

# BRAND USA'S CULINARY INITIATIVE

Level 1: Content Hub & Social Promotion



## UNDERSTANDING THE PROGRAM

You're participating in Brand USA's Culinary Initiative, a new way to promote culinary tourism in your destination to international visitors. We look forward to working with you to tell the unique culinary story of your destination.

## PROGRAM COMPONENTS

For Level 1 participants, Brand USA's Culinary Initiative offers exposure for your destination in **3 ways**:

**1** Two web pages on Brand USA's Culinary Hub (all site languages)

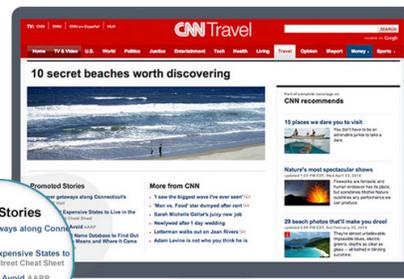
**2** A minimum guarantee of 4,000 engagements via Outbrain's culinary campaign for Brand USA

**3** Promotion through Brand USA's social channels and communities



Content example on the Culinary Hub

The Hub will feature stories, itineraries, "top" lists and other content types. The Culinary Hub pages will link directly to partners' websites. A video plug-in option is available.



- Promoted Stories
- Summer getaways along Connecticut's shore CT Visit
  - The 8 Least Expensive States to the U.S. Wall Street Cheat Sheet
  - 4 Surgeries to AVOID JARIP
  - Search Our Last Name Database Out What Your Name Means Came From Ancestry.com

The 4,000 partner engagements drive to your partner pages on the Culinary Hub.



Traffic drives directly to your partner pages on the Culinary Hub. The market, channels and posts are determined by Brand USA.

## Questions?

Contact Chelsea Rodawalt or Megan Young at Culinary-Materials-Due@MilesPartnership.com

# BRAND USA'S CULINARY INITIATIVE

Level 1: Content Hub & Social Promotion



## HOW WE'LL WORK WITH YOU

### 1 Two web pages on Brand USA's Culinary Hub (all site languages)

The editorial team at Miles will collaborate with you to create compelling content for your pages on the Culinary Hub, which could take the form of articles, itineraries, "top" lists or another content idea we brainstorm together.

- We'll begin by asking you to share your ideas in a Discovery Document.
- We'll meet with you to discuss the Discovery Document, and create story concepts around it. At this time, we'll discuss specific photo needs for the content so that you can provide supporting photography. Images should provide a sense of place related to your destination in addition to having a culinary focus. Ideally, people will be in some of the images, but they should not be the center of attention. Images should be supplied at 6 x 9" at 300 dpi in JPEG format.
- Our team will create detailed story outlines. You'll approve the outlines before we begin writing.
- Draft copy will be sent to you and we will work with you on any changes. You'll approve the final versions.
- If your space is being shared as a co-op with other destinations, we'll make sure we get all partners' input before finalizing the plan. Co-op partners will share the content space in a cohesive manner, rather than appearing in small, segmented spaces.

### 2 A minimum guarantee of 4,000 engagements via Outbrain's culinary campaign for Brand USA

Outbrain's collaboration with Brand USA offers your destination significant exposure in this program, with engagements linking to your pages on the Culinary Hub. No materials are needed — Miles will create the posts from your destination's content on the Culinary Hub. You may choose to promote to Canada, UK and/or Japan.

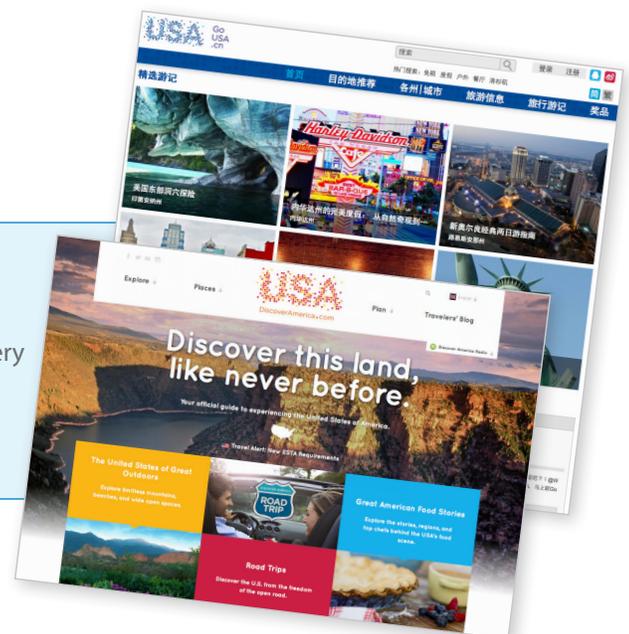
### 3 Promotion through Brand USA's social channels and communities

Brand USA is committed to promoting partners in the Culinary Initiative in all of its social channels. No materials are required from you — Brand USA will create the posts from your destination's content on the Culinary Hub. The market, channels and posts are determined by Brand USA.



### GLOBAL EXPOSURE on all Discover America and Go USA websites!

Your destination's culinary content will be available on every language edition of the Discover America and Go USA websites, providing global exposure for your message. And translations are included at no extra charge!



## Questions?

Contact Chelsea Rodawalt or Megan Young at [Culinary-Materials-Due@MilesPartnership.com](mailto:Culinary-Materials-Due@MilesPartnership.com)

# BRAND USA'S CULINARY INITIATIVE

Level 2: Premium Digital & Print Sponsorship



## UNDERSTANDING THE PROGRAM

You are participating in Brand USA's Culinary Initiative, a new way to promote culinary tourism in your destination to international visitors. We look forward to working with you to tell the unique culinary story of your destination.

