

# Rebranding the USA as: **(YOU)SA**

Zari Phillips, Katie Dodds, David Kim, Shane Ortiz, Samantha Cruz

# Meet the Team:



**ZARI PHILLIPS**

Half-Armenian, American

Name means “Golden Thread” in Armenian

\* Born in San Diego, CA

\* Raised in CA

\* Loves fashion



**KATIE DODDS**

American  
Mom from Ireland  
Dad from Kenya

\* Born in Boca, FL

\* Raised in Orlando

\* Loves painting and reading



**DAVID KIM**

Korean-American  
Parents from Seoul

\* Born in LA

\* Raised in LA

\* Loves music production, graphic design



**SHANE ORTIZ**

Mexican-American

\* Born in San Francisco

\* Raised in SF

\* Loves dogs, running



**SAMANTHA CRUZ**

Filipino-Chinese American

\* Born in the Philippines

\* Raised in CA

\* Loves going to the movies, riddles

Our Campaign:

**(YOU)SA**

**THE REAL US**

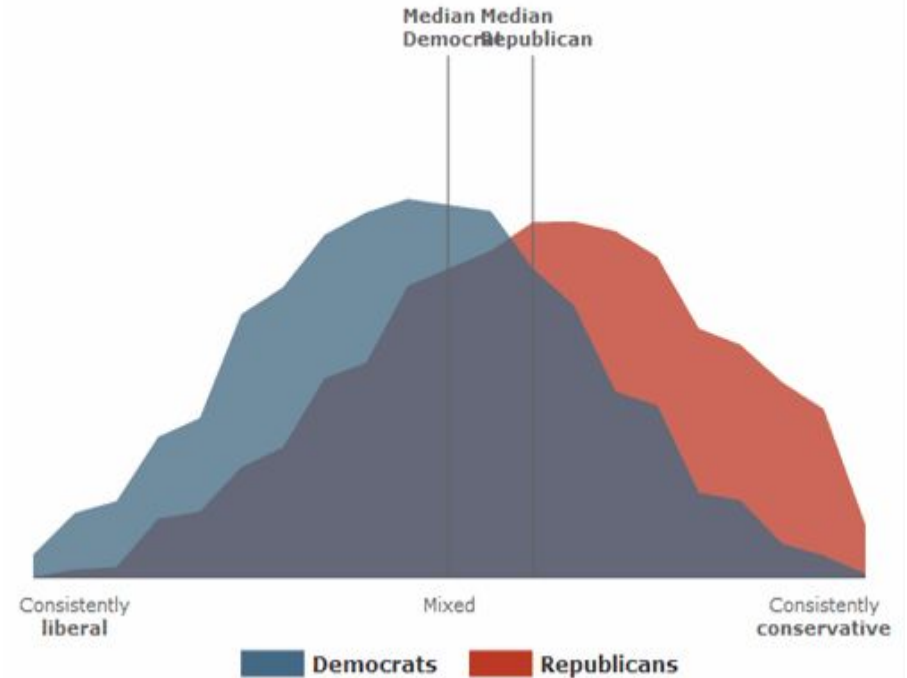
# Situation Analysis: The Perceived US

Often times, the US is historically viewed by the outside world as *commercialized, uncultured and egocentric*. One of the founding members of (YOU)SA found out these sentiments on her abroad trip, when students from other countries shared their perception of American stereotypes.

In the international world, whether we're suffering from an embarrassing political mistake or promoting the values of a Kardashian, an *international audience* is always watching, and always judging.

In addition, recent **political changes** have put America in the international spotlight. Today, many consider the US to be promoting values that lack unity and culture, and are unable to see the various aspects of America that make it unique and special.

## Political Polarization of the American Public, 1994-2014



# Survey + Research

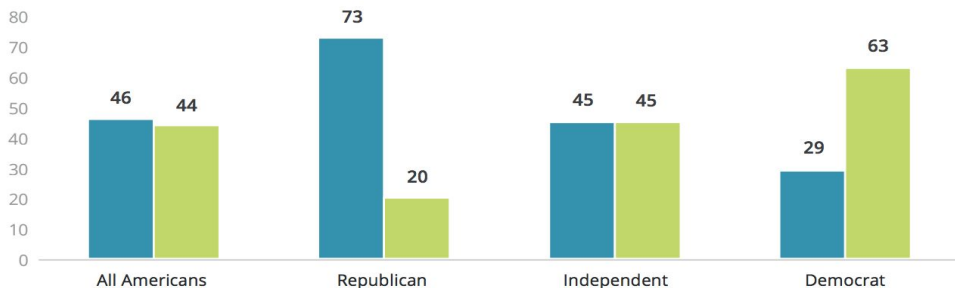
Our research:

- Budget
- Age demographic
- Media research
- World ranking
- Current social climate

**FIGURE 12. Massive Partisan Divides on Impact of Immigrants**

Which of the following statements comes closest to your own view - even if neither is exactly right?

