

Brand USA

Editorial Calendar Fiscal Year 2017



Purpose of the Calendar

To create a 12 month editorial calendar to guide the development of all content for Brand USA websites, print programs and social media.

Partner Guide to Use

- Use this document as a reference for the creative vision and the monthly content plan for Brand USA.
- Use Creative Screen & Emotive Visuals pages to guide creating and evaluating photos.
- Use Quarterly & Monthly slides to understand the specific story that we are planning to tell our travelers. Ideally partner content will be slotted in when it fits within the monthly storyline.

Goal: Increase engagement with travel
intenders to inspire international
visitation to the United States of
America.

Social Personas — Creating the Link

Escape



Excitement



Local



Brand Campaign

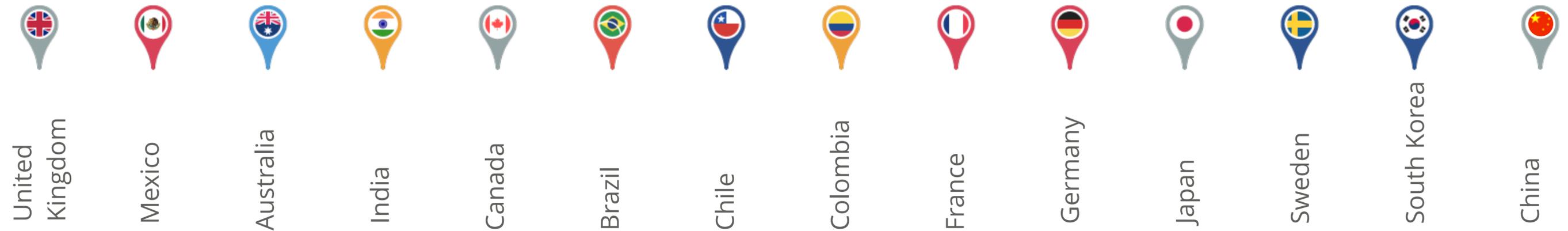
Media Target

Age 21-65+: All frequent travelers **Interests:** concerts, music festivals, parties, bars, dancehall or nightclubs, theatre, concerts, plays. Ecotourism, Mountains, Nature, Lakes, Beaches or Hiking

Engaged Social Audience

Smart, successful, informed singles who work in managerial positions in sports, entertainment and media OR science, engineering and mathematics. They are motivated by experiences and culture, not by destinations. They are not talking about the destination; they focus on what they will do, who they will meet and the stories they will bring home. They seek endorsement of their travel decisions and are most influenced by fashion, sports and culture.

Social Execution



Localized for country audience

Editorial Calendar

Emotive Visuals

A photo of a Visit the USA moment creates a flash of both recognition and desire. Rich in contrast and bursting with excitement, these images uncover an overwhelming desire to join in. Extraordinary moments resonate with audiences, inspiring them to remember, create and engage.

POV Test: Can you (the viewer) picture yourself in the photo or taking the photo?

