



# 2017 Consumer Content Strategy



# Your Hosts



Mark Lapidus  
Director of Digital Development



Talia Salem  
Manager of Web and Content

# Today's Agenda

- Brand Positioning
- Personas
- Content Distribution
- Partner Creative Ask
- Content Strategy
- Website Design

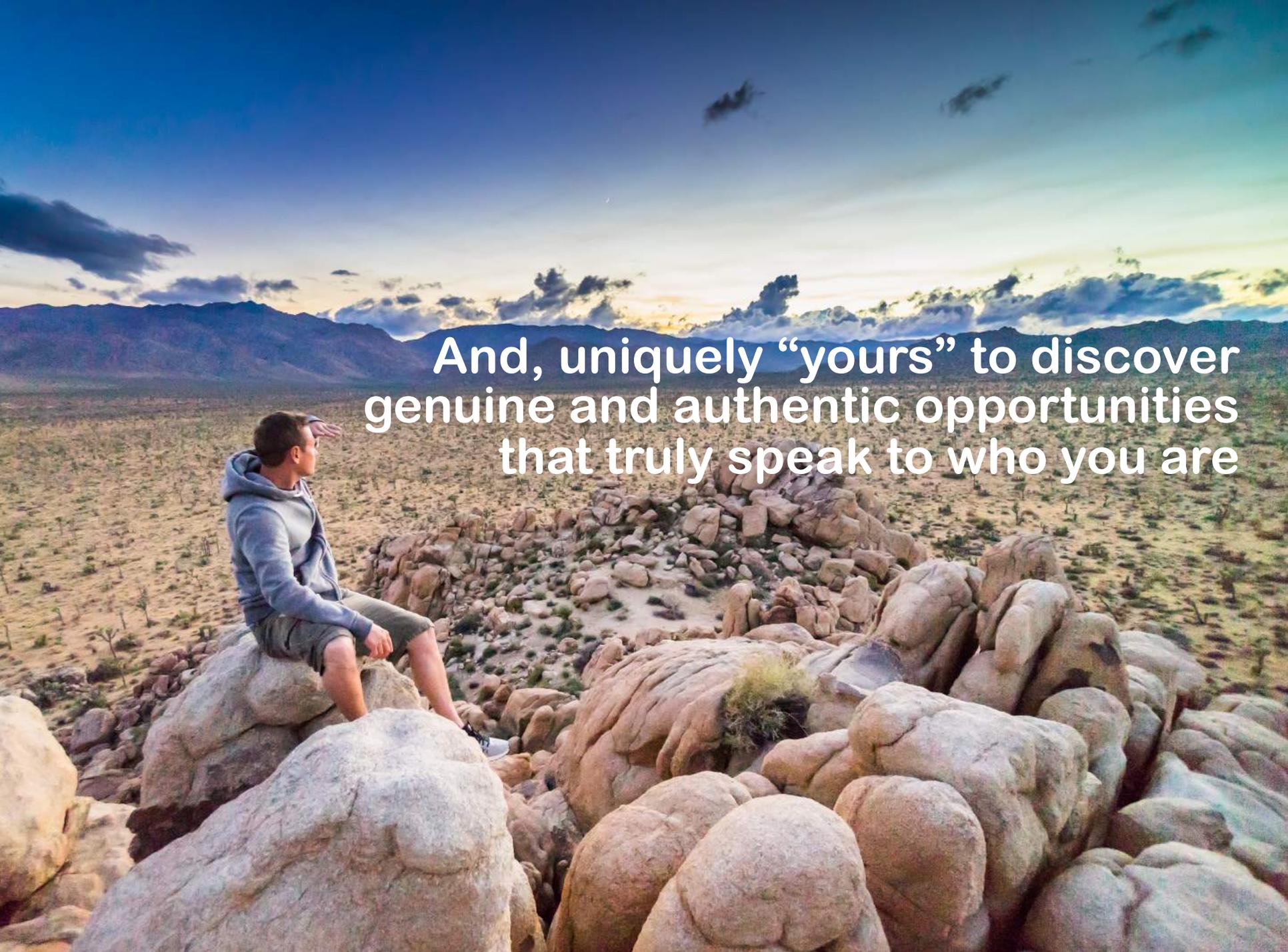




# Brand Positioning Strategy

The diversity of the USA is exciting and uniquely ours to own in a way that is magnetic and inviting



A man in a grey hoodie and shorts sits on a large, smooth rock in a desert landscape. He is looking out over a vast valley filled with smaller rocks and sparse vegetation. In the distance, there are mountains under a sky with scattered clouds, suggesting a sunset or sunrise. The overall scene is serene and expansive.

And, uniquely “yours” to discover  
genuine and authentic opportunities  
that truly speak to who you are

And there's an American story for everyone,  
just waiting to be created...