- The growing number of newcomers from other countries **threatens** traditional American customs and values
- The growing number of newcomers from other countries **strengthens** American society



Source: PRRI 2016 American Values Survey.

## United States Rankings

OVERALL RANK

#7

OVERALL SCORE

9.3

Read our methodology to see how the rankings were calculated.

[How we score](#)

CATEGORY	SCORE	RANK
Adventure	3.1	#35
Citizenship	6.3	#16
Cultural Influence	8.1	#3
Entrepreneurship	9.6	#3
Heritage	4.4	#22
Movers	4.1	#24
Open for Business	5.3	#35
Power	10	#1
Quality of Life	5.2	#18

# Positioning Statement

“To the up-and-coming, *socially minded youths of America*, we are an open-minded, grounded organization that celebrates modern American individuals for their unique experiences and cultural backgrounds. In the midst of a polarized and divided society,

***(YOU)SA is a welcoming and unifying organization that promotes self-love and the power of the individual as a part of the whole.”***



# Creative Brief: Campaign Manifesto

At a time when the US is being viewed as exclusive, aggressive, and undignified to outside nations; we want to re-brand the US as our core values of being welcoming to all diverse backgrounds by showcasing our unique aspects of society that come with the blending of many cultures.

**Everyone is invited**. It's all about our people. It's about

**(YOU)SA.**



# Creative Brief: Purpose of Repositioning + Key Insight

(YOU)SA strives to change these perceptions of America by enlightening each other of our unique and varied community. In these trying and polarized times, we want to remind the American people about the benefits of living in an open society filled with diversity.

We are aiming to reframe our country's view of itself to bring back a sense of hospitality and authenticity, which will in turn change how people feel about the United States.

**We want to be a country that welcomes different cultures and celebrates our differences.**

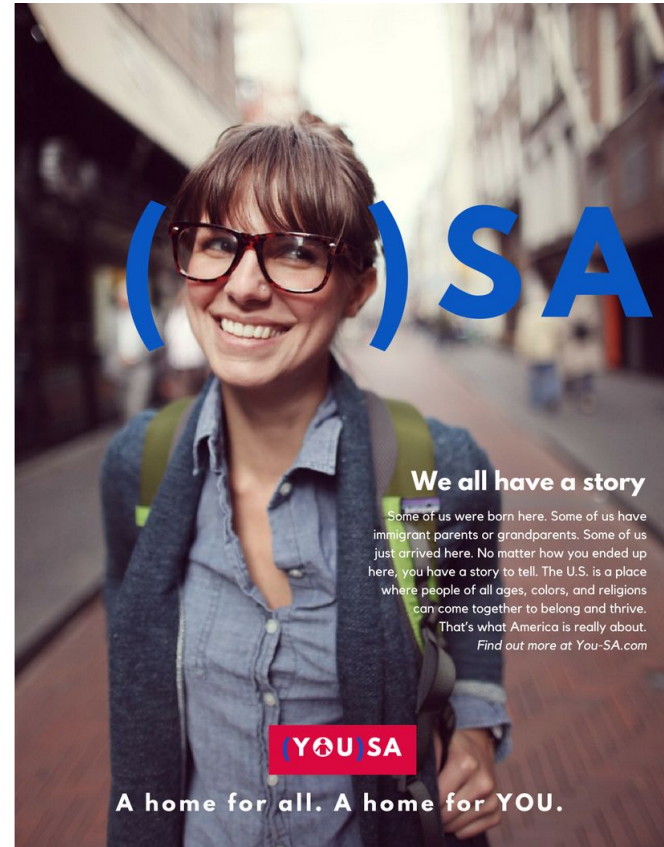




# Creative Brief: Campaign Content

- Billboard posters
- Print ads / Posters
- Interactive bus kiosk
- Commercial spot
- Social Media
  - Instagram
  - Facebook

Launch date: **Independence Day**



# Creative Brief: Target Demographic

- **1st Tier Demographic:** For the beginning of the campaign we want a demographic that will get the word out on social media

-> young adult Americans *ages 17--28*

- **2nd Tier Demographic:** We eventually want the campaign to reach out to everybody else in the U.S.

-> Americans of all ages and ethnicities



**It's about  
(YOU)**



# Creative Brief: Objective/strategy + Tone

**(YOU)SA** : makes the United States relatable and distances it from existing negative stereotypes by featuring everyday American people with various cultural and social backgrounds.

