**2023 VIDEO CREATION AND DISTRIBUTION**

Tell your unique story to international audiences, amplified through a robust media strategy.

Brand USA continues to invest in and evolve video storytelling with new production and distribution options, plus an emphasis on optimizing content for the VisitTheUSA global sites and YouTube -- the No. 1 global video platform. Our strategy includes increased distribution with measurable metrics, refined deliverables for more organic engagement and optimizing elements for YouTube search. As the landscape evolves with short-form video such as Instagram Reels, Tik Tok and YouTube Shorts, partners have new opportunities to add vertical videos to their content portfolio.

**TARGET AUDIENCE:**

**CONSUMERS IN TARGET MARKET**

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**KEY BENEFITS**

**TURNKEY PRODUCTION**

All video programs include full-service production, customizable content and creative strategy - from logistics and scheduling to shooting, editing and distribution. Enhancements include creative evolutions to increase engagement for today’s audiences, immersive still images captured during shoots and formats designed for social platforms.

**ROBUST MEDIA STRATEGY**

Production includes a paid media campaign via programmatic pre-roll to drive views and target the most qualified audiences. We continue to look to add new ways to reach audiences on short-form video platforms.

**ASSET CREATION**

Assets created from video production are provided to partners for use in perpetuity. These assets are also made available for Brand USA’s travel trade partners’ use.

**PRODUCTS ALIGNED WITH VIDEO CONSUMPTION TRENDS**

Longer-format video has become more popular on YouTube, while short-form platforms like Tik Tok and Instagram are seeing huge reach and engagement. Brand USA’s product offerings continue to evolve to remain relevant and generate the best results.

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MORE THAN 1 BILLION HOURS OF YOUTUBE VIDEOS ARE WATCHED EVERY DAY; ONLY 16% OF TRAFFIC IS FROM THE USA

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**CAMPAIGN KPIs**

**STAGE OF TRIP PLANNING**

Highly engaging storytelling supported by targeted media campaigns

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**AT-A-GLANCE**

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**FEATURES**

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**VERTICAL SHORTS**

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**SOCIAL CUTS**

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VisitTheUSA.com

Brand USA
## 2023 Video Creation and Distribution

Tell your unique story to international audiences, amplified through a robust media strategy.

### AT-A-GLANCE

**Series of short, energetic videos**

**Best suited for a single city or county destination**

**DELIVERABLES:**
- (3) 45-second vignettes, each focusing on one location or experience
- (1) 15-second teaser, with 1x1 version
- Includes set with subtitles in 1 language, if necessary for media campaign

**MEDIA DISTRIBUTION:**
- (1) Experience page on all global sites
- 750K Programmatic Pre-Roll impressions for country-specific teaser
- Links to country-specific VTU page

**PRODUCTION LOGISTICS:**
- Turnkey pre- and post-production
- 3-person crew – creative producer, videographer & field manager
- (1) on-camera talent
- (2) 10-hour shoot days, inclusive of in-destination travel

### Destination-At-A-Glance

**Best suited for a single city or county destination**

**DELIVERABLES:**
- (3) 45-second vignettes, each focusing on one location or experience
- (1) 15-second teaser, with 1x1 version
- Includes set with subtitles in 1 language, if necessary for media campaign

**MEDIA DISTRIBUTION:**
- (1) Experience page on all global sites
- 750K Programmatic Pre-Roll impressions for country-specific teaser
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**PRODUCTION LOGISTICS:**
- Turnkey pre- and post-production
- 3-person crew – creative producer, videographer & field manager
- (1) on-camera talent
- (2) 10-hour shoot days, inclusive of in-destination travel

### State-At-A-Glance

**Best suited for states or regions**

**DELIVERABLES:**
- (3) 45-second vignettes, each focusing on one location or experience
- (1) 15-second teaser, with 1x1 version
- Includes set with subtitles in 1 language, if necessary for media campaign

**MEDIA DISTRIBUTION:**
- (1) Experience page on all global sites
- 750K Programmatic Pre-Roll impressions for country-specific teaser
- Links to country-specific VTU page

