



DiscoverAmerica.com

miles
marketing destinations



CASE STUDY
FORT LAUDERDALE
IN-LANGUAGE CONTENT





Background

Brand USA, a new federal entity charged with expanding the United States' presence as a top international travel destination, chose Miles as its official marketing partner to develop new and innovative ways to co-op with and promote U.S. destinations. The mission for any new Brand USA program is always to inspire international audiences to discover the many different U.S. experiences for themselves.

Miles created the In-Language Content program to fulfill the need for targeted, innovative international content and to help foster partnerships with Brand USA and its travel industry partners around the country. Through this program, a custom, destination-focused content package is created specifically for a partner-selected international audience. The finished product is co-owned by both Brand USA and its partners.

The Greater Fort Lauderdale Convention and Visitors Bureau is just one partner who signed on to participate in the program.



EACH PROGRAM CONTAINS:

2- to 3-minute video, article, photos and metadata - content that can be distributed across Brand USA's and its partners' channels with the ultimate goal of enticing international tourists to visit the U.S.

Objectives

The overall objective of the program is to create powerful in-language content packages - consisting of a 2- to 3-minute video, article, photos and metadata - content that can be distributed across Brand USA's and its partners' channels with the ultimate goal of enticing international tourists to visit the U.S.

Each content package must be themed around one of Brand USA's experience pillars, and must focus on 3-5 key experiences within the destination, rather than attempt to overview all available experiences. This ensures that the co-branded content still aligns with Brand USA's messaging, and fulfills the ultimate goal of all Brand USA content: allowing the viewer to truly see what it would be like to spend a few days in the destination. In Fort Lauderdale, the content of each package would highlight locations and activities that reflected the Brand USA pillars of indulgence, great outdoors or urban excitement.





Strategy

With each partner, we create content that represents the truly unique, engaging and captivating experiences in their destination, while still maintaining Brand USA's voice and branding. We ask each partner to complete a Discovery Document that details their own branding as well as 3-5 key locations they would like covered in each content package. From there, we review the locations internally to come up with an initial content outline before reviewing the goals for the content and finalizing details with the partner via a conference call. We also share our team of native hosts (on-camera personalities and writers originally from the target country but who currently live in the U.S.), and the partner selects their top preference for their chosen international audience(s).

Once we have the partner's goals and a content outline in place, we work with the host(s) to create the script(s) for the video(s). All scripts – and subsequent articles and metadata – are written originally in the language of the target international audience. There are no translations so that we can ensure all content is relevant and accessible to the audience. The hosts are also invited to provide feedback on whether any locations the client suggested may not be relevant for their native audience, or should be re-positioned.

Once on-location video production has wrapped, we repeat this process with the host for the article and metadata.

HOSTS SELECTED BY FORT LAUDERDALE CVB

[\(click host photo to link to video\)](#)





Execution

For Fort Lauderdale’s in-language program, specifically, we created seven content packages:

3 For the English-speaking Canadian audience

2 For a Brazilian audience

2 For a German audience

STEPS TO SUCCESS

- 1** We worked with the CVB to create a content plan that reflected the area’s many tourism draws: beautiful Atlantic beaches, pristine natural areas, sophisticated urban life and luxury lifestyle, with each content package showcasing one of these main attractions.
- 2** Ahead of on-location production, the hosts were provided with the details of the locations, activities, and the client’s branding, so that they could craft well-researched, experience-focused scripts that represent the host uncovering what it’s like to explore the destination. We did several rounds of feedback with the hosts internally – editing for voice, inclusion of partner brand and locations, and overall story – before sharing the in-language script and an English transcript with the partner for review.
- 3** Through on-camera stand-ups and b-roll footage of the hosts interacting at each Fort Lauderdale location, we were able to tell the story in an organic way, but still allow Fort Lauderdale to participate in the shoot process and approve what was being said and shown. Each host also took notes throughout their trip in order to have a diary of their experiences which they then compile into a 500-word, first-person article about their trip
- 4** The final videos and articles, along with up to 20 photos per content package and metadata, make up the seven final content packages. Once Fort Lauderdale approved all components, each package was posted not only to the applicable language version of Discover America’s family of global websites and social media channels, but also shared with Fort Lauderdale and VISIT FLORIDA so they can post the content on their owned channels.





Results

Through customizing this approach for partners around the country, we have created or are in the process of creating:

510+
CONTENT PACKAGES

in **16**
languages

FOR 160+
Industry
Partners

Louisiana,
(2 Coop programs totaling
30 packages)

“ We are excited to add additional partners to the program and are very pleased with the initial results from the first round...”

3 1 1
VIDEOS
HAVE
BEEN SHOT
TO DATE

4,300+ PHOTOS
have been uploaded
to the Discover America
global network of
websites

\$2.5 MILLION
IN PARTNER
PARTICIPATION

The Fort Lauderdale content, after being live less than a year, has received: 10,369 views on YouTube and 7,112 pageviews of the full content packages on DiscoverAmerica.com



The program has also won 2013 and 2014 Telly Awards - including one for Fort Lauderdale's Canadian English Beaches video and a 2013 Silver HSMIA Adrian Award.

Our custom, story-driven, audience-focused approach has **impressed partners**, with many of them, including the Greater Fort Lauderdale CVB, contracting for additional content packages. We returned to Fort Lauderdale in February 2014 to shoot three English videos for the United Kingdom.

Springfield, IL

(3 videos as part of
a 37-video co-op)

“ I have worked with many crews over the years and this may have been the best experience I have ever had.”

Miami, FL
(60 packages)

“ All of them were so positive and hardworking, and most importantly - fun! ... Hats off to the Miles Media team.”