The collection of these experiences become our own unique story that we in turn share with friends and family

# Weaving the logic together

The USA is full of boundless possibilities

Because its diverse in its' experiences, landscapes and people

If I visit the USA, I get more unique experiences, whatever my mindset is

And the more experiences I have, the more interesting my personal brand becomes

Since finding and sharing the "new" is the currency of the social age

The USA is a great place to visit, because it allows me to be the hero of my own vacation story

**What the USA uniquely offers?**

**What's in it for me?**

**Why is this important?**

# Appealing to each persona

EXCITEMENT



LOCAL



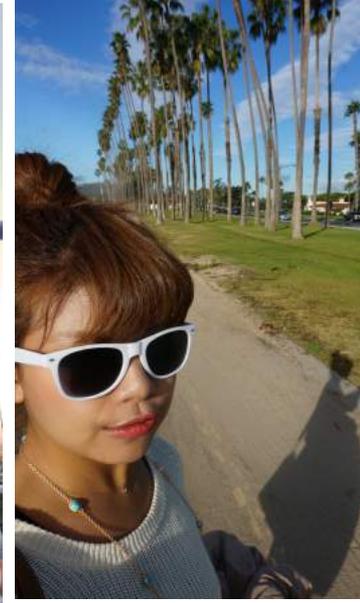
ESCAPE



FAVORITE



GETAWAY



The USA's experiences and culture provide real and genuine ways to feed each travel persona's "brand"



# Content Distribution

# All New Consumer Sites!

## *Cutting-edge functionality and immersive content*

- Mobile Responsive
- Personalized
- Modular
- Geotargeted
- Integrated Search
- Inspiring visuals
- Easy to navigate
- Useful information
- Customized messaging



# Key Social Platforms

Messaging strategy aims to deliver the **right** message at the **right** time to the **right** audience

- **Facebook**: Main paid social media channel for every market except for China
- **YouTube**: main video distribution channel
- **Twitter**: real-time and paid media channel
- **Instagram**: 1 global channel, currently testing advertising in various formats
- **WeChat**: China's premier messaging app, main messaging channel
- **SinaWeibo**: China's top social app, currently running paid media



*For a full list of Brand USA's channels by market, visit [TheBrandUSA.com](http://TheBrandUSA.com).*

# Consumer Footprint



**MAILMAN**

SP/RKLOFT

# Get Involved!

We need your info for our new websites and content campaigns.  
We will use your responses for:

- Consumer marketing campaigns
- Updating website content
- Updating destination pages with new fields like events and must sees
- Story ideas and social posts
- Images and video for creative campaigns !



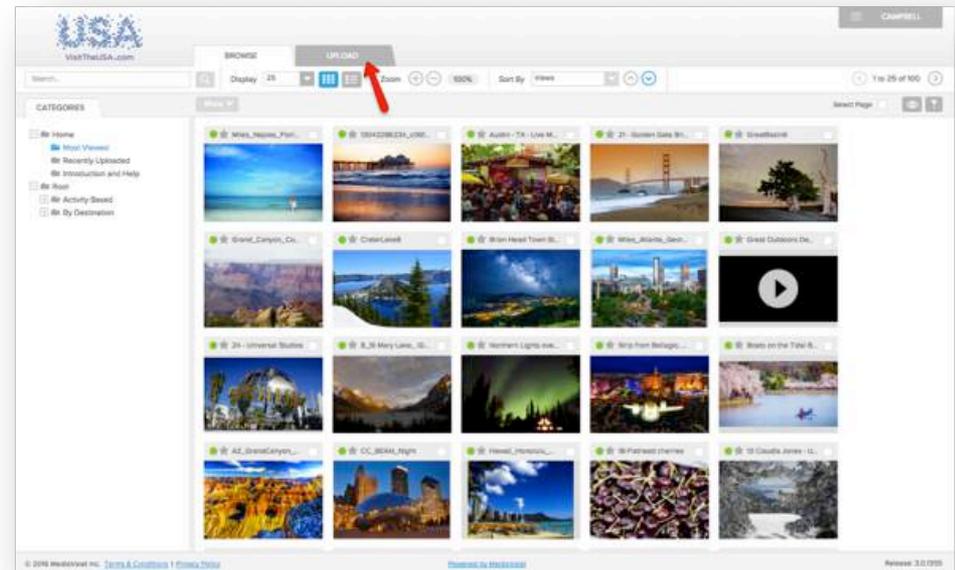
[State/Regional Survey](#) | [City/Island Survey](#) | [Experiences Survey](#)

One survey per organization  
Due by July 15

# Contribute your content to Brand USA's new media library!

- Now accepting:
  - ✓ Digital Photos
  - ✓ HD b-roll video

- *For more information please contact:*  
[socialmedia@thebrandusa.com](mailto:socialmedia@thebrandusa.com)





# Content Strategy

# Brand USA 2017 Content

- **Hero**

- USA Campaign

- **Hub**

- Neighborhoods, Towns & Cities
- Pop Culture
- Live Entertainment
- Road Trips
- Local Lens
- Great Outdoors

- **Hygiene**

- Travel Information
- Seasonal and Live Events
- Market-Related Content



# Neighborhoods, Towns & Cities

The United States has a unique array of cities and towns. We will focus on the sense of place, vibe, cuisine and essence of each destination.

