

Consumer Marketing Strategy & Partner Integration FY20

May 13, 2019

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USA

VisitTheUSA.com

Brand USA

Our Consumer Global Strategy

Give a voice to real travel experiences within the USA

Create urgency and provoke “travel dreaming” by highlighting first person storytelling & perspectives

Lend authenticity to our communications, as well as creating a sense that there are many United States

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

Our content strategy will focus on curating individual voices that each express a particular point of view and place of interest.

Across a Variety of Screens



Mobile

Thumb-stopping and snackable content is everything



Laptop/Desktop

Serves as a portal to trip planning with multimedia videos



Smart TV

Caters to “lean back and watch” behavior with personalized playlists



Digital OOH

Connected media delivers engaging, experiential content in situ

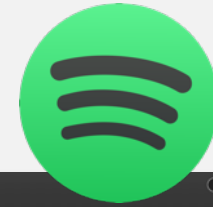


Giant Screen

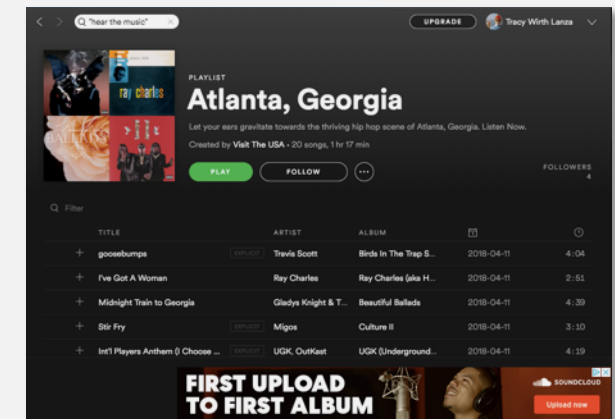
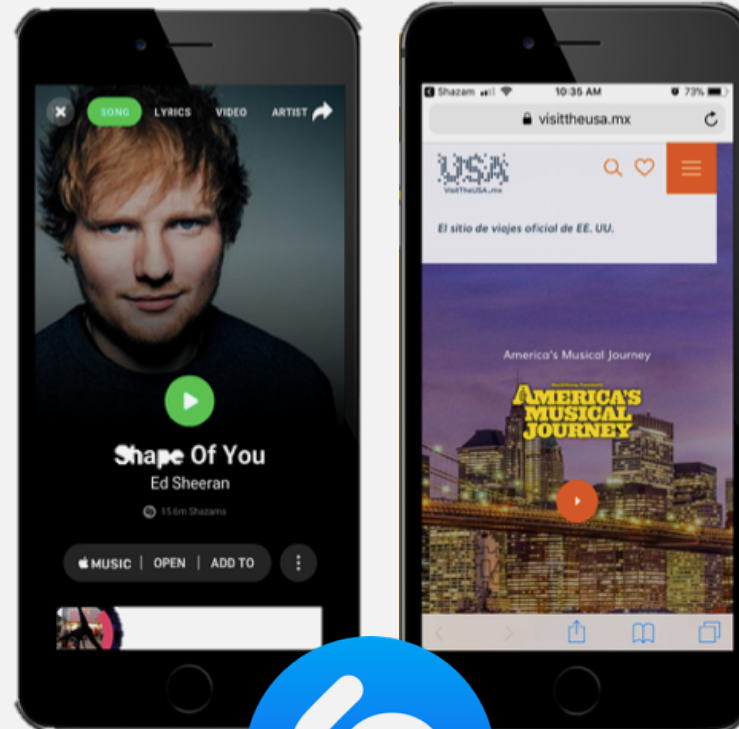
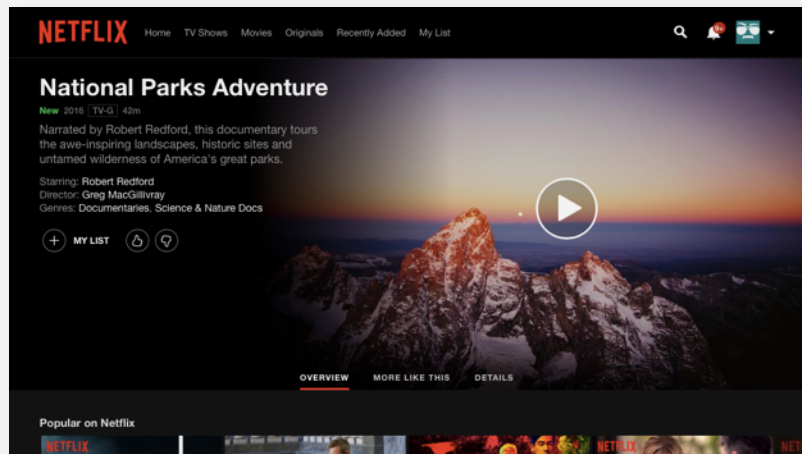
Immerses audiences in longer-form “mini-movies” (thematic)

From mobile to giant screen and everything in between!