Dimension —
Creating a
sense of place
beyond the
landscape

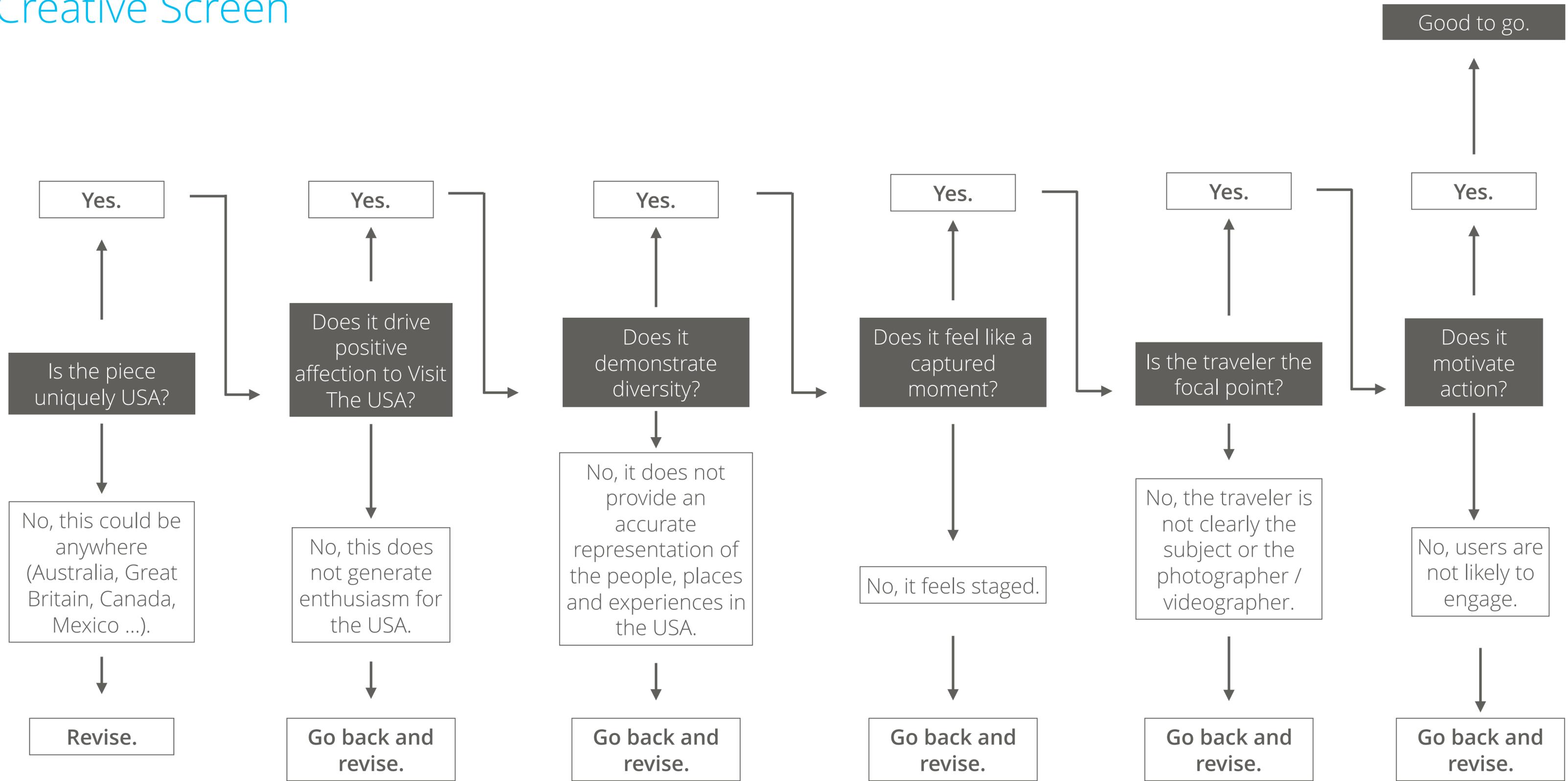
From



To



Creative Screen



FY 2017 Editorial Calendar

| Month | October | November | December | January | February | March | April | May | June | July | August | September |
|------------------------|---|--|---|---|--|---|---|--|---|---|--|---|
| Brand Campaign | See How Far You Can Go | | | | | | | | | | | |
| Quarterly Tone | Discovery | | | Go | | | Possibility | | | Freedom | | |
| Quarterly Theme | Neighborhoods, Cities, Towns | | | Entertainment | | | Road Trips | | | Great Outdoors | | |
| Monthly Theme | Bounty | Invite | Winter Escape | Ignite | Entertain | Guide | Explore | Revelry | Spontaneity | Delight | Boundless | America's Treasure |
| Monthly Description | You can have it all in the fall: Culinary + outdoors + events. It's a season of change and opportunity. | Highlight seasonal themes and opportunities in fresh, affectionate ways. Play on the sentimentality and warmth of spirit of the season. | Focus on unique experiential winter trips that sprinkle in elements of fun and relaxation. | Splashy and exciting introduction and salutations to 2017. Opportunity to excite the audience and capture their attention with bold creative. | Leverage entertainment and awards season to remind the audience of all the strong connections and positive affinity they have for the USA. | Provide additional context for each persona on the places and experiences most likely resonate. Socially curated and sourced recommendations. | Change of seasons spurs spring fever and the imagination runs wild with ideas of how to spend the fast-approaching warmer months. | Celebration of the events, entertainment and neighborhoods that make the United States of America great, provoking enthusiasm and passion. | Highlight the freedom and flexibility afforded by road trips and traveling lesser-known routes. | Embrace summer and its celebrations. Opportunity to dive in and enjoy its carefree spirit. | Exploration of the wide open spaces from the National Parks to the eclipse experience to large festivals. | Invite travelers to create their own "uniquely yours" Visit the USA story: Discover perspectives and experiences unlike anywhere else in the world. |
| Events | Albuquerque International Balloon Fiesta, Austin City Limits Festival | Macy's Thanksgiving Day Parade, American Music Awards, American Indian Heritage Month | Winter Solstice, the Vans Triple Crown of Surfing, Art Basel Miami Beach, holiday season and New Year's Eve | Campaign launch stunt, New Year's Day, Sundance Film Festival | Super Bowl LI, Mardi Gras, Daytona 500, Academy Awards, The Grammy's | Calle Ocho, South by Southwest, Ultra Music Fest, Iditarod | New Orleans Jazz and Heritage Festival, U.S. National Parks Week, Spring Break | Kentucky Derby, The Preakness, Indy 500, National Travel and Tourism Week, International Museum Day | Bonaroo Music Festival, Chicago Blues Festival, San Francisco Gay Pride, Summer Solstice | Fourth of July, Comic Con International, Cheyenne Frontier Days, Roswell UFO Festival | Burning Man, 2017 Solar Eclipse, Sturgis Motorcycle Rally, Lollapalooza, Iowa State Fair, Minnesota State Fair | California Wine Month, <i>Princess Bride</i> 30th anniversary, United Tribes International Powwow |
| Partner Story Examples | Great art cities; festivals and events; fall road trips — foliage; chefs and artisans — culinary trails, apple picking, farms | Holiday Lights, Shopping Cities, Holiday Travel; Mountain Sports Planner, Water Sports Primer (fishing, surfing, etc.); Gaming, Spectator Sports | Islands and beaches trip planning, Christmas towns and neighborhoods, where to spend New Year's Eve | Can't-miss 2017 festivals and events, new attraction openings, wellness vacations, guides for first-time visitors | Top cities for live entertainment & beyond, museums & landmarks, romantic trips | Music cities and festivals, walking tours and spring markets. | City guides and Neighborhood features, solo travelers, festivals and fairs | City-to-city road trips, gardens and parks, summer festivals, markets and farms | Pride celebrations, Foodie road trips, theme parks and attractions, summer sports and recreation, tv and film sets you can actually visit | Historic landmarks, museums and memorials, outdoor and waterfront dining, summer boating and water adventures, wildlife discoveries | Mountain towns, natural wonders, celebrity-owned restaurants and bars. | Cowboy themes and towns, city shopping and style guides, Native American culture and history |

