

# Editorial Calendar

October   November   December   January   February   March   April   May   June   July   August   September

## Brand Campaign

### Imagine Your Memories

Discovery

Go

Possibility

Freedom

Neighborhoods, Cities, Towns

Entertainment

Road Trips

Great Outdoors

Bounty

Invite

Winter Escape

Ignite

Entertain

Guide

Explore

Revelry

Spontaneity

Delight

Boundless

America's  
Treasure

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 2018. 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 the experiences and stories awaiting in the USA.

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.

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, 2018 Solar Eclipse, Sturgis Motorcycle Rally, Lollapalooza, Iowa State Fair, Minnesota State Fair

California Wine Month, *Princess Bride* 30th anniversary, United Tribes International Powwow