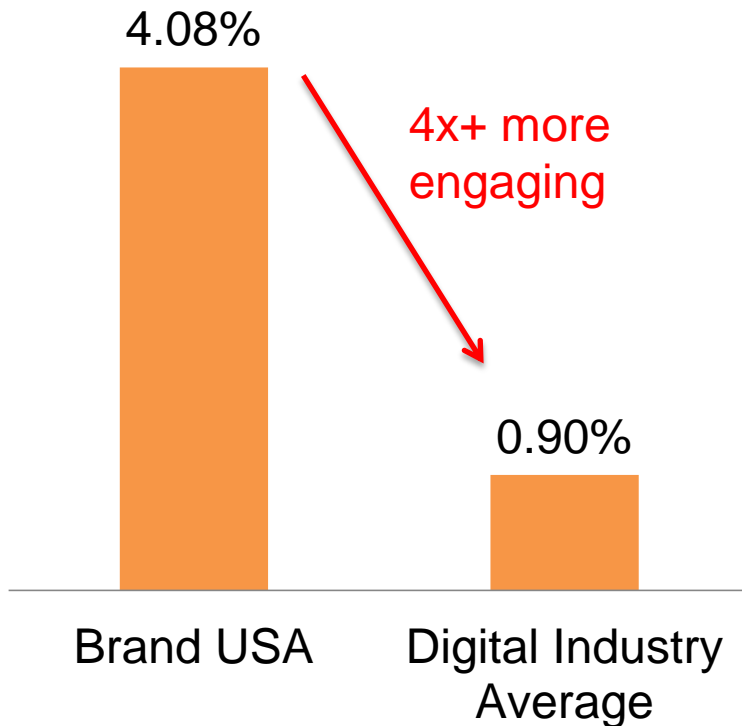
Connecting to the Right Consumers - Lightbox Ads run across our our network of over 2 million publishers and can be specifically targeted to brand safe content. Engaging Meaningfully - With a massive creative canvas that supports full rich media capabilities, the sky's the limit on the branding power of Lightbox Ads. Build a video gallery or product showcase, live-stream a concert, or serve an interactive game. Our initial results show an 8X increase in engagement rates with this ad format. And for advertisers who are also



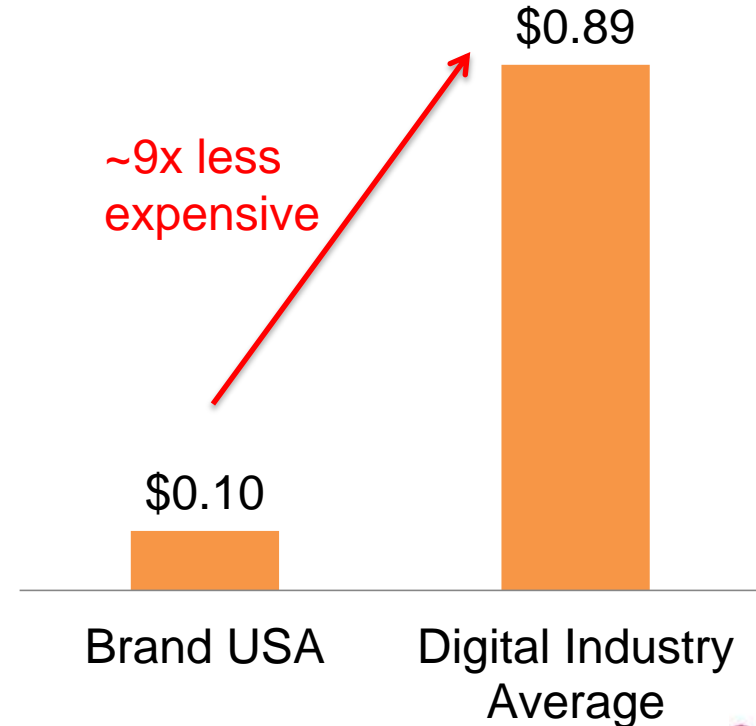
# Google Lightbox- Pilot Results

Brazil, Japan, Canada

Engage (hover/click)  
Rate



Average Cost per  
Engagement  
(hover/click)





# New Rich Media Opportunities

Video Gallery Lightbox

Oregon Coast Escape

Connecting 3 pieces together

View more trip ideas



# Key Wins

Deliver compelling content  
versus “advertising”

Leverage scale for efficiency

Foster partnership and  
collaboration