Quarterly themes bridge hero + hub
content.

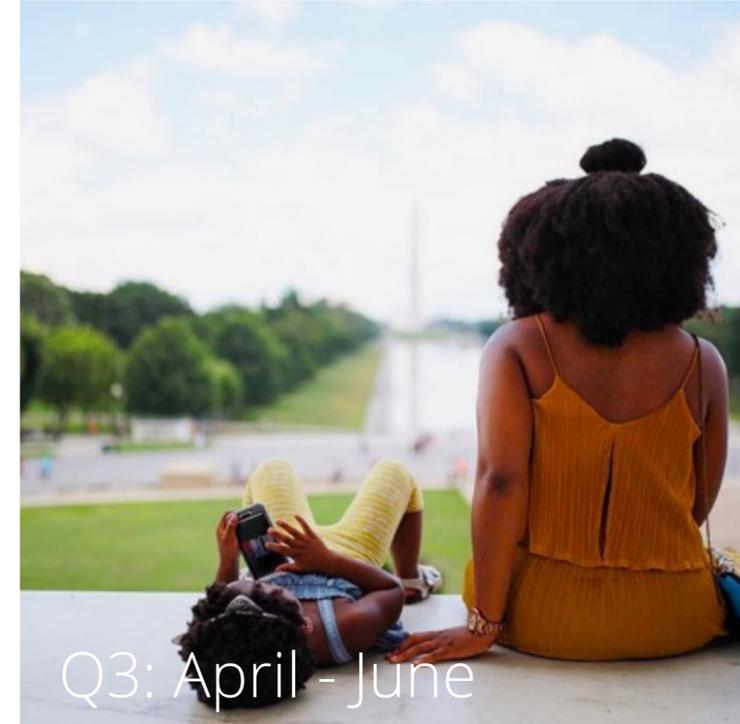
Quarterly Themes



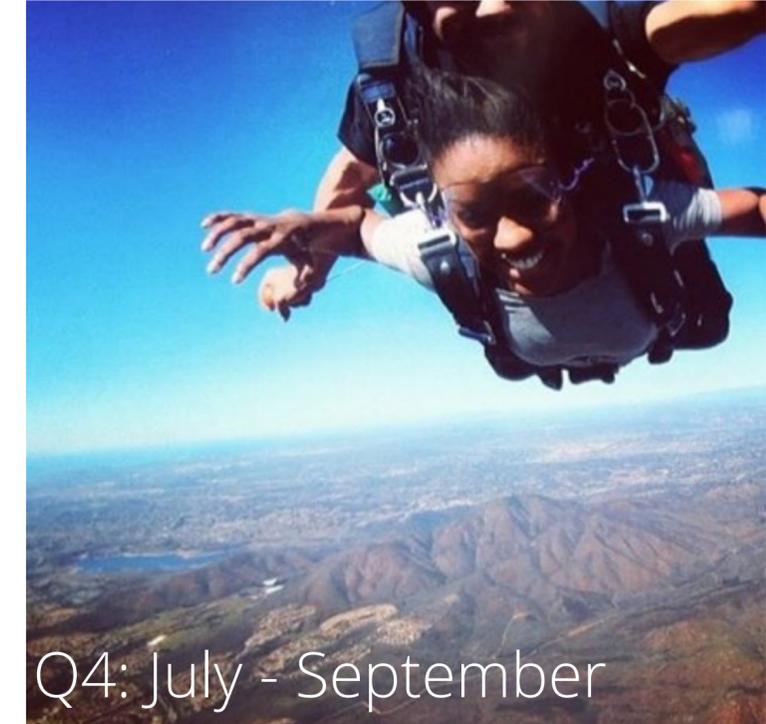
- ◆ Theme: Discovery
- ◆ Approach: Fresh and unexpected USA stories created to surprise and inspire travel intender like never before. Prime the audience for the brand campaign.