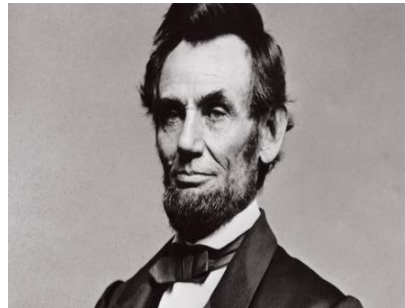
**Tone:** *Relatable*

*Authentic*

*Welcoming*

*Personal*

I  NY<sup>®</sup>



Failed, failed, failed.  
And then...

**PERSISTENCE**

*Pass It On:*

**VALUES.COM** THE FOUNDATION  
FOR A BETTER LIFE

# Creative Brief: Desired Effects

**Currently Think:** Americans and the USA are uncultured and close-minded people who are destroying unity

**Compelling Idea:** Americans come from a multitude of backgrounds to make up this country and value our variety of peoples

**Will Think:** Americans will not be dwindled down into the stereotypes of stupid, uncultured, gluttonous, and greedy. America is home to many diverse individuals, and that should be recognized and celebrated.



# (YOU)SA's Big Idea:

*"(YOU)SA believes that the differences found in our nation are actually what bring us together."*

Reestablish the name of the United States as a home to diverse and unique citizens. Through a marketing PSA-style campaign, we strive to showcase a genuine portrayal of American lives, which we hope will emphasize a welcoming and unified environment for all.



**We're spreading a **mindset** **not** a product.**

# Media Plan: Strategy + Tactics

*The campaign will be launched on Independence day and carried throughout the year at a time when the US is very divided based on political beliefs, in efforts to bring back patriotism and pride in our country and diversity. The campaign will be on forms of social media, as well as major US cities and college campuses, as well as smaller, lesser known and less populated suburban areas of the US.*

*Launched on **Independence Day***

## *Strategic Calendar:*

- *Thanksgiving*
- *Super Bowl Sunday*
- *Presidents Day*
- *Mother's Day, Father's Day*
- *Memorial Day*
- *MLK Day*
- *New Year's Day*

# Budget of \$20 million for Campaign - \$2,225,000 initial

**Digital:** \$200,000 Search Engine Optimization, \$500,000 sponsored ad video

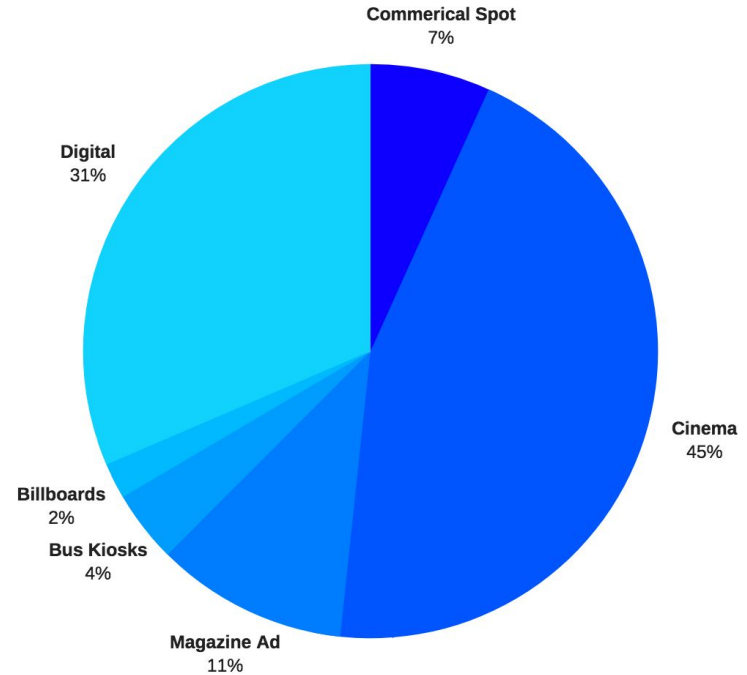
**Commercial Spot:** \$150,000

**Cinema:** \$1 million for 30 sec nationally

**Magazine Ad:** \$240,000 for full color page in Time Magazine

**Kiosk:** \$1500 each (placed in Los Angeles, New York, and Washington DC)---> \$90,000 (20 in each location)

**Billboard:** \$45,000 for three successive billboards on Sunset Blvd. in LA



## Breakdown:

30% of our budget will be spent on digital ads

48% of households tune into ESPN, reach market that still watches live TV

TIME is the top-selling/most-circulated magazine in the US as of last year

# Future Budget Plan

**\$2.2 million** for the first six months

Datamine initial media spending

Analyze most popular forms with the most reactions and impressions

Re-configure budget strategy and re-launch for the next six months to most effectively reach our audience



