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**Brand USA Campaign Creative Assets**

**TELEVISION AND CINEMA**

TV ANTHEM :60/:40/:30

Grammy-award winning singer/songwriter Rosanne Cash, daughter of American music legend Johnny Cash, composed an original song, “Land of Dreams,” to serve as the heart of the campaign. The lead television commercial features Cash playing the song under New York’s Brooklyn Bridge, accompanied by musicians from home and abroad united in their love for America. Supplementing the musical moment are scenes of sights and experiences from all over the country, carrying an invitation to “Discover this land, like never before.” A long form version of the commercial (2:30) is available for viewing on Discover America’s You Tube channel. A free download of the “Land of Dreams” song featured in the campaign is available at [www.discoveramerica.com](http://www.discoveramerica.com).

TV :20/:15

Building off of the Brand USA Anthem spot, these four vignettes showcase the sights, sounds, tastes and emotions of experiencing America "like never before."

PRINT AND OUT OF HOME

Powerful, eye-catching visages of America are featured in six different print executions (newspaper, magazine, trade and consumer publications) as well as six different out of home billboards and spectaculars to convey the beauty and wonder that the USA has to offer. Each carries the invitation to “Discover this land, like never before.”

WEBSITE

Brand USA has launched a new consumer website, [www.discoveramerica.com](http://www.discoveramerica.com), which includes interactive features, and a wide selection of U.S. destinations to explore. The website aims to help potential visitors imagine their visit to the United States by showcasing 250 vibrant and distinct experiences that can only be found in the United States of America. The website features destinations both large and small, iconic and lesser-known, from all geographical regions. The 250 featured experiences and their descriptions were licensed from the best-selling book, *1,000 Places to See in the United States and Canada Before You Die* by Patricia Schultz. A free download of the “Land of Dreams” song featured in the campaign is available on the site.

DIGITAL

Engaging and dynamic online banner units highlight many of the "off-the-beaten track" places and experiences one can find in the United States.  All banners link back to [www.discoveramerica.com](http://www.discoveramerica.com).

SOCIAL

A robust social media strategy has been created to reach potential visitors. Country specific Facebook and Twitter pages will showcase targeted promotions and DiscoverAmerica.com will act as visitors’ information portal for trip planning.

Facebook

<http://www.facebook.com/DiscoverAmerica>

<http://www.facebook.com/DiscoverAmericaUK>

<http://www.facebook.com/DiscoverAmericaCA>

<http://www.facebook.com/DiscoverAmericaJP>

Twitter

<https://twitter.com/#!/discoveramerica>

<https://twitter.com/#!/discoverusaUK>

<https://twitter.com/#!/discoverusaCA>

<https://twitter.com/#!/discoverusaQC>

<https://twitter.com/#!/discoverusaJP>

YouTube

[http://www.youtube.com/DiscoverAmerica](http://www.youtube.com/user/YourDiscoverAmerica)

Pinterest

<http://pinterest.com/discoveramerica>

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