- ◆ Theme: Go
- ◆ Approach: Anywhere from here. Put the traveler at the center of the story tailored for their persona.



- ◆ Theme: Possibility
- ◆ Approach: Endless opportunities and fresh takes on familiar favorites. Curate the diverse experiences and opportunities for each persona.



- ◆ Theme: Freedom
- ◆ Approach: Experience your story. Motivate the audience to create their uniquely yours story, driving urgency to create, share and travel.

Monthly themes integrate partner stories with audience interests.

Tone: Discovery
Theme: Cities, Neighborhoods & Towns
October - December

Bounty
October

Invite
November

Escape
December

October: Bounty



- ◆ **Approach:** October ushers in the season of abundance and plenty. You can have it all in the fall: events + outdoors + entertainment + culture — it's a season of opportunity.
- ◆ **Rationale:** Unify the trends from 2015 to provide an overarching storyline for the popular, shared experiences of the month. Providing context for the travelers to connect with Visit The USA / Go USA while they are on the ground for additional engagement opportunities to increase the reach of UGC.
- ◆ **Partner Stories:** Great art cities; festivals and events; fall road trips —foliage; chefs and artisans — culinary trails, apple picking, farms

October: Bounty



- ◆ **Persona:** Excite
- ◆ **Pillar:** Pop culture and entertainment
- ◆ **Experience:** Attending an NFL game
- ◆ **Moment:** The rush as the home team scores and the crowd of fans erupt into celebration.
- ◆ **Place:** Charlotte, North Carolina



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Relaxing in the natural rejuvenation of mountain hot springs
- ◆ **Moment:** Following a “busy” day fly fishing and wine tasting, you fade into the hot springs and your worries melt away.
- ◆ **Place:** Dunton, Colorado



- ◆ **Persona:** Local
- ◆ **Pillar:** Neighborhoods, Towns, Cities
- ◆ **Experience:** Lake life living at its finest
- ◆ **Moment:** Capturing the discovery of the perfect, secluded beach with the trip’s most adorable selfie. It’s suddenly clear: Everyone loves vacation!
- ◆ **Place:** Rangeley, Maine

November: Invite



- ◆ **Approach:** A taste of what is to come. Tease the brand campaign through emotive photography. Highlight seasonal themes and opportunities in fresh, affectionate ways. Play on the sentimentality and warm of spirit of the season.
- ◆ **Rationale:** There is more to Thanksgiving than the table. Travelers connect with the spirit of the holidays and the energy of the destinations. Making the content personal drives more meaningful conversations and connections.
- ◆ **Partner Stories:** Holiday Lights, Shopping Cities, Holiday Travel; Mountain Sports Planner, Water Sports Primer (fishing, surfing, etc.); Gaming, Spectator Sports

November: Invite



- ◆ **Persona:** Excite
- ◆ **Pillar:** Cities, Neighborhoods and Towns
- ◆ **Experience:** Macy's Thanksgiving Day Parade
- ◆ **Moment:** Coming face to face with your favorite childhood superhero, only to find he's much more super than you ever imagined.
- ◆ **Place:** New York City, New York



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Opening day on the slopes
- ◆ **Moment:** Bracing yourself for the first run of the season — you glide through the fresh powder you've been waiting for.
- ◆ **Place:** Big Sky, Montana



- ◆ **Persona:** Local
- ◆ **Pillar:** Cities, Neighborhoods and Towns
- ◆ **Experience:** Shopping
- ◆ **Moment:** Window shopping along quaint streets lined with trees that are still holding on to the last of their fall colors.
- ◆ **Place:** Nashville, Indiana

