

# HOW TO SUBMIT ASSETS FOR



## We approach and evaluate content that:

- Prioritizes storytelling over destination information (story arc is important). The story must have a plot with concrete beginning, middle, and end for viewers to follow
- Highlights uniqueness and builds a sense of place by featuring cultural elements such as food, music, identities, traditions, etc.
- Shares something completely new and unexpected, or shines a new light on something well-known
- Builds affection for the place and characters
- Most importantly, ALL submissions must have a clear plot that drives the narrative from beginning to end. The plot must have relatable characters, a simple, clear conflict, and a design that supports the story

## Additional content specs:

- We are looking for video content from two-minutes to two-hours in length.
- Episodic series are preferred, but we will accept one-off videos, short films and feature films on a case by case basis
- Great characters that viewers can get attached to are important
- If episodic, episodes should build on each other to encourage binge-watching:
  - Stakes necessary; audience should have something to root for
  - Should not feel editorial or a tour through a destination's highlights
- Open to all formats (non-scripted, scripted, documentary, reality, gameshow, live...)
- If non-scripted, must feel authentic and real; never contrived or over-sanitized
- If there is brand integration, it must be organic
- Must cover USA destinations only
- Always a sense of place (serves as pivotal character in story)
- **Content Licensing:** At minimum, we seek non-exclusive, international rights for digital, OTT, app, YouTube, in-flight and in-hotel.
- **Submissions:** Email us a link to your video: [GoUSATV@TheBrandUSA.com](mailto:GoUSATV@TheBrandUSA.com). Or, if you don't have a video link to send and instead would like to upload the source file, register for our Digital Asset Management system [here](#). Should you have any questions regarding the DAM, please contact Justin Pile at [JPile@TheBrandUSA.com](mailto:JPile@TheBrandUSA.com).