

MANY VOICES: CONSUMER CAMPAIGNS AND SOCIAL MEDIA PLATFORM

USA

[VisitTheUSA.com](https://www.visittheusa.com)

Brand USA



FY19 Goals & Communication Architecture

Global Positioning Statement

Our content strategy will focus on curating individual voices that each express a particular point of view, to enable us to...

Give a voice to **real** travel **experiences** within the USA

Creates urgency and provoke “travel dreaming” by highlighting first person perspectives of locals, expert influencers and travelers alike.

Opens access and **lends authenticity** to our communications, as well as creating a sense that there are many United States

Incorporates and builds on our foundational **value proposition** (proximity), **competitive edge** (possibility) and **tone** (welcome).

...and in so doing, achieves more organic, authentic, locally-relevant, positive and cost-effective engagements with consumers.

A woman with dark curly hair, wearing a light-colored blazer over a black top, is sitting on a black office chair at a white desk. She is smiling and resting her head on her hand. The background is a rustic, cluttered interior. To the left is a coffee shop counter with various cups, a coffee machine, and a shelf with potted plants. The wall is made of vertical wood planks and has a round clock, a framed portrait, a shelf of books, and a large framed collage of many small colorful cards. A vase of pink and yellow flowers sits on the desk. The overall atmosphere is warm and creative.

Many Voices and Content Ecosystem

The Many Voices Platform

Many Voices

is a social media and content communications platform which aims to create more meaningful connections with potential travelers, stimulating curiosity and wanderlust by leveraging a collection of voices which define the story of the USA.

We are the USA. A collection of places and experiences whose spirit is found in its diverse range of people. We aim to guide and show you that **behind every landscape, big city and open road there are many voices who can stimulate your wanderlust.**

The Many Voices Platform

Instead of acting as community managers, driving the conversation from a central point of view or under a singular hierarchy, Visit The USA will become the **connector between the potential traveler and the inspiration in which they need**, an inspiration which will be presented from the diverse voices which define the American travel landscape. **We are the facilitator of the curious, the connection between the old and new explorer providing an open invitation to join our “tribe.”**

- Content should be **emotive, narrative** and **relatable**
- Our voices will be **honest and authentic**, not blunt
- They will **embrace** all aspects of the USA
- Emanate **welcome** through knowledge-sharing of USA travel experiences
- The voice could use exact quotes from the “many voices,” but, when paraphrasing, the subjects voice should be carried through
- Visit the USA is a platform to share **others’ experiences** and should not have its own defined voice
- Posts should maintain regional dialects and not be afraid to use informal expressions such as “Y’all.”
- Imagery and content produced should have a human element at its core
- Community Managers in international markets should focus on **connecting with our audience in a localized way** – speaking to the audience in the manner they would expect. They should be present in conversation and engaging when communicating with audiences.

Who are the Many Voices?



LOCALS

A place is defined by its people, by those who have explored its culture, roads and trails like no other. They've made their mark on their community and can **welcome you, inspiring you to visit like no other.**



VISITORS

They've fulfilled their wanderlust, they've checked their bucket list and created memories which can now be used as inspiration for the next iteration of travelers from their market. To travel is to know and **the past visitor now becomes the storyteller and the evangelist for travel to the USA.**



CATEGORY EXPERTS

Whether you're an aspiring explorer, reading National Geographic, dreaming of your chance to conquer the Grand Canyon, or a foodie looking for inspiration from the pages of *Saveur* planning your next culinary journey to LA - travelers often look to category experts to inspire their travel decisions. We will use them **to guide our community**



CREATIVE CLASS

Not everyone looks at America in the same way. Interpretations can be found in music, art, and unique takes of photography and video. We want to amplify these creative voices to **show America as it hasn't been seen before.** This creative perspective can come from locals, visitors, or category experts.

Inspirational content themes can be overlaid on new and existing programs



Friendship



Self-Discovery



Falling in love



Adventure



Achievement

Sense of place

FY19: Content Themes



Q1/Q2 Local Perspectives

Some of the most memorable travel moments are the ones which begin with a human connection. It's the conversation with a barista which leads us to a hiking trail not found in any guide book, or the musician who points you to the best diner for local cuisine. Those authentic, off-script, true experiences are what the USA is all about. And it's connections with welcoming locals that bring the real America to life.



Q2/Q3 Arts & Entertainment

The spirit of America is the sound of jazz pouring onto the streets of New Orleans, or the honky tonks of Tennessee. It's the live music capitals of Austin or Las Vegas. The festivals which bring together the masses. It's culture, art and history are preserved in the museums, theatres and art galleries of New York, Chicago or D.C. It invites you to hear, see and experience the USA.



Q4 Exploration

Exploration is an outlook, not an action. It is a personal travel journey, which ranges in experiences. It is a hiker, trekking through some of America's wild spaces, or an urban explorer's multi-sensory journey through America's cities. Exploration is a platform which embodies the American spirit - a spirit of trailblazers, innovators and self-discovery.

