

## Top Program Benefits ▼

- Partners receive rights to high-quality video content – all at a great value!
- Tell your story through video – a preferred format of international travelers.
- Leverage Brand USA's reach with the included promotion through its owned channels.
- Leverage cross-program promotion opportunities through digital campaigns for other Brand USA-owned programs.

## Specifications ▼

- Each video will include required Brand USA branding. Messaging will be unique to your destination.
- Depending on the level of buy-in and level of co-op participation, please allow at least 2 months for planning between commitment and on-location production.
- Any b-roll and imagery provided will not be color corrected.

**Program Availability:** On-location production can happen year-round, with some limitation between Thanksgiving and New Year's due to holiday decorations.

Video packages may be developed for a single partner or through a co-op. For a co-op, a lead sponsor is needed.

Additional third-party content distribution and content extension opportunities are available



**Dates Active in Market:**  
Year-round promotion

**Brand USA  
is focused  
on markets  
that drive  
international  
travelers to  
the United  
States.**

## Market Availability

	Australia		Italy
	Brazil		Japan
	Canada		Mexico
	China		Netherlands
	Colombia		Russia
	France		South Korea
	Germany		Taiwan
	Hong Kong		UK

To view examples of Brand USA's  
video offerings, please visit  
<https://vimeopro.com/user19032063/brandusavideo>

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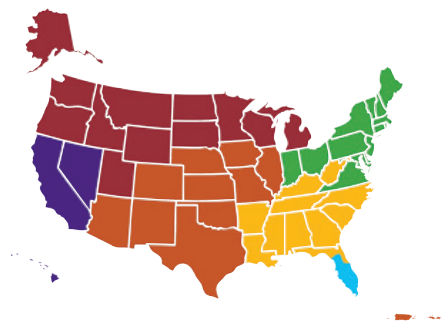
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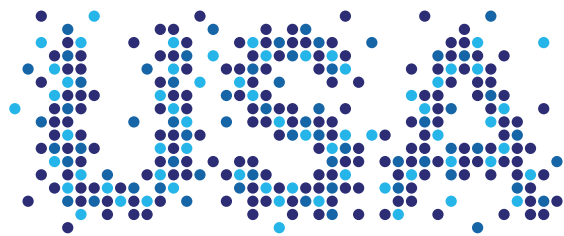
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**BRAND USA  
ORIGINALS**  
VIDEO CREATION  
& DISTRIBUTION





# Video is one of the most versatile and engaging mediums... it can be inspiring, interactive, actionable and it appeals to all age groups and target markets!

## Brand USA is expanding its cooperative video services to be your global video creation partner.

After four very successful years of creating In-Language Content and introducing special themed video styles in 2015, Brand USA is evolving its current video solutions to increase consumer engagement, include more distribution and bring you more ways to deliver your story to your target audiences.

## International Storyteller ▼

### Tier 1: Thematic Videos

**Creation:** There are thousands of travel destinations globally and many travel planners choose their vacation destinations based on what they want to do to help narrow their search.

Thematic videos may be based on culinary, outdoors, urban, pop culture or many more. Each video will follow Brand USA guidelines and be hosted by an international talent speaking English to expand its audience beyond a single country. Choose one non-English language\* to receive subtitles in, as well. Each video will highlight 2-3 reasonably close locations/experiences.

#### Deliverables:

- (1) 1.5-2 minute thematic video + (1) subtitled version
- :20 pre-roll video as defined below
- **All b-roll footage**, in perpetuity rights, provided on a hard drive
- Raw photographic images taken on location
- (1) day on location, including in-destination travel

**Distribution:** Videos will be embedded on existing partner-sponsored pages on all English-language Brand USA sites, the language-appropriate Brand USA site for the subtitled video, as well as the related Brand USA YouTube channels. Additionally, videos will be distributed as follows:

- For 1-3 videos, each video receives 5,000 clicks on Outbrain/Taboola in one country. (1) :20 pre-roll included
- For 4 or more videos, each set of 2 videos receives 125,000 views on Rocket Fuel in one country. (1) :20 pre-roll included
- Campaigns must click to the language-appropriate Brand USA site.



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	Partner Investment	Value	Distribution	Crew
<b>1-3 videos</b>	\$15,000 per video	\$35,950 per video	5,000 clicks per video	1 videographer+1 talent
<b>4+ videos</b>	\$14,000 per video		125,000 views total (per 2 videos)	2 videographers+1 talent

### Tier 2: Native Traveler Videos

**Creation:** In-language video creation is a powerful way to engage with your target audience, with a native host telling your story.

Each video will follow Brand USA guidelines and be hosted by a native-speaking talent. Each video will highlight 3-4 reasonably close locations/experiences.

