



Promoting BrandUSA through Short Videos

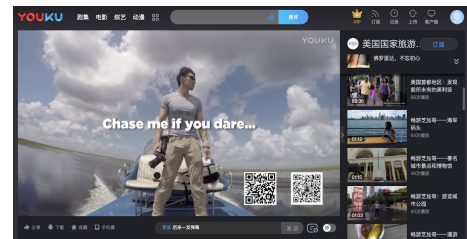
SHORT VIDEOS, BRANDUSA

BACKGROUND

The short video program for BrandUSA was part of a partnership program we offered to provide destinations with opportunities to create video content targeting Chinese. Four states were involved: New York, Minnesota, Michigan and Florida, and each state had two cities featured, introducing local restaurants, attractions, museums, national parks, etc. There were a total of 8 videos each about 7 minutes long. Our BrandUSA ambassador, Chase Dong, was the host and through the videos, he showed the audience his unique experiences traveling in the four states. Watch the videos [here](#).

OUR GOAL

Share urban themed road trip travel through different states and cities. Highlight travel and authentic experiences among Chinese free independent travelers (FITs) and create unique content that each destination can own.



OUR APPROACH

Leveraging Chase's influence as the BrandUSA outdoor ambassador, we developed a unique storyline that highlighted how much more the USA has to offer than just the pristine outdoors. Known for his expertise in exploration, Chase shared his in-depth travel itinerary with the audience through social media and provided personalized tips. The success of our BrandUSA video program relied on the development of our video storyline that connected Chase's profile and personality with the different destinations and attractions. Netizens actively engaged on social media, requesting Chase's input, tips and tricks on itinerary preparation for their next trip.

THE NUMBERS

- Total video views: 13,610,000
- Total social media impressions: 59,812,858
- Total social media engagement: 306,859
- Total news articles released: 41