### PROGRAM COMPONENTS

For Level 2 participants, Brand USA's Culinary Initiative offers exposure for your destination in **5 ways**:

#### 1 Four web pages on Brand USA's Culinary Hub (all site languages)

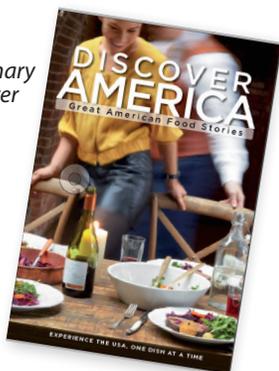


Content example on the Culinary Hub

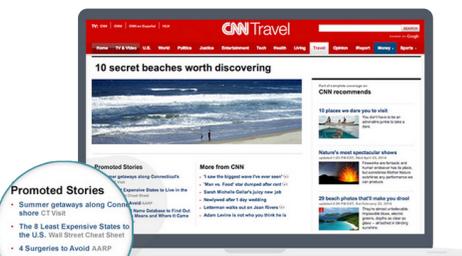
The Hub will feature stories, itineraries, "top" lists and other content types. The Culinary Hub pages will link directly to partners' websites. A video plug-in option is available. The program also includes rotating promotion for two months on the Culinary Hub homepage.

#### 2 A two-page feature story in Brand USA's Culinary Guide, Great American Food Stories

2014 Culinary Guide Cover



#### 3 A minimum guarantee of 8,000 engagements via Outbrain's culinary campaign for Brand USA



The 8,000 partner engagements drive to your partner pages on the Culinary Hub.

#### 4 Promotion through Brand USA's social channels and communities



Traffic drives directly to your partner pages on the Culinary Hub. The market, channels and posts are determined by Brand USA

#### 5 Promotion through Brand USA's Key Influencer campaign in the UK

"A Life Worth Eating" blog



A key influencer from the UK will promote your destination. Traffic from the influencer's channels will go to your pages on the Culinary Hub.

### Questions?

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# BRAND USA'S CULINARY INITIATIVE

Level 2: Premium Digital & Print Sponsorship



## HOW WE'LL WORK WITH YOU

### 1 Four web pages on Brand USA's Culinary Hub (all site languages)

The editorial team at Miles will collaborate with you to create compelling content for your pages on the Brand USA Culinary Hub, which might take the form of articles, itineraries, "top" lists or another content idea we brainstorm together.

- We'll begin by asking you to share your ideas in a Discovery Document.
- We'll meet with you to discuss the Discovery Document, and create story concepts around it. At this time, we'll discuss specific photo needs for the content so that you can provide supporting photography. Images should provide a sense of place related to your destination in addition to having a culinary focus. Ideally, people will be in some of the images, but they should not be the center of attention. Images should be supplied at 6 x 9" at 300 dpi in JPEG format.
- We'll create detailed story outlines. You'll approve the outlines before we begin writing.
- We'll present draft copy to you and work with you on any changes. You'll approve the final versions.
- If your space is being shared as a co-op with other destinations, we'll make sure we get all partners' input before finalizing the plan. Co-op partners will share the content space in a cohesive manner, rather than appearing in small, segmented spaces.
- For your homepage promotion on the Culinary Hub, no additional materials are required. Miles will create the homepage promotion from your culinary content.
- We'll create your content plan for the culinary guide (see #2, below) at the same time as we plan your online promotion.

### 2 A two-page feature story in Brand USA's Culinary Guide, *Great American Food Stories*

This beautifully designed and written culinary guide to the USA will feature rich editorial content, as well as compelling feature stories about partner destinations. *Great American Food Stories* will be produced in global English, Japanese, Simplified Chinese and another language to be determined. As part of the discovery process outlined under #1, Miles' editorial team will collaborate with you to create a plan for your space in the culinary guide.

### 3 A minimum guarantee of 8,000 engagements via Outbrain's culinary campaign for Brand USA

Outbrain's collaboration with Brand USA offers your destination significant exposure in this program, with engagements linking to your pages on the Culinary Hub. No materials are needed — Miles will create the posts from your destination's content on the Culinary Hub. You may choose to promote to Canada, UK and/or Japan.

### 4 Promotion on Brand USA's social channels and communities

Brand USA is committed to promoting partners in the Culinary Initiative in all of its social channels. No materials are required from you — Brand USA will create the posts from your destination's content on the Culinary Hub. The market, channels and posts are determined by Brand USA.

### 5 Promotion through Brand USA's Key Influencer campaign in the UK

Key influencers from the UK will visit partner destinations as part of the Culinary Initiative\* and share their experiences with followers through blog posts and social posts on their channels. Miles and Sparkloft will work with you on the influencer's agenda, if desired. If you are able to provide hotel accommodations or other travel-related benefits, this would be much appreciated. Nothing else is needed, as all content will be created based on the influencer's experiences on-location. You can use the content created on your own channels for future marketing efforts!

\* For co-ops, all partners will be mentioned but it may not be possible for key influencers to visit all destinations.



### GLOBAL EXPOSURE on all Discover America and Go USA websites!

Your destination's culinary content will be available on every language edition of the Discover America and Go USA websites, providing global exposure for your message. And translations are included at no extra charge!

## Questions?

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