



BRAND USA VIDEO SERVICES

Partner Video Opportunities for 2016/2017

USA

VisitTheUSA.com

Brand USA



INTRODUCTION

Agenda

- Quick look back on highlights and success of the inaugural In-Language Content Program
- Why video – how to leverage it properly and how to measure success
- Review of Brand USA's new video creation & distribution services



Looking back...

In-Language Content

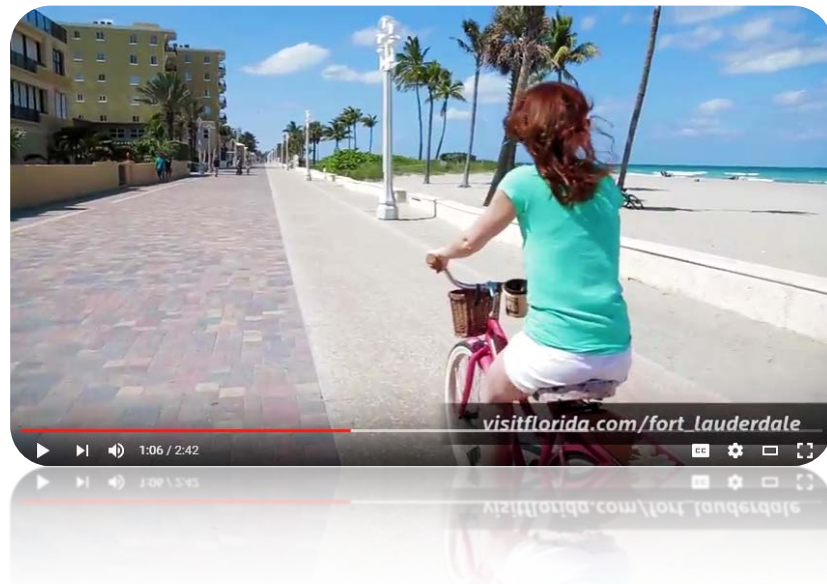
- Part of the largest national video library
 - 37 states, territories, regions
 - 250+ destinations, attractions
 - 17 languages
 - 290+ total partners
 - 830+ videos



Looking back...

In-Language Content

- 26+ million views
- 21+ million estimated minutes watched
- 1:58 average time-on-site for Journal pages –
 - **75%+** higher than the average for the site
- Award-winning
 - 3 Communicators, 2 Tellys, 1 W3, 1 HSMAI Adrian



Why video?

The Video Landscape

- Styles & technologies are always evolving – and quickly
- YouTube is the 2nd largest search engine globally
 - 1 billion visits & 6 billion hours watched/month
- 80% of international web users watch video
- 71% of travelers use video to explore trip ideas...
... and 67% of those are brand/professionally released



Why video?

66%



When thinking
about taking
a trip

52%



When thinking
about what type
of trip to take

65%



When choosing
a destination

63%



When looking for
ideas of activities to
do at a particular
destination

54%



When deciding on
accommodations at
a particular
destination

37%



When deciding
which website
to book on

Why video?

What makes a successful video

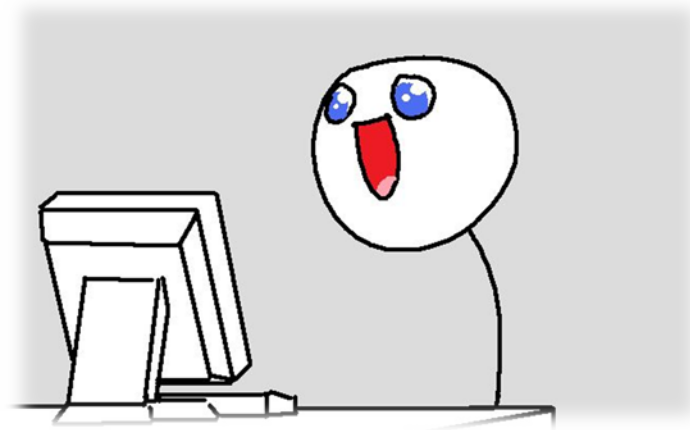
- Have a message/purpose
- Be engaging/inspire/create a memory
- Be real
- High-quality
- Timeliness



Why video?

What makes a successful video

- Have the right goals – and make sure content matches those goals:
 - Videos target the inspire and consideration phases
 - Views are the #1 general KPI – clicks are tertiary
 - Completion rate, average view length show engagement/likely recall value
 - Social indicators, like sharing, are key – share links should be included



Why video?

What makes a successful video

- Distribution, distribution, distribution:
 - *If you build it, they won't necessarily come*
 - Optimize for SEO
 - Leverage organic social promotions
 - Leverage media channels with high video engagement
 - YouTube: 2nd largest search engine
 - Pre-roll: Rocket Fuel, Trueview
 - Social: Facebook, Instagram
 - Content discovery: Outbrain, Taboola





NEW VIDEO OPPORTUNITIES

Overview: Video Services

- Native Traveler Videos
- International Storyteller
- Destination-At-A-Glance
- Destination Videos by Matador
- Third-Party Distribution Extensions
- Custom Video Solutions



Portfolio of Brand USA's Video Styles
Video Creation & Distribution Program Sheet

Native Traveler

- Evolution of In-Language Content (<https://vimeo.com/146928522>)
- Goals:
 - Provide a deeper connection / stronger desire to learn more
 - Appeal to a single target market with a native host and content that is specific to their interests
- KPIs: average view length, completion rate, social engagements
- Deliverables:
 - 2-2.5-min, hosted video
 - :30 pre-roll
 - 500-word, in-language article
 - Raw photographic imagery
 - All b-roll footage on a hard drive

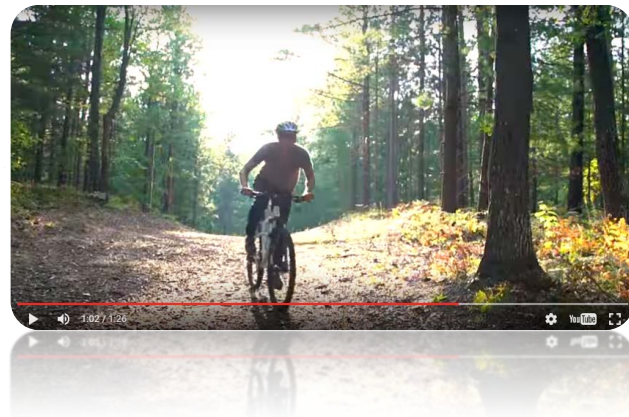


Native Traveler

- Promotion on Brand USA owned channels:
 - Dedicated Experience Page on the language-appropriate VisitTheUSA or GoUSA site
 - Experience Page Extension available to have the article translated for the other language sites
 - Hosted on the language-appropriate YouTube channel; rotated into the Featured Playlist for 1 month
- Included distribution:
 - 1-3 videos: organic distribution through Brand USA's channels
 - 4+ videos: 1,000 paid content discovery engagements per video (one target market)

International Storyteller

- Theme-focused videos that interest multiple international audiences
 - Outdoors, Culinary, Family, Urban, Culture, Entertainment
 - Music-only: <https://vimeo.com/143441084> / Host: <https://vimeo.com/156124085>
- Goals:
 - Provide inspiration for travelers looking for specific things to do
 - Appeal to multiple markets with similar key travel interests
- KPIs: average view length, completion rate, social engagements
- Deliverables:
 - 1.5-2.5-min video (with a non-English, subtitled version if hosted)
 - :30 pre-roll
 - Raw photographic imagery
 - All b-roll footage on a hard drive



International Storyteller

- Promotion on Brand USA owned channels:
 - Existing content page(s) on all English VisitTheUSA and GoUSA sites + the subtitle language-appropriate site
 - Hosted on the English and subtitle language-appropriate YouTube channels; rotated into the Featured Playlists for 1 month
- Included distribution:
 - 1-3 videos: 5,000 paid content discovery engagements per video (one target market)
 - 4+ videos: 70,000 views on Rocket Fuel per video (one target market)

Destination-At-A-Glance

- Set of 4 videos – 3 vignettes and 1 snapshot – each focusing on a single experience
 - Vignettes: <https://vimeo.com/134031401> / <https://vimeo.com/134030473>
 - Snapshot: <https://vimeo.com/134031106>
- Goals:
 - Provide deeper/focused videos to assist in travel planning
 - Appeal to multiple markets with an English-speaking host
- KPIs: average view length, completion rate, social engagements, engagement with site content
- Deliverables:
 - (3) :45, hosted vignettes, each with a non-English, subtitled version
 - (1) :30, music-only snapshot/pre-roll
 - Raw photographic imagery
 - All b-roll footage on a hard drive



Destination-At-A-Glance

- Promotion on Brand USA owned channels:
 - Dedicated Experience Page (itinerary style) with all 4 videos on all English VisitTheUSA and GoUSA sites + the subtitle language-appropriate site
 - Hosted on the English and subtitle language-appropriate YouTube channels; rotated into the Featured Playlists for 1 month
- Included distribution:
 - 125,000 views on Rocket Fuel per package (one target market)
 - Targeted country is English-speaking or matches the partners subtitle-language choice

Destination Videos by Matador

- High-commercial value, overview videos with global distribution (<https://vimeo.com/160642768>)
- Goals:
 - Trigger viewers to want to learn more about what appeals to them
 - Appeal to a global audience with non-speaking, on-camera talent
- KPIs: average view length, completion rate, social engagements
- Deliverables:
 - 1.5-2.5-min, music-only video
 - :15 pre-roll
 - 10 minutes of selected b-roll footage on a hard drive



Destination Videos by Matador

- Promotion on Brand USA owned channels:
 - Existing content page(s) on all VisitTheUSA and GoUSA sites
 - Hosted on all YouTube channels; rotated into the Featured Playlists for 1 month
- Included distribution:
 - Promotion on Matador Network's English channel + either Spanish, Portuguese or French channel
 - Matador's homepage: 7,800,000 non-US
 - Matador's social channels: 690,000 non-US
 - Facebook, Twitter, Google+
 - Matadors's enewsletter inclusion: 1,000,000+ non-US

Third-Party Distribution Extensions

- Rocket Fuel

- Main goal: awareness / create recall / inspiration phase
- KPI: fully completed view of pre-roll
- Recent results: **tripled** industry benchmark with 1.76% CTR



- Facebook

- Main goal: engagement / consideration phase
- KPI: social engagements – like, share, comment and/or click
- Recent results: more than **tripled** engagement goals with 94,000 actions



- Outbrain/Taboola

- Main goal: awareness / create recall / inspiration phase
- KPI: clicks to content page, secondarily time-on-page
- Recent results: **doubled** Outbrain's average CTR with .20%



Custom Video Options

- 360-Immersion ([Tahiti reference](#))
 - Main goal: create an immersive, sensory interaction that puts the viewer **in** the destination
 - Key: distribution – how the video is viewed (headsets, mobile, desktop)
- 'Choose Your Experience' Series ([British Airways reference](#))
 - Main goal: create a series of vignettes so viewer **chooses** what they want to do; itinerary planning
 - Key: assets – enough vignettes so the viewer feels they're in control and keeps clicking
- Animated Reality ([Barcelona reference](#))
 - Main goal: create **awe** so that viewers share and keep sharing, broadening awareness
 - Key: content – having a variety of locations/activities to shoot
- Live Streaming ([Facebook Live reference](#))
 - Main goal: create **real-time** interactions that provide authenticity, information and inspiration
 - Key: it's a continuous feed and it's live

**CONTACT YOUR
BRAND USA PARTNER REPRESENTATIVE
OR MILES REPRESENTATIVE
TO LEAN MORE**