Screen Strategy & Storytelling Platforms



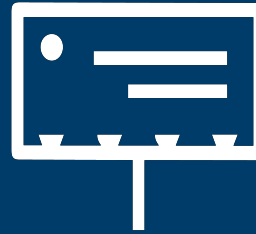
Mobile



Laptop/Desktop



Smart TV



Digital OOH



Giant Screen

Global Campaigns



UNITED STORIES



#UnitedStories



the **#UNITEDSTORIES**

We are a nation of **Many**, not of few.

We are a collective, a hodgepodge of faces, races, religions, beliefs, and stories. We are a fabric that is woven together by our uniqueness — one that champions our differences, and one that honors our past as a country of immigrants.

We are a nation of many. **Many Voices**, that is. Voices that have stories, sayings, interests, thoughts, and purposes that **connect** us all.

We are a nation physically connected by the roads, highways, byways, waterways, and thoroughfares that crisscross this great country — roads that sometimes lead us to new adventures and sometimes reconnect us with old friends or loved ones.

Yes, we are all connected, and it is our stories that help define us and show the world that the doors are open and adventure is just one **road trip** away.



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THE MOBILE CONTENT STUDIO

Each month, we will send a minimum of **two** cars in various locations across the USA to find unique stories to inspire and drive international visitation to the U.S.

Each vehicle will double as a mobile unit that our teams can travel in, and also serve as a **hotspot** to any onlooker. The cars will also be leveraged to support earned media opportunities hosting journalists, influencers and podcasters.

A content hub on the Visit The USA website will track where the car has been, display long-form video assets and aggregate social conversations that are being had under the #UnitedStories.



UNITED STORIES: ARTIST COLLABORATION

ETIENNE BARDELLI

Etienne is Paris, France based artist and designer who was commissioned by Visit The USA to design the wrap of the car leveraging his abstract artistic style.

Etienne has previously done work with Nike, Hermes, Renault among other global brands.



UNITED STORIES: ARTIST COLLABORATION



An aerial photograph of a coastal scene in Hilo, Hawaii. The image shows a long, low wave breaking across the middle of the frame. Several surfers are visible riding the wave. To the left, a steep, green cliff rises from the water's edge, topped with numerous palm trees and a few white buildings. The ocean is a deep blue-grey color, and the sky is a pale, hazy blue with some light clouds. The overall atmosphere is serene and scenic.

HILO, HAWAII

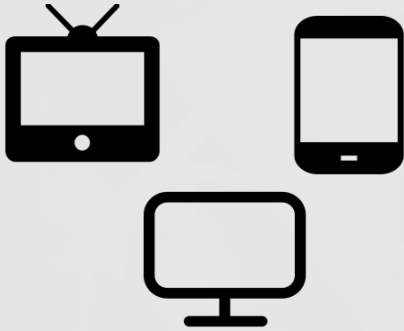
A man wearing a light-colored cowboy hat, sunglasses, and a dark vest is playing a harmonica. He is holding a microphone in his right hand and the harmonica in his left. The background features a large, illuminated sign that reads "Rock'n Bowl" in a stylized, pink and white font. There are also American flags and other stage decorations visible.

HEAR THE MUSIC
EXPERIENCE THE USA.

.....

Hear the Music

Hear The Music is a musical journey featuring 10 artists from 10 cities covering 2 classic American songs – “Boogie Shoes” and “What I like About You” - while exploring the sights, flavors, and hidden gems of the cities which have inspired their unique music perspectives.



MUSIC CAMPAIGN ECOSYSTEM

In addition to Hear The Music and American Sound – the broader Brand USA ecosystem will feature content which ladders back to the music vertical through a varied approach inclusive on content partners (Beautiful Destinations) and influencers.



TENTATIVE CAMPAIGN LAUNCH

February 11: Organic Social and Web Site launch

February: UK, France, Germany, Canada, Australia, South Korea

March: Brazil, Japan

April: China



MEASURING SUCCESS

Video Views

Website Visits

GO USA TV Views/Downloads

Increased Affinity (FB Brand Lift Study)

WHERE WE'LL BE: West Hollywood; Owensboro; Detroit; Chicago; New Orleans; Miami; Las Vegas; Austin; Minneapolis; Mississippi

Cities, Genres, Artists, and Songs



“What I Like About You”

Austin - Dr. Joe - Rock

Minnesota - Lady Lark - Pop

Chicago - Mike Ledbetter - Blues

Kentucky - The Wooks - Blue Grass

Miami - Xperimento - Latin Fusion



“Boogie Shoes”

Mississippi - Cedric Burnside - Blues

West Hollywood - Kat Meoz - Rock n Roll

Detroit - Omar Arragone - Hip Hop

New Orleans - Robin Barnes - Jazz/Soul

Las Vegas - Frankie - Sinatra



Hear the Music Campaign Ecosystem



Trade will create unique itineraries inspired by the artists' POV



Web will host a robust music hub



PR will leverage key moments such as the Telegraph event and artist media interviews



Social will execute a video-frist strategy with sequential targeting to help tell the full story.



Go USA TV will house longer-form American Sound Episodes



Sponsorships with Spotify and other local activation partners (e.g., Visa, Virgin) will penetrate the market.



OWENSBORO KENTUCKY

A person is rowing a boat on a body of water. The water is dark blue with small ripples. In the background, there is a misty or foggy shoreline with trees. The sky is a pale, hazy color, suggesting dawn or dusk. The person's hand and part of their arm are visible on the right, holding a wooden oar. The oar has a light-colored blade with some darker markings. A dark, semi-transparent horizontal bar is overlaid across the middle of the image, containing the text.

Always-On Influencer Program

FY19: Influencer Program Overview

What are we doing?

This year Visit the USA is:

- Expanding its influencer marketing program to include content creators across our key international markets in an always-on fashion.
- Integrating the program with our always-on social strategy to diversify our content and more holistically communicate our content pillars: local perspectives, arts and entertainment, and exploration.
- Leveraging the content creation and/or reach of international influencers to reach a wider audience more efficiently.

What does success look like?

- An increase in positive and meaningful engagements (comments, likes, shares, canvas opens, Instagram saves) and intent to travel as a result of using trusted individuals (influencers) to share Visit the USA's message of welcome and possibility in a more genuine way.



FY19: Influencer Program Overview

Who are they?

- Paid Influencers with a reach which warrants budget in order to host them. They have a great influence in our one or more of our target markets and allow us to produce higher quality, campaign related content.
- Earned influencers who's following and influence in a market warrant a curated experience, where Brand USA/Agency Partners will build a relationship with them and host them in support of broader Brand USA thematic itineraries.
- Opportunistic influencers who are already travelling to the USA that we can identify and look to extend/improve their trip to the USA.

Where are they from?

- Tier 1 Markets– China, South Korea, India, France
- Tier 2 Markets – UK, Canada, Mexico, Brazil, Germany, Australia, Japan



FY19: Influencer Program Overview

Where are they going?

- Through and beyond the gateways. To emphasize our message of proximity, influencers will visit popular gateways and extend their visit to include destinations that may not be as familiar to travelers from their market.

What are they creating? Content that is...

- Emotive: Create connections with audiences through emotional content around thematic ideas such as love, friendship, self-discovery allowing the audience to feel tied to the story.
- Narrative: Storytelling which engages the audience and draws them in. Has a beginning middle and end.
- Relatable: The audience feels as if they are a part of the story or conversation. We are speaking with them, not to them. We stimulate their aspirations for travel to the USA.



FY19: Sample Influencer Content

gypsea_just

• Following

Custer State Park

United Stories

58,737 likes
gypsea_just Hello SOUTH DAKOTA 🇺🇸
I'm back & snuggly in a winter wonderland, thanks for bringing me to a new destination in the US

sophiapope

• Following

Mount Rushmore

2,126 likes
sophiapope Without a doubt the coldest I've been all year, but it was amazing to see Mount Rushmore up close and personal! Thank you for having us

hayley_

• Following

South Dakota

4,256 likes
hayley_ Thanks to @visittheusa and @beautifuldestinations for the most amazing trip to South Dakota 🇺🇸 Who else would custom... more

paperboy0

Paid partnership with visittheusa

Millennium Bridge, London

NFL UK

Liked by nmattera and 9,481 others
paperboy0 The Los Angeles Chargers were here in London for their NFL game, so to add a bit of

paperboy0

Paid partnership with visittheusa

Tower Bridge

Liked by nmattera and 14,925 others
paperboy0 If you ever @visitseattle you may notice under the Fremont bridge there's a troll which grabs vehicles from the highway. To make the Seattle Seahawks feel welcome ahead of their London NFL game, I've brought the troll here to Tower Bridge

paperboy0

Paid partnership with visittheusa

London, United Kingdom

Liked by nmattera and 10,135 others
paperboy0 The NFL is coming to London this week

joshdenzel

Atlanta, Georgia

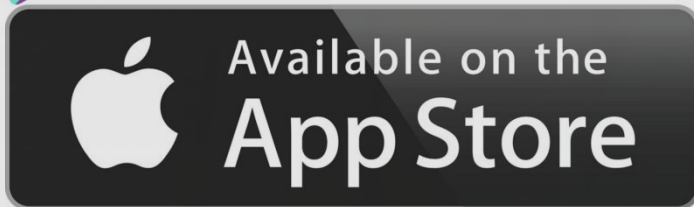
Copa90

joshdenzel

Atlanta, Georgia

Liked by visittheusa and 34,603 others
joshdenzel "Calm down It's just a game..." 🇺🇸 🇬🇧 🇪🇺

Follow US!



#VisitTheUSA

#UnitedStories

#RoadTripUSA

#HearTheUSA





Thank You