December: Winter's Escape



- ◆ **Approach:** Focus on unique experiential winter trips that sprinkle in elements of fun and relaxation.
- ◆ **Rationale:** While travelers are thinking about where they have been in 2016 there is an opportunity to inspire their travel planning for 2017. Connecting the popular holiday travel season to fresh and unexpected experiences while still celebrating the new year builds a strong foundation for the brand campaign.
- ◆ **Partner Stories:** Islands and beaches trip planning, Christmas towns and neighborhoods, where to spend New Year's Eve

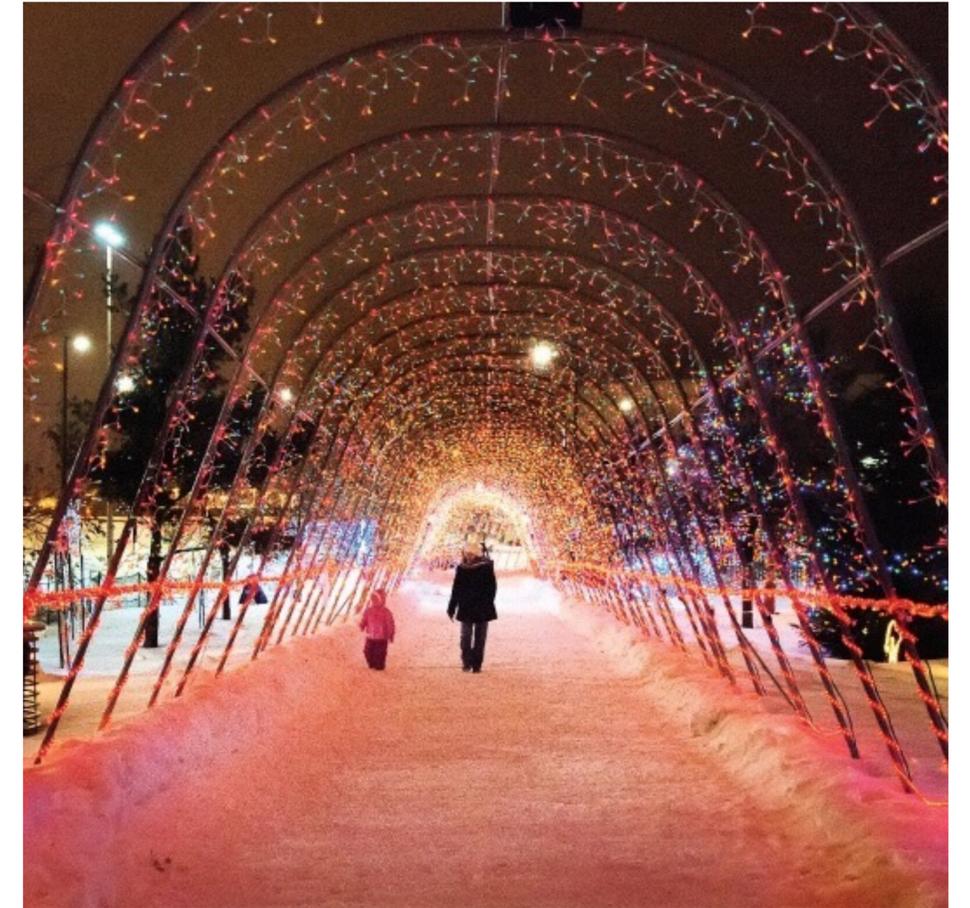
December: Escape



- ◆ **Persona:** Excite
- ◆ **Theme:** Pop culture and entertainment
- ◆ **Experience:** New Year Eve's fireworks
- ◆ **Moment:** Colorful fireworks light up the sky to ring in the new year. You watch the explosive show, holding your loved ones close and wishing each other a happy 2017.
- ◆ **Place:** Buena Vista, Florida



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Beach vacation
- ◆ **Moment:** Realizing a "chill" vacation doesn't have to mean cold. Basking in the Hawaiian sun in a remote tide pool. It's been a good year.
- ◆ **Place:** Hawaii



- ◆ **Persona:** Local
- ◆ **Pillar:** Cities, towns and neighborhoods
- ◆ **Experience:** Winter festival
- ◆ **Moment:** Experience the magic of a snow-covered city, complete with twinkling lights, hot cocoa and enchanting snow sculptures.
- ◆ **Place:** St. Paul, Minnesota

Second Quarter

Tone: Go
Theme: Entertainment
January - March

Ignite
January

Entertain
February

Guide
March

January: Ignite



- ◆ **Approach:** Splashy and exciting introduction and salutations to 2017. Opportunity to excite the audience and capture their attention with bold creative.
- ◆ **Rationale:** In the time of renewal and goal setting for the year ahead, travel is a common desire. Connect with traveller through the energy of the new campaign and the excitement of the new year. This is the year to visit the USA.
- ◆ **Partner Stories:** Can't-miss 2017 festivals and events, new attraction openings, wellness vacations, guides for first-time visitors

January: Ignite



- ◆ **Persona:** Excite
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Las Vegas Nightlife
- ◆ **Moment:** Living the high life after wrapping up an epic night out, waiting for the sun to rise over the Strip.
- ◆ **Place:** Las Vegas, Nevada



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Winter Adventure
- ◆ **Moment:** The thrill and tranquility of walking on top of one the Great Lakes. You eat a picnic on the frozen lake, taking in the quiet winter wonderland.
- ◆ **Place:** Apostle Island, Wisconsin



- ◆ **Persona:** Local
- ◆ **Pillar:** Pop Culture and Entertainment
- ◆ **Experience:** Sundance Film Festival
- ◆ **Moment:** The exhilaration of going from film premieres to the slopes all day and then rushing to parties at night. Your friends are jealous you're partying with celebrities.
- ◆ **Place:** Park City, Utah

February: Entertain



- ◆ **Approach:** Leverage entertainment and awards season to remind the audience of all the strong connections and positive affinity they have for the USA. Energize with strong stories told through celebrity.
- ◆ **Rationale:** Travelers are already talking about and drawn to iconically American experiences in February, so fuel this trend with a clear connection to entertainment, music, sports and theme parks.
- ◆ **Partner Stories:** Top cities for live entertainment & beyond, museums and landmarks, romantic trips

February: Entertain



- ◆ **Persona:** Excite
- ◆ **Pillar:** Cities, towns and neighborhoods
- ◆ **Experience:** Theme park vacation
- ◆ **Moment:** The excitement and suspense before the first drop of the largest rollercoaster in Texas.
- ◆ **Place:** Arlington, Texas



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Mountain getaway
- ◆ **Moment:** Cross-country skiing with a loved one to your secluded yurt for the weekend. You fall asleep with a view of the stars.
- ◆ **Place:** Idaho City, Idaho



- ◆ **Persona:** Local
- ◆ **Pillar:** Cities, towns and neighborhoods
- ◆ **Experience:** Public art
- ◆ **Moment:** Stepping into a larger-than-life globe to see the world's borders from a new perspective. You take a million selfies in the colorful light.
- ◆ **Place:** Boston, Massachusetts

March: Guide



- ◆ **Approach:** Reinforce the urgency to Visit The USA by providing the audience with additional context for their personal experience, the stories they can create and the experiences awaiting them. Curate their travel planning and the stories of others to validate the choice.
- ◆ **Rationale:** Travelers are visiting the familiar destinations and sharing their stories, so utilize their experiences to create new content using their social media updates.
- ◆ **Partner Stories:** Music cities and festivals, walking tours and spring markets.

March: Guide



- ◆ **Persona:** Excite
- ◆ **Pillar:** Pop culture and entertainment
- ◆ **Experience:** ULTRA Festival
- ◆ **Moment:** Dancing amongst new and old friends as your favorite DJ plays the one song you've been waiting for.
- ◆ **Place:** Miami, Florida



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Iditarod
- ◆ **Moment:** Witnessing the rush of the Last Great Race in real life, inspiring your decision to try Alaskan dog sledding for yourself.
- ◆ **Place:** Alaska



- ◆ **Persona:** Local
- ◆ **Theme:** Cities, neighborhoods and towns
- ◆ **Experience:** Street music
- ◆ **Moment:** Between the events and parties, you happen upon an impromptu jam session on the streets.
- ◆ **Place:** Austin, Texas

Third Quarter

Tone: Possibility
Theme: Road Trips
April - June

Explore
April

Revelry
May

Spontaneity
June

April: Explore



- ◆ **Approach:** It's hard to beat spring in the USA: The temperate weather uncovers new experiences to try. Stroke the feelings of wanderlust and curiosity created by the campaign.
- ◆ **Rationale:** The campaign launch will spur conversations about everything there is to do in the U.S., not just the cities on their bucket lists. Take advantage of the ubiquitous perfect weather to highlight previously unheard of destinations and what they have to offer.
- ◆ **Partner Stories:** City guides and Neighborhood features, solo travelers, festivals and fairs

April: Explore



- ◆ **Persona:** Excite
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Spring break
- ◆ **Moment:** The rush of adrenaline as you catapult off of North America's highest suspension bridge.
- ◆ **Place:** Canon City, Colorado



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** National Parks Week
- ◆ **Moment:** Losing yourself in a vast white terrain that feels like another world. Now you believe it's even better than you had ever imagined.
- ◆ **Place:** White Sands National Park, New Mexico



- ◆ **Persona:** Local
- ◆ **Theme:** Cities, neighborhoods and towns
- ◆ **Moment:** Captivated by the toe-tapping, brass sounds on the New Orleans bustling streets, you embrace a previously unknown love of jazz.
- ◆ **Place:** New Orleans, Louisiana

