

# Brand USA Originals VIDEO SERVICES: NATIVE TRAVELER

Connect on a deeper level with your target audiences by highlighting your travel experiences through Brand USA's **Native Traveler video style**. Your story will be told through the voice of a market-specific (native) international speaker to heighten awareness and inspiration. This video style is optimal for partners expanding into a new market or re-engaging with a key market.

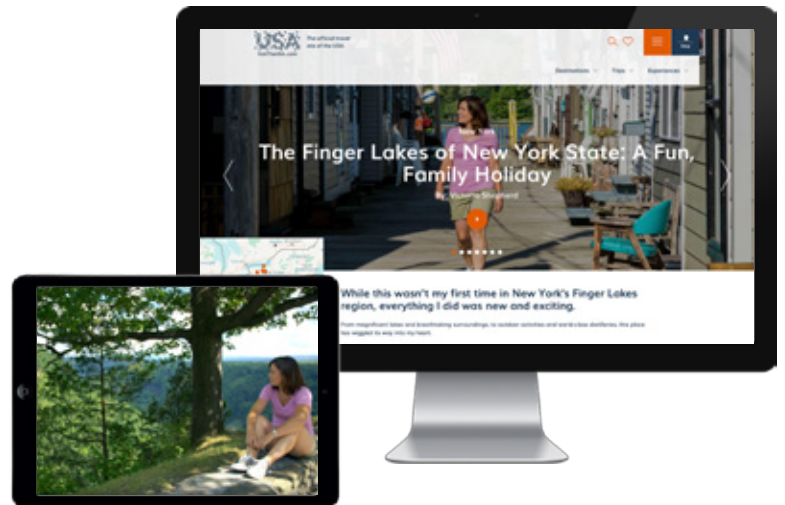
## Authentic, experiential, audience-specific videos

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! Research shows that international travelers engage more with content that they feel was created specifically for them - over video that is perceived as repurposed.

### 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.



**click video to watch**  
or visit <https://vimeopro.com/User19032063/brandusavideo>

### Creation:

The Native Traveler videos are authentic, experiential and organic, highlighting experiences that are unique and attainable. The destination is the primary focus, with the host adding the storytelling element.

- Each video will highlight 3-4 reasonably close locations/experiences.
- Choose from Brand USA's target markets or ask about others!

### Distribution:

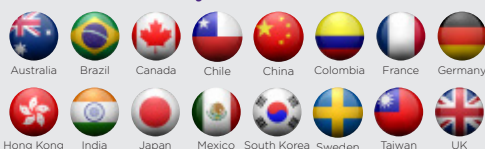
A dedicated Experience Page will be created on the language-appropriate Brand USA website, and the video will be promoted on the language-appropriate Brand USA YouTube channel.

Additionally, for partners who invest in four or more Native Traveler videos in the same language, each video receives 1,000 engagements on Outbrain or Taboola in the language-appropriate 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.

## 2018 Native Traveler Pricing

Number of Video Packages per Language*	Partner Investment **	Value Per Package	Distribution		
			Brand USA Channels	Third-Party Media	Crew
Up to 3 Packages	\$10,925 per package	\$30,295	Dedicated Experience Page on the language-appropriate Brand USA site; language-appropriate YouTube channel, inc. 1 month Featured Playlist promotion	organic only	1 videographer + 1 talent for 1 day per video
4+ Packages	\$9,450 per package			1,000 clicks per video on Outbrain/Taboola in one country	

\* Price breaks are per language, e.g., 3 German packages costs \$10,925 per package and 4 packages costs \$9,450 per package. 4 packages with different languages selected costs \$10,925 per package.

PRICES ARE NET

\*\* For production outside of the continental U.S., please add a minimum fee of \$5,000 to package pricing to account for increased travel and production costs. Fee may be increased incrementally pending crew size, timing, and number of packages.

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

### Deliverables:

Each package includes:

- (1) 2-2.5-minute native-language video
- (1) :30 pre-roll video
- (1) 500-word in-language travel article
- (1) dedicated Experience Page on the language-appropriate Brand USA website
- 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 10-hour shoot day, as decided by you and the production team.
- Each package includes four days 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 delivery of your first proof(s).
- 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

### A Brand USA Representative or

#### Paul Winkle

Senior V.P., Global Marketing for Miles  
 Paul.Winkle@MilesPartnership.com  
 941-342-2325 (office) | 941-724-5437 (mobile)

### Miles Global Marketing Executives

#### John DeLeva

John.DeLeva@MilesPartnership.com  
 206-679-1798

#### Angie Zok

Angie.Zok@MilesPartnership.com  
 904-687-9352

#### Irish Carroll

Irish.Carroll@MilesPartnership.com  
 941-320-6447

#### Mitch Knothe

Mitch.Knothe@MilesPartnership.com  
 208-869-5178

#### Julie Armstrong

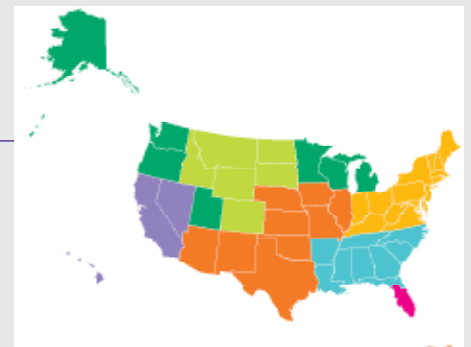
Julie.Armstrong@MilesPartnership.com  
 804-467-1464

#### Debi Saldana

Debi.Saldana@MilesPartnership.com  
 210-723-9957

#### Demetria Clemons

Demetria.Clemons@MilesPartnership.com  
 818-517-2595



Program marketed with MILES