# Billboard 1:



(YOU)SA

(YOU)SA

share your #yousa on  

## Billboard 2:



(YOU)SA

S A

share your #yousa on  

## Billboard 3:

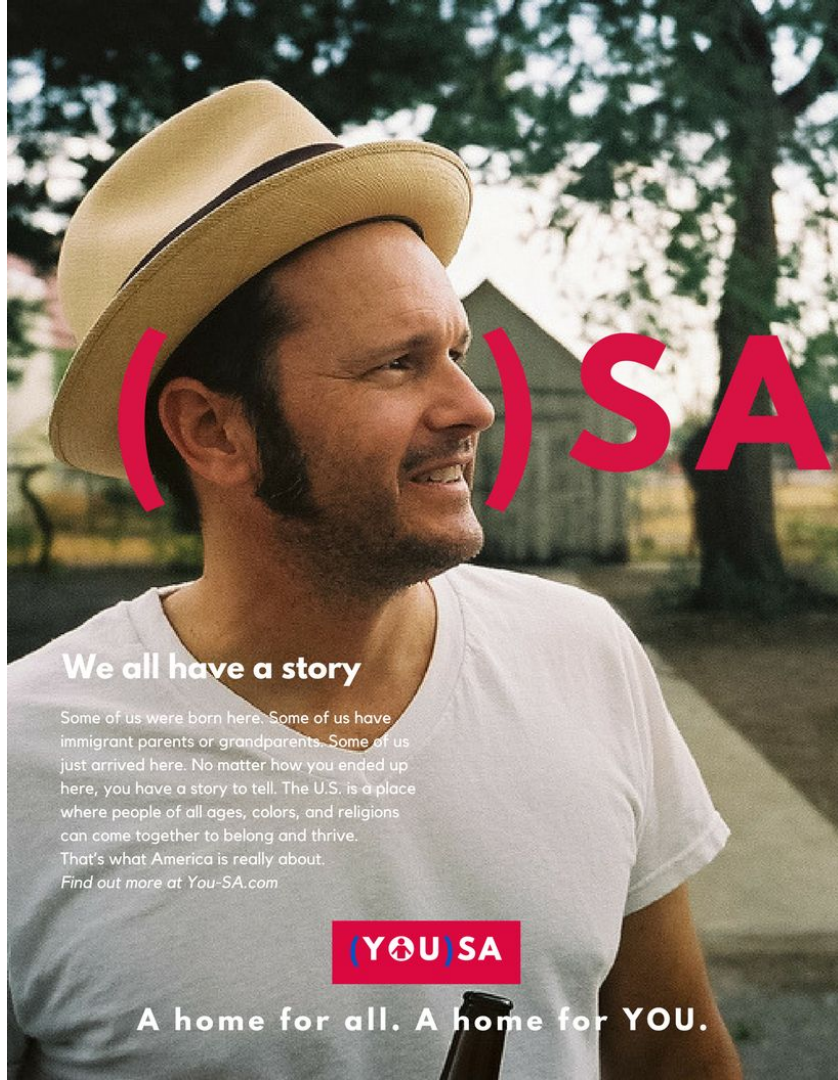


(YOU)SA

share your #yousa on  

The billboard features a close-up portrait of a woman wearing a maroon hijab, looking directly at the camera with a neutral expression. To her right, the text '(YOU)SA' is displayed in large, white, sans-serif font. The word 'YOU' is enclosed in parentheses. In the top right corner, there is a red rectangular box containing the text '(YOU)SA' in white. At the bottom right, the text 'share your #yousa on' is followed by the Instagram and Facebook social media icons.

# Print Ad 1:



## We all have a story

Some of us were born here. Some of us have immigrant parents or grandparents. Some of us just arrived here. No matter how you ended up here, you have a story to tell. The U.S. is a place where people of all ages, colors, and religions can come together to belong and thrive. That's what America is really about. Find out more at [You-SA.com](http://You-SA.com)

**(YOU)SA**

A home for all. A home for YOU.

## Print Ad 2:

**(YOU)SA**

**You Belong Here**

In the world today, it's easy to feel out of place. Whether you're an immigrant from a foreign land, or a single mom working two jobs, you have a story to tell. The U.S. is a place where people of all ages, colors, and religions can come together to belong and thrive. That's what America is really about.

*Find out more at [You-SA.com](http://You-SA.com)*

**(YOU)SA**

**A home for all. A home for YOU.**

## Print Ad 3:



(YOU)SA

### All Ages Welcome

Whether you're 9 years old or 90, you have a story to tell. The U.S. is a place where people of all ages, colors, and religions can come together to belong and thrive. That's what America is really about. Find out more at [You-SA.com](http://You-SA.com)

(YOU)SA

A home for all. A home for YOU.

# Bus Kiosk: (Interactive)



(YOU)SA

# Commercial Spot:

