

2026 US Campaign Summer Audio Ads Copy due 6/9

(2) Audio ads for Andrew - 1 Prospecting and 1 Retargeting :30 Spot

Prospecting Audio concept:

- Experiences you can have in the United States with Collette - different cultures in your own backyard - Ex. take a jeep tour through Canyon de Chelly with a Navajo guide who lives there; learn to hula with a local family in Hawaii; uncover the history of dog mushing with a retired Iditarod racer in Alaska.

- CTA would be to learn more visit gocollette.com

US DTC, AGT RTL

:30 VO

You don't have to leave the country to feel like you've gone somewhere new. With Collette, you can explore cultures right here at home. Ride through Canyon de Chelly with a Navajo guide who calls it home. Learn to hula with a local family in Hawaii. Or hear the real stories of dog mushing from a retired Iditarod racer in Alaska. These aren't just trips — they're experiences you don't find on your own. Start exploring at gocollette.com. Collette. By travelers, for travelers.

Retargeting Audio Concept:

- National Parks focused - emphasize UVPs of going guided with Collette in our National Parks: local guide expertise, let someone else do the driving/navigating so can take it all in, access to skip long lines & avoid peak crowds, etc.

- CTA: request a quote or talk to one of Collette's live experts to start planning your next adventure!

US DTC, AGT RTL

:30 VO

Remember that National Parks trip you've been thinking about? Now picture yourself in it. With Collette, you're not focused on the road — you're fully in the moment. With an expert guide bringing landscapes to life, you'll hear stories most travelers miss. No long lines. No heavy crowds. Just space to take it all in — every view, every detail, every minute. This is the National Parks, the way they're meant to be experienced. Talk to a Collette expert to request your quote or learn more at gocollette.com. By travelers, for travelers.