May: Revelry



- ◆ **Approach:** A celebration of the events, entertainment and neighborhoods that make the United States of America unique, provoking enthusiasm and passion.
- ◆ **Rationale:** Expand the success of the the National Parks quiz to provide the audience with more opportunities to find their Visit the USA anchor experience through curated city, towns and neighborhood content served through the lens of events and entertainment, increasing their talkability.
- ◆ **Partner Stories:** City-to-city road trips, gardens and parks, summer festivals, markets and farms

May: Revelry



- ◆ **Persona:** Excite
- ◆ **Pillar:** Pop culture and entertainment
- ◆ **Experience:** Kentucky Derby
- ◆ **Moment:** The only thing better than the sounds of the roaring crowd as the horses circle the track is when it ends in a photo finish.
- ◆ **Place:** Louisville, Kentucky



- ◆ **Persona:** Escape
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Girlfriends' getaway
- ◆ **Moment:** Finding your friends after getting lost in the endless colors of the tulip fields.
- ◆ **Place:** Skagit Valley, Washington



- ◆ **Persona:** Local
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** MLB game
- ◆ **Moment:** The home team hits a grand slam, and fans are erupt with excitement all around you. You're now one of them.
- ◆ **Place:** Baltimore, Maryland

June: Spontaneity



- ◆ **Approach:** Highlight the freedom and flexibility of road trips. Include unique itineraries and opportunities to share lesser-known attractions and destinations.
- ◆ **Rationale:** Expand the understanding of road trips beyond the great outdoors, opportunity to insert events and entertainment to bring the flexibility afforded by road trips to different audiences. Combat the overcrowding experienced at the well known attractions and parks by profiling hidden gems and new recommendations.
- ◆ **Partner Stories:** Pride celebrations, Foodie road trips, theme parks and attractions, summer sports and recreation, tv and film sets you can actually visit

June: Spontaneity



- ◆ **Persona:** Excite
- ◆ **Theme:** Cities, neighborhoods and towns
- ◆ **Experience:** Helicopter ride
- ◆ **Moment:** See the city from a bird's eye view and take the controls into your hands for a fleeting, thrilling few minutes.
- ◆ **Place:** Chicago, Illinois



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Mountain biking
- ◆ **Moment:** The day detours from four wheels to two to find breathless perfection inaccessible by car.
- ◆ **Place:** Flaming Gorge Country, Wyoming



- ◆ **Persona:** Local
- ◆ **Pillar:** Pop culture and entertainment
- ◆ **Experience:** Pride Festival
- ◆ **Moment:** Crowds spill into the streets, as you dance into your place as part of the city's most colorful parade.
- ◆ **Place:** Pittsburg, Pennsylvania

