



Brand USA

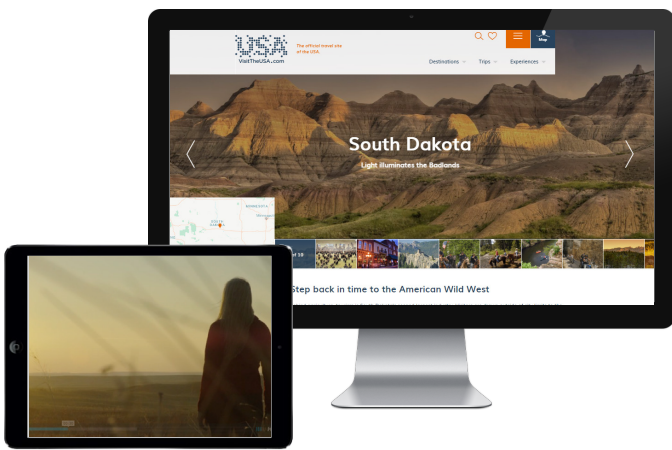
CO-OP

Brand USA Originals VIDEO SERVICES: INTERNATIONAL STORYTELLER

Maximize your reach across multiple markets that share an interest in a similar theme, while maintaining an international appeal, with Brand USA's International Storyteller video style. Your story will be seen through the eyes of an international talent to heighten awareness and inspiration. This style is optimal for partners that have a unique story to tell around one or more key themes.

Authentic, experiential, thematically focused videos

With an average of more than 80% of international web users watching video, video is a versatile and engaging medium. It can be inspiring, interactive and actionable and it appeals to all age groups and target markets! Although every market is different, several key themes resonate in more than one country.



click video to watch
or visit URL on the reverse

* Website designs are for placement only and do not necessarily represent final site designs.

Top Program Benefits

Through Brand USA's video services, you receive the following:

- ✓ Rights to high-quality video content - at a great value!
- ✓ Your story told through video - a highly-engaging medium and a preferred format of international travelers.
- ✓ Additional reach with included promotion through Brand USA's owned channels.
- ✓ Cross-program promotion opportunities through digital campaigns for other Brand USA Originals and brand initiatives.

Creation:

The International Storyteller video is authentic, experiential and organic, highlighting experiences that are unique and attainable.

- Each video will highlight 2-3 reasonably close locations/experiences.
- Depending on the theme, talent will either be an English-speaking host or non-speaking talent for a music-only video.
- Choose from the following themes to focus on: Outdoors, Lifestyle, Culture & History, Cities & Towns, Entertainment, or Food & Drink
- For hosted videos, choose one non-English language (Canadian French, Mexican Spanish, Colombian/Global Spanish, Brazilian Portuguese, France French, German, Korean, Japanese, Mandarin, Cantonese or Taiwanese) to receive subtitles in, as well.

Distribution:

Videos will be embedded on existing partner-sponsored pages. For hosted videos, they will be embedded on all English-language Brand USA websites, the subtitle-appropriate Brand USA website and the related YouTube channels. For music-only videos, they will be embedded on all Brand USA websites and YouTube channels. Additionally, all International Storyteller videos will receive the following paid media:

- For 1-3 videos, each video receives 5,000 clicks on Outbrain/Taboola in one country.
- For 4 or more videos, each video receives 70,000 views on Rocket Fuel in one country.
- Campaigns must click to the dedicated Experience Page on the language-appropriate Brand USA site.

PROGRAM SUMMARY

Market Availability



Dates Active in Market

Year-round promotion

Opportunity Close Date

Ongoing opportunity

Program Availability

On-location production can happen year-round, with some limitations between Thanksgiving and New Year's due to holiday decorations.

Content package series may be developed for a single partner or for several through a co-op or other partnership. For a co-op or partnership, a lead sponsor is needed.

2017 International Storyteller Pricing

Number of Video Packages	Partner Investment Per Package	Value Per Package	Distribution		
			Brand USA Channels	Third-Party Media	Crew
1-3 Videos	\$15,750	\$37,050	Existing partner-sponsored pages on all Brand USA language-appropriate sites; language-appropriate YouTube channels, inc. 1 month Featured Playlist promotions	5,000 clicks per video on Outbrain/Taboola in one country	1 videographer + 1 talent for 1 day per video
4+ Videos	\$14,700			70,000 views per video on Rocket Fuel in one country	2 videographers + 1 talent for 1 day per video

PRICES ARE NET

Custom pricing available for 360-immersion videos, "Choose Your Experience" video series, live streaming and animated reality videos.

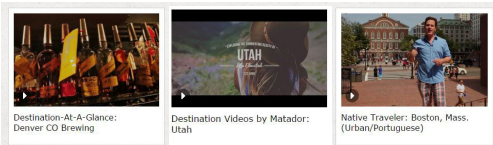
Deliverables:

Each package includes:

- (1) 1.5-2.5-minute video + (1) subtitled version (if hosted)
- (1) :30 pre-roll video
- Promotion on existing partner-sponsored pages on the language-appropriate Brand USA websites
- All b-roll footage, with full rights in perpetuity
- Raw photographic images taken on location
- 12 months of storage for all assets with secure accessibility and unlimited downloads

Specifications:

- Each content package will highlight experiences that are relatively close to each other and can be shot comfortably within a day's time, as decided by you and the production team.
- Each package includes one day of on-location shooting, which includes all in-destination travel.
- Each video will include required Brand USA branding and will follow Brand USA style guidelines. 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.
- Depending on the level of buy-in and level of co-op participation, please allow at least 4-6 weeks for post-production between on-location production and final materials being received.
- Each package includes two rounds of revisions for each video. The production team will discuss additional costs as needed.
- Any b-roll and imagery provided will not be color corrected.



To view examples of Brand USA's video offerings, please visit

<https://vimeopro.com/user19032063/brandusavideo>

CONTACT INFORMATION

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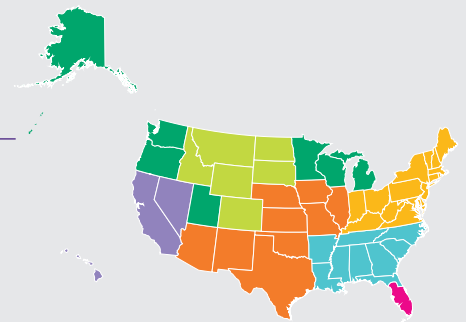
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Program marketed with MILES