We focus on Deeper Storytelling



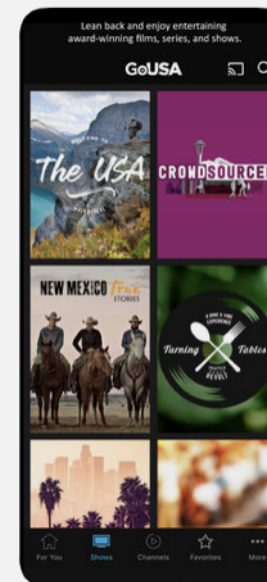
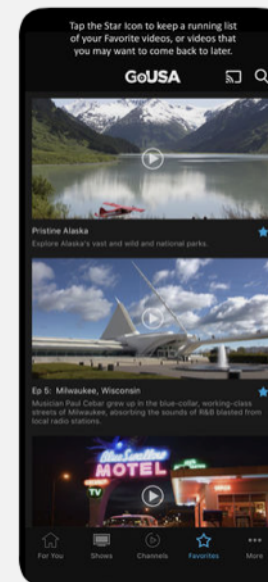
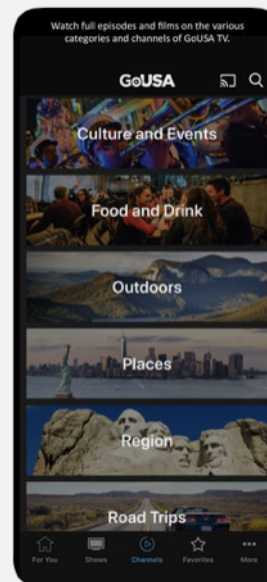
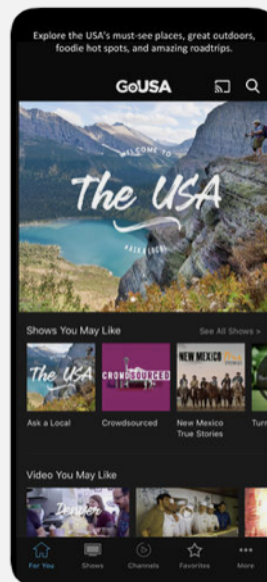
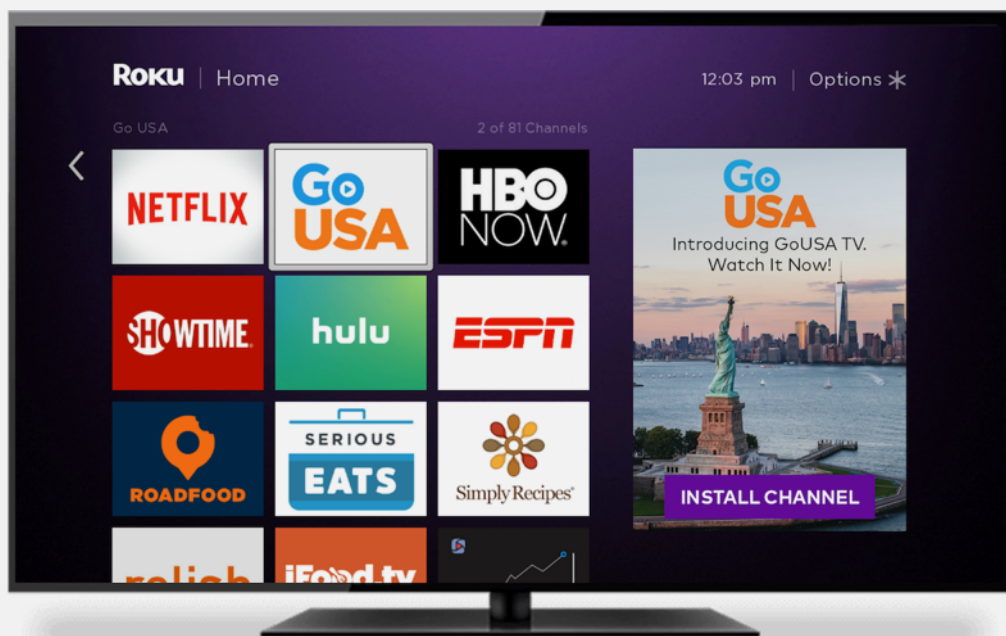
NETFLIX



Introducing!

GoUSA_{TV}

Because every place has a story.



Our Many Voices Platform

**Take the scenic route. Stop for storytellers. Search for the best piece of the pie.
Sing your heart out. Relax. Enjoy.**

We are the USA. A collection of places and experiences whose spirit is found in its diverse range of people. We're here to guide you, to help you discover that behind every mountain, every skyscraper, whether on the fast lane or a country road, there are many voices who are happy to show you around.

Who Are The Many Voices?



LOCALS

A place is defined by those who live there, who have explored its culture, roads and trails like no other and can welcome and inspire.



VISITORS

To travel is to know and **the past visitor now becomes the storyteller** and the evangelist for travel to the USA.



CATEGORY EXPERTS

Travelers look to category experts like journalists, hoteliers, cabbies and others to inspire their travel decisions. We will use them to guide our community.



CREATIVE CLASS

We will amplify creative voices to **show America as it hasn't been seen before** via musicians, writers, photographers, artists and poets.

USA Campaigns

Ask A Local



Hear The Music



United Stories



United Stories

Brand USA is reinventing the Great American Road Trip and inviting the world to explore the exceptional, diverse, and nearly limitless travel experiences available in the USA.

During this multi-year project will tell stories that celebrate the American experience with the help of a **Mobile Content Lab** that will crisscross the country finding the most interesting stories.



PLACEHOLDER!
UNITED STORIES CAMPAIGN VIDEO

United Stories: Mobile Content Lab

Each month, we visit 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 serves as a **hotspot** to any onlooker. The cars will also be leveraged to support earned media opportunities hosting journalists, influencers and podcasters.

A robust content hub will track where the car has been and display in-depth content of each destination it travels to:

www.VisitTheUSA.com/UnitedStories

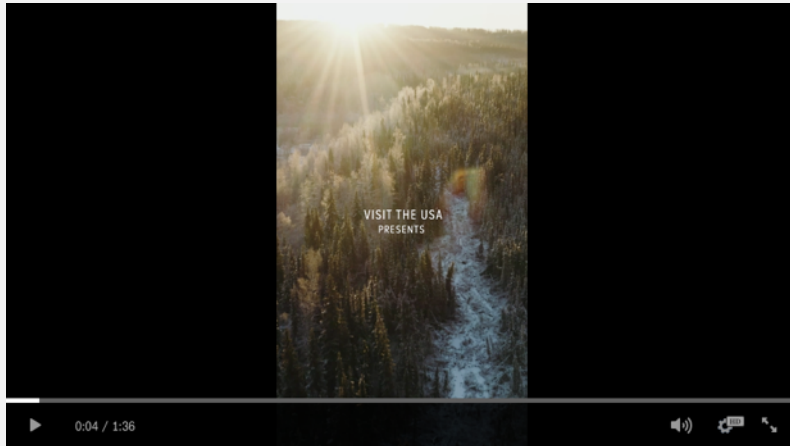
#UnitedStories



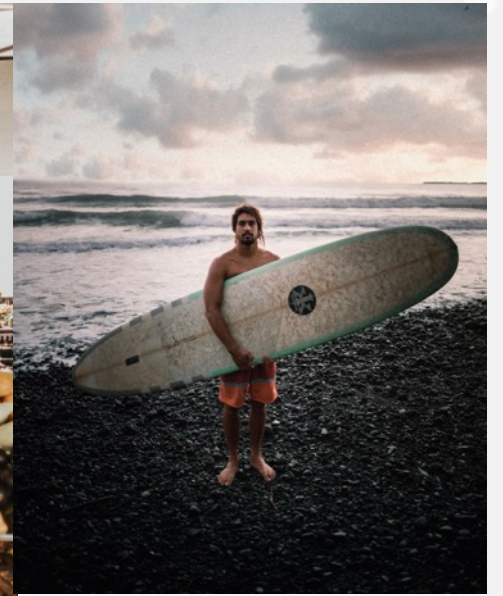
EXAMPLES



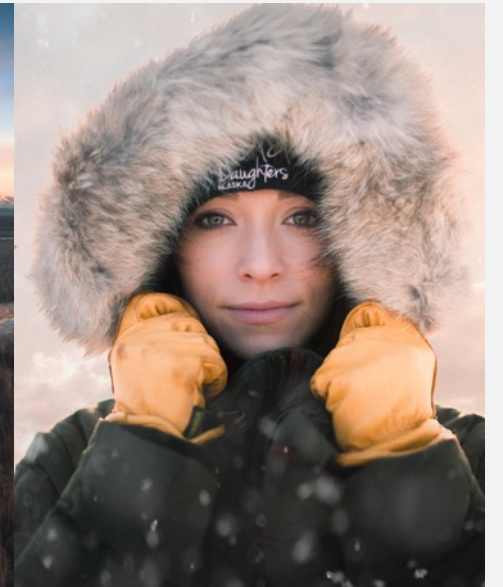
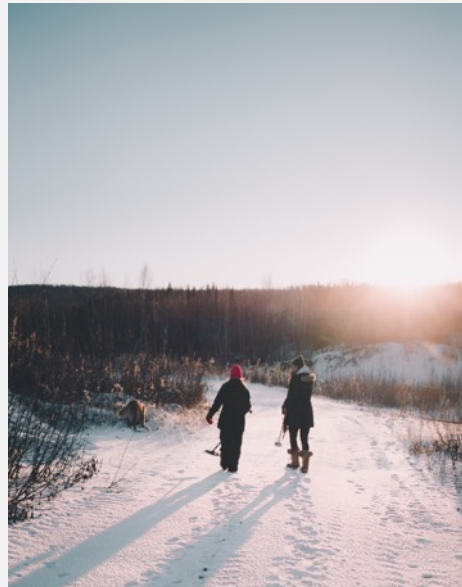
Hero Video (interactive link). Hilo, Hawaii.



IGTV (interactive link). Fairbanks, Alaska.



Still Images. Hilo, Hawaii.



Still Images. Fairbanks, Alaska.

United Stories

Performance to date:

- Impressions: 203MM
- Video Views: 6.1MM
- Minutes Viewed: 7.9MM
- Engagements: 7MM



#UnitedStories

Follow along



And coming soon to

GoUSA





PARTNER PROGRAM

City Partner Deliverables

- Accommodates one destination
- 1x 2-min Hero Film
- 6x Short Form (6- to 15 second videos)
- 10x Still Images
- 1 Grid Post or 1 Instagram Story on Beautiful Destinations-Owned Channel

State Partner Deliverables:

- Accommodates up to 3 destinations within a 5 hours' drive of each other
- 3x 30 sec video, 1 dedicated to each of the locations
- 6x short-form (6 to 15) videos, 2 dedicated to each location
- 15x still images, 5 dedicated to each location
- (1) Instagram Story featuring each of the destinations covered on Beautiful Destinations-Owned Channel

***Brand USA Distribution:** As added-value, Brand USA would distribute this content so long as it ladders up to our three pillars (Local Perspectives, Music or Exploration) as part of our always-on social media strategy across our global social media accounts (7 million person audience). As part of the strategy, this content will receive paid amplification in certain markets.

Markets: Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Mexico, South Korea, and the United Kingdom.



PACKAGE VALUE

How We Will Provide Value

1. Production Value: **\$137,000**
2. Campaign Distribution on VisitTheUSA.com and organic/paid social media distribution from Visit The USA channels including *translations in seven languages*: **\$110,000**
3. Beautiful Destinations Post x 1: **\$75,000**
4. Earned Media: **TBD** depending on coverage (PR plan to be executed by Brand USA)

Overall Program Value: **\$322,000**

A vibrant, colorful mural serves as the background, featuring a large white ghost with red eyes, a yellow figure, and various abstract shapes and patterns in pink, blue, green, and orange. Four men are captured in mid-air, jumping joyfully in front of the mural. The man on the far left wears a striped t-shirt and black shorts. The man in the center-left wears a blue t-shirt with a yellow 'KC' logo and red shorts. The man in the center-right wears a black t-shirt and dark shorts. The man on the far right wears a red and black plaid shirt and blue jeans. The word 'sorted' is written in large, white, lowercase letters across the middle of the image.

sorted



Placeholder GameChangers
Kentucky Video!

Audience

SORTED Food searches for game changing food and experiences which feed on three main ingredients – spontaneity, friendship, and paradigm shifts.

- 2.2 million YouTube subscribers
- 400+ million video views
- 12 million monthly video views
- 8 minutes average video watch time
- 6.5% engagement rate

“SORTED’s channel has 3x the engagement of the industry average and 6-7x the engagement of many of the largest YouTube food and cooking channels.” - Think With Google; January 2019

Partnership Overview

Partnership Benefits

- 2 episodes on SORTEDfood's YouTube Channel; averaging 8-12 minutes in length
- Video cut-downs for advertising:
 - 1-15 second video
 - 1-30 second video
- Video content will be hosted on partner's Visit the USA web page.
- Social amplification on SORTEDfood
 - 2 Instagram posts
 - 2 Facebook posts
 - 6 Tweets
- 5 still images
- Two-month media amplification campaign with 600,000 impressions of pre-roll video views

Market: United Kingdom Opportunities Available: 4

Follow Us!

#VisitTheUSA

#UnitedStories

#RoadTripUSA

#MusicUSA



Partner Programs

Originals Programs

Global Inspiration Program

NEW since 2019, GIP includes mobile take-over ads in Canada, UK, Australia, Germany, and Brazil



Visit the USA

- City Page
- Custom Subsite
- Experience Page
- State Page
- Trips Page
- Traffic Generation
- Search Engine Marketing

FY18 Results*

30
million
page
views

20%
Increase YOY

21.6
million
sessions

19%
Increase YOY

Video Programs

- Destination-At-A-Glance
- Road Trips
- Themed Content Package
- Distribution



Other

- Sorted Food
- Thomas Cook
- Travel Week
- United Stories
- USA Discovery



*Includes Non-US Traffic across Visit The USA languages with the exclusion of the China sites from January 1, 2018 – December 31, 2018.

Multi-Channel Programs

- **Australia**
 - Fall: Oct-Nov
 - Spring: April-June
- **Brazil**
 - Spring: April-May
- **Canada**
 - Winter: Jan-Feb
 - Spring: May-June
- **China**
 - Fall: Sep-Nov
 - Spring: May-July
- **Germany**
 - Fall: Nov-Dec
 - Spring: April-May
- **India**
 - Winter: Feb-Mar
- **Japan**
 - Spring: April-May
- **Mexico**
 - Spring: Feb-May
- **UK**
 - Fall: Oct-Nov
 - Winter: Jan-Feb

NEW FY20 Markets

France

- Winter: Jan-Mar

South Korea

- Winter: Jan-Feb

Mobile Takeover Ads

In FY20, Australia, Brazil, France, Germany, Japan, and South Korea will all feature mobile interstitial campaigns

FY18 Result Snapshot



2.24M
Total clicks



\$86M
Total bookings,
post-view and
post-click**



1.26M
Total clicks, likes,
and shares

*Overview results include aggregate results for all Fiscal Year 2018 Multi-Channel programs with the exception of Mexico and China.

**Total gross revenue booked across Expedia Group brands after viewing or clicking on a Multi-Channel banner ad; 30-day look back window.



Market-Specific Programs



Australia

- Media Program*
- Flight Network
- Rogers Media



Canada



China

- China Social Influencer
- Ctrip



India

- MakeMy Trip*



Mexico

- Televisa



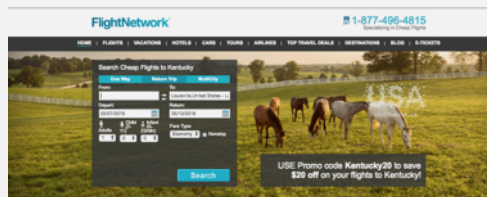
New Zealand

- New Zealand Media and Entertainment (NZME)



United Kingdom

- British Airways
- JCDecaux
- News UK
- Telegraph



*FY20 program in development

IPW Partner Info



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

Brand USA

Partner Engagement Session

New Time and date!

Sunday, June 2, 2019

11:15 AM-12:15 PM

Location: Room 201 ABCD

IPW Partner Program Sessions

Location: Brand USA – IPW Booth #2442

Session	Monday June 3	Tuesday June 4	Wednesday June 5
China Partner Programs	Appointment 4: 10:50am - 11:10am	Appointment 24: 2:35pm - 2:55pm	
Trade Shows and Sales Missions	Appointment 5: 11:15am - 11:35am	Appointment 23: 2:10pm - 2:30pm	Appointment 37: 10:35am - 10:55am
Evolution of the Global Inspiration Program	Appointment 3: 10:25am - 10:45am	Appointment 21: 11:30am - 11:50am	
GoUSA TV	Appointment 10: 3:05pm - 3:25pm	Appointment 25: 3:00pm - 3:20pm	

RSVP- IPWBooth@TheBrandUSA.com

Space is limited to 8 guests



Thank You!

Like/Follow/Share

Consumer

VisitTheUSA.com



VisitTheUSA

GoUSA^{TV}

Travel Industry

TheBrandUSA.com



@BrandUSA



BrandUSATV



BrandUSA