Fourth Quarter

Tone: Freedom
Theme: Great Outdoors
July- September

Delight
July

Boundless
August

Treasure
September

July: Delight

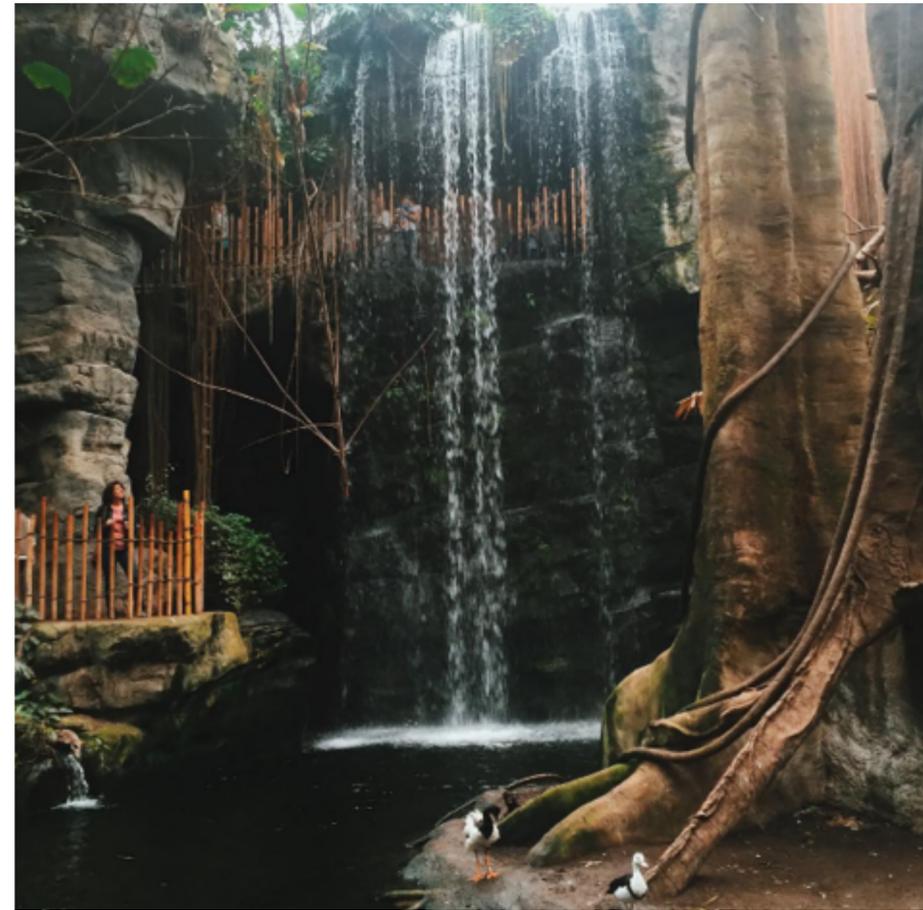


- ◆ **Approach:** Embrace summer's carefree spirit and its celebrations. Introduce surprises and serendipitous adventures.
- ◆ **Rationale:** Curating user generated content through the lens of surprising and delightful experiences to build connections between seemingly unrelated stories. These connections will increase recall and resonate with the audience.
- ◆ **Partner Stories:** Historic landmarks, museums and memorials, outdoor and waterfront dining, summer boating and water adventures, wildlife discoveries.

July: Delight



- ◆ **Persona:** Excite
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Fourth of July
- ◆ **Moment:** Getting caught up in the party of Independence Day, cheering with spectators before getting swept up in the procession.
- ◆ **Place:** Washington, D.C.



- ◆ **Persona:** Escape
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Zoo experience
- ◆ **Moment:** Exiting the city to a completely new experience: An indoor rainforest with wildlife that seems exotic, but also natural.
- ◆ **Place:** Omaha, Nebraska



- ◆ **Persona:** Local
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Road trip
- ◆ **Moment:** The open highway unlocks the perfect photo-op. Just when you thought you knew Route 66 you're surprised again.
- ◆ **Place:** Holbrook, Arizona

August: Boundless



- ◆ **Approach:** Explore the sweeping landscapes of the National Parks, the 2017 eclipse and the exhilaration of large festivals, which seem to have new worlds created around them in wide open and beautiful spaces.
- ◆ **Rationale:** The convergence of landscape and community creates engaging storylines to elevate the audience's great outdoors understanding of what's possible when they Visit the USA.
- ◆ **Partner Stories:** Mountain towns, natural wonders, celebrity-owned restaurants and bars.

August: Boundless



- ◆ **Persona:** Excite
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Aquarium
- ◆ **Moment:** Taking in the sea life at the USA's largest aquarium on dry land before suiting up to enter the beluga exhibit for a swim of a lifetime.
- ◆ **Place:** Atlanta, Georgia



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Glamping
- ◆ **Moment:** Arriving to your campsite only to find out it that "camping" feels a bit more glamorous and relaxing this time around.
- ◆ **Place:** Moab, Utah



- ◆ **Persona:** Local
- ◆ **Pillar:** Pop culture and entertainment
- ◆ **Experience:** Burning Man
- ◆ **Moment:** Join a community of dreamers and doers in a temporary city in the middle of the desert.
- ◆ **Place:** Black Rock Desert, Nevada

September: America's Treasure



- ◆ **Approach:** Encourage audiences to be the star of their own vacations by creating and sharing their “uniquely yours” Visit the USA story. Share perspectives and experiences unlike anywhere else in the world, showcasing what the authors treasure most about destinations.
- ◆ **Rationale:** Putting specific travelers or ambassadors at the center of the story allows for the opportunity to show new audience segments the treasures left uncovered by the casual tourist.
- ◆ **Partner Stories:** Cowboy themes and towns, city shopping and style guides, Native American culture and history

September: America's Treasure



- ◆ **Persona:** Excite
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Rope swinging by the Bay
- ◆ **Moment:** Childlike glee and fits of laughter erupt while swinging with a view San Francisco.
- ◆ **Place:** San Francisco, California



- ◆ **Persona:** Escape
- ◆ **Pillar:** Outdoors
- ◆ **Experience:** Wine tasting
- ◆ **Moment:** Savoring the Willamette Valley views while on horseback, trotting toward your next tasting on the wine route.
- ◆ **Place:** Willamette Valley, Oregon



- ◆ **Persona:** Local
- ◆ **Pillar:** Cities, neighborhoods and towns
- ◆ **Experience:** Rooftop concert
- ◆ **Moment:** Drink in hand, you belt out oldies but goodies with an electric cover band and new found friends.
- ◆ **Place:** Memphis, Tennessee