#### Deliverables:

- (1) 2-2.5 minute native-language\* video
- (1) :20 pre-roll video
- (1) 500-word in-language travel article
- **All b-roll footage**, in perpetuity rights, provided on a hard drive
- Raw photographic images taken on location
- (1) day on location, including in-destination travel

**Distribution:** A new Experience Page will be created on the language-appropriate Brand USA website, as well as promoted on the language-appropriate Brand USA YouTube channels. Additionally, for Partners who invest in four or more Native Traveler videos in the same language, each video receives 1,000 clicks on Outbrain or Taboola in the language-appropriate country.

Campaigns must click to the language-appropriate Brand USA site.

\*\*Price breaks are per language (e.g., 4 Native Traveler videos of different languages pays \$9,900 per; 4 German videos pays \$8,600 per).

	Partner Investment	Value	Distribution	Crew
<b>1-3** videos</b>	\$9,900 per video	\$28,800 per video	Brand USA channels only	1 videographer +1 talent
<b>4+** videos</b>	\$8,600 per video		1,000 clicks per video	1 videographer +1 talent

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**CUSTOM PRICING AVAILABLE FOR 360-IMMERSION VIDEOS, 'CHOOSE YOUR EXPERIENCE' VIDEO SERIES AND ANIMATED REALITY VIDEOS.**

\* Language selections include Canadian English, Canadian French, Mexican Spanish, Colombian/Global Spanish, Brazilian Portuguese, UK English, France French, German, India English, Korean, Japanese, Australian English, Mandarin, Cantonese and Taiwanese. Russian, Italian, Dutch and other languages available with some distribution limitations.



## Destination-At-A-Glance

**Creation:** Highlight your destination or travel company's story through a series of short, energetic and candid videos. These short-form videos inspire multiple watches and sharing while still long enough to engage the viewer to learn more.

Each series will follow Brand USA guidelines and include 4 videos – three vignettes that focus on a single experience and one snapshot that provides a firsthand overview story. Single experiences range from experiencing a park or museum to exploring a local specialty like breweries or crafts and more. The vignettes are hosted by an international, English-speaking talent and the snapshot is music-only. You will be able to choose one non-English language\* to receive subtitles in, as well.

### Deliverables:

- (3) :30-:45 experiential, hosted vignettes + (1) :30 music-only snapshot + (3) subtitled versions of the vignettes
- **All b-roll footage**, in perpetuity rights, provided on a hard drive
- Raw photographic images taken on location
- Crew of 1 videographer + 1 on-camera talent

**Distribution:** A single page will be created to host all three vignettes on each of Brand USA's English-language websites as well as the language-specific website for the subtitled vignettes. All four videos will also be promoted on Brand USA's YouTube channels. Videos may be embedded on your other partner-sponsored pages as well.

Additionally, each series will be promoted through a dedicated Rocket Fuel campaign in the country you select. The :30 snapshot will garner 125K views and will drive traffic to the series page on the Brand USA language site of your choice.

	Partner Investment	Value	Distribution	Crew
<b>Series of 4 videos (up to 3 co-op partners)</b>	\$21,800 per series	\$45,500 per series	125,000 views	2 days with 2-person crew, inc. in-destination travel
<b>Add-on 1 vignette (for 1 co-op partner)</b>	\$4,100 per :30-:45 vignette	\$12,700 per vignette	included in existing series	1 add'l day with 2-person crew, inc. in-destination travel

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## Destination Videos by Matador

**Creation:** Showcase your destination with this commercial-quality video offering that includes global distribution through a dedicated network. Matador will produce dynamic and engaging overview videos that appeal to a worldwide audience.

Each video will follow Brand USA guidelines, be music-only and include a non-speaking talent to illustrate the experiences of your destination. Each video will highlight 3-5 reasonably close locations/experiences.

### Deliverables:

- (1) 1:30-2:30 music-only video
- (1) :15 pre-roll video
- 10-min of selected, high-quality b-roll footage with non-broadcast in perpetuity rights, provided on a hard drive
- (1-2) Days on location, including in-destination travel
- Crew of 1 videographer + 1 on-camera talent

**Distribution:** Videos will be embedded on existing partner-sponsored pages on all Brand USA language-specific sites, as well as all of Brand USA's YouTube channels. Additionally, Matador-produced videos will be distributed as follows:

- On the English channel for each of the below, as well as either the Spanish, Portuguese or French channel, based on your selection
- Featured promotion on Matador's homepage (7.8M non-U.S.)
- Posts on Matador's social channels (690K+ non-U.S.): Facebook, Twitter & Google+
- Inclusion in Matador's newsletter (1M+ non-U.S.)
- Promotions click to your dedicated blog page on Matador

	Partner Investment	Value
<b>1-4 videos</b>	\$25,000 per video	\$50,000 per video
<b>5-10 videos</b>	\$21,500 per video	
<b>11+ videos</b>	\$18,000 per video	

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**9.5M**  
TOTAL  
IMPRESSIONS