**PRODUCTION LOGISTICS:**
- Turnkey pre- and post-production
- 3-person crew – creative producer, videographer & field manager
- (1) on-camera talent
- (2) 10-hour shoot days, inclusive of in-destination travel

### Feature Videos

**Experience-focused, longer-form videos**

**Destination Features**

**Best suited for a single city or county destination**

**DELIVERABLES:**
- (1) 4-minute video, highlighting 2 to 4 locations or experiences
- (1) 15-second teaser, with 1x1 version
- Includes set with subtitles in 1 language, if necessary for media campaign

**MEDIA DISTRIBUTION:**
- (1) Experience page on all global sites
- 750K Programmatic Pre-Roll impressions for country-specific teaser.
- Links to country-specific VTU page

**PRODUCTION LOGISTICS:**
- Turnkey pre- and post-production
- 3-person crew – creative producer, videographer & field manager
- (1) on-camera talent
- (1) 10-hour shoot days, inclusive of in-destination travel

### State Features

**Best suited for states or regions**

**DELIVERABLES:**
- (3) Sets of deliverables
- (1) 4-minute video highlighting 2 to 4 locations or experiences
- (1) 15-second teaser, with 1x1 version
- Includes set with subtitles in 1 language, if necessary for media campaign

**MEDIA DISTRIBUTION:**
- (1) Experience page on all global sites
- 750K Programmatic Pre-Roll impressions for country-specific teaser.
- Links to country-specific VTU page

**PRODUCTION LOGISTICS:**
- Turnkey pre- and post-production
- 3-person crew – creative producer, videographer & field manager
- (1) on-camera talent
- (1) 10-hour shoot days, inclusive of in-destination travel

### Vertical Shorts Add-On

**Vertical video shot specifically for new emerging social media channels.**

**Short-form videos designed for distribution across social platforms**

**DELIVERABLES:**
- Add-on opportunity; includes up to (4) :06 to :15 spots; 9X16 vignettes
- Entertaining on-screen graphics, captions and emojis to engage audiences
- Trending music tracks and hashtags to drive views and return search results
- Authentic, in-the-moment footage captured on hand-held mobile phones

**MEDIA DISTRIBUTION:**
- Strategized for social channels such as TikTok, IG Reels, YouTube Shorts
- Paid media campaign on YouTube
- Partner's owned social channels

**TIMING:**
- Ongoing, available by adding on to Brand USA video program shoot dates

### Social Cuts

**Utilize pre-existing footage for new social media assets**

**Video specifically edited for pre-roll and social media to showcase your destination**

**DELIVERABLES:**
- Content is edited from existing assets most suitable for social media formats
- (2) 15-second video assets
- Music-driven incorporating natural sound for immersive experience
- Simple messaging through bold graphics

**MEDIA DISTRIBUTION:**
- Programmatic pre-roll media campaign in up to 2 markets, includes translations for one market
- Assets can be leveraged across social and paid media campaign as well as partner content on VTUSA.com pages

**TIMING:**
- Ongoing, allow approx. 6 weeks for production and approvals
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MARKET AVAILABILITY

- At-A-Glance & Features Video Programs
- Vertical Shorts
- Social Cuts

Market Availability

AU | CA | CH | CN | FR | DE | IN | JP | MX | SW | UK

- Production is ongoing; partners may provide preferred timing by market.
- Depending on whether it's a Destination or State-based program, please allow 2-4 months of pre-production between initial kickoff and on-location shoot timing.

Note: Vertical Shorts are an add-on opportunity that will be captured during scheduled video shoot dates as part of a Brand USA video services program.

CLOSING DATES

- Production is ongoing; partners may provide preferred timing by market.
- Depending on whether it's a Destination or State-based program, please allow 2-4 months of pre-production between initial kickoff and on-location shoot timing.

IN-MARKET DATES

- Video campaigns are ongoing and partners can request preferred timing.
- In-market dates will vary based on production and approvals.

Use video to educate the travel trade industry about your destination. Ask your Brand USA engagement team member about the Destination 101 video program specific for travel agents.

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