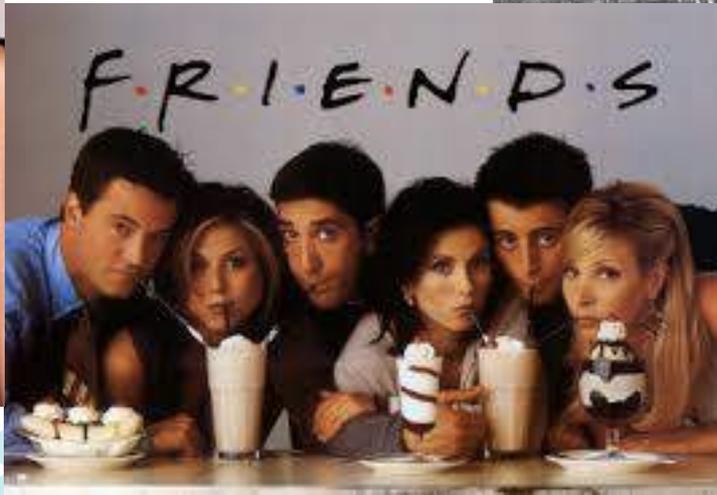
- Must-see places
- City guides
- Insider tips
- Hidden gems
- History, arts & culture
- Shopping & Dining
- Nightlife
- Entertainment



# Pop Culture

Capitalizing on the USA's status as the world's top exporter of media, we will highlight the culture and entertainment that makes the USA a world-class travel destination.

- As Seen on Film
- Music and its influence
- Famous songs about USA cities
- Filming and anniversaries



# Examples

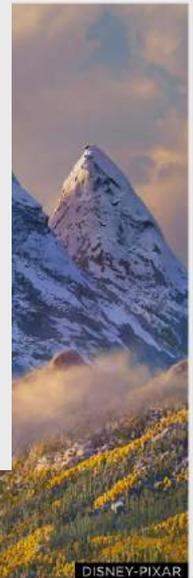
How to See 5 Landscapes of Iconic

As Seen on Film: Death Valley Stars in  
“Star Wars”

*By Gary McKechnie*



1  
aur”



# Live Entertainment

Building off of pop culture, we will showcase the countless options for live entertainment.

- Live music
- Events & Festivals
- Theater & Dance
- Arts & Culture
- Theme Parks & Attractions
- Best cities for live entertainment
- Spectator Sports



# Hygiene Content

We will publish evergreen content and support with paid media as relevant.

- Outdoors & *America Wild: National Parks Adventure* Launches
- Travel Information
- Seasonal and live events
- Market-Related content
- International Events
- Federal messaging



# Legacy Content

**Brand USA's consumer channels will continue to message on a market and campaign specific basis:**

- The Proximity Campaign
- The Great Outdoors
- Flavors of the USA and culinary content



# Road Trips 2016-17: Year Three

During Year 3, we will conclude our Road Trip series by promoting the yet-to-be-featured states:

- Alaska
- North Dakota, South Dakota & Montana
- Oklahoma
- Vermont
- West Virginia & Kentucky
- The Island Territories

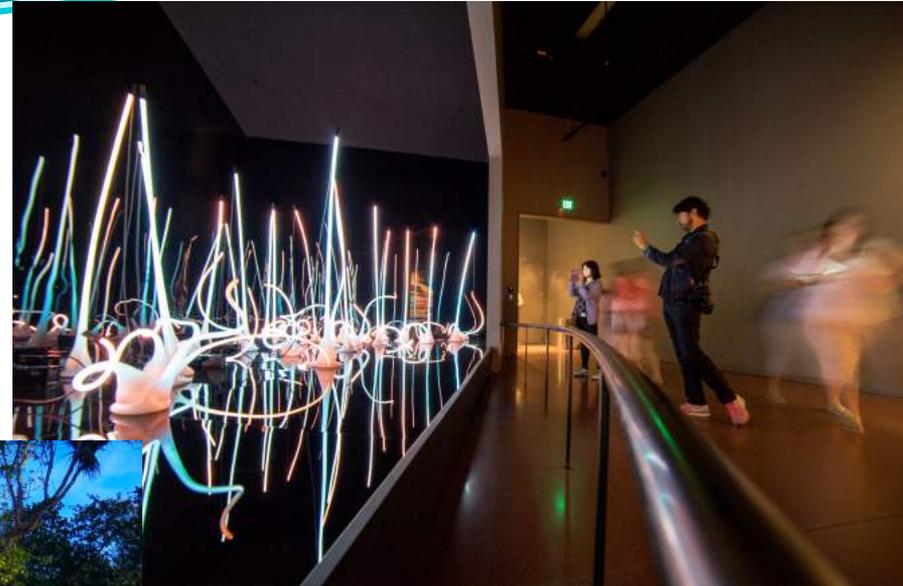
The content will go live in early 2017

- Existing content will be featured on the newly created section of consumer websites with custom mapping



# Local Lens

We will take you on a journey through local hotspots, hidden gems and the best ways to experience local attractions.





Thank You!

Questions: [tsalem@thebrandusa.com](mailto:tsalem@thebrandusa.com)  
[@theurbanomad](https://www.instagram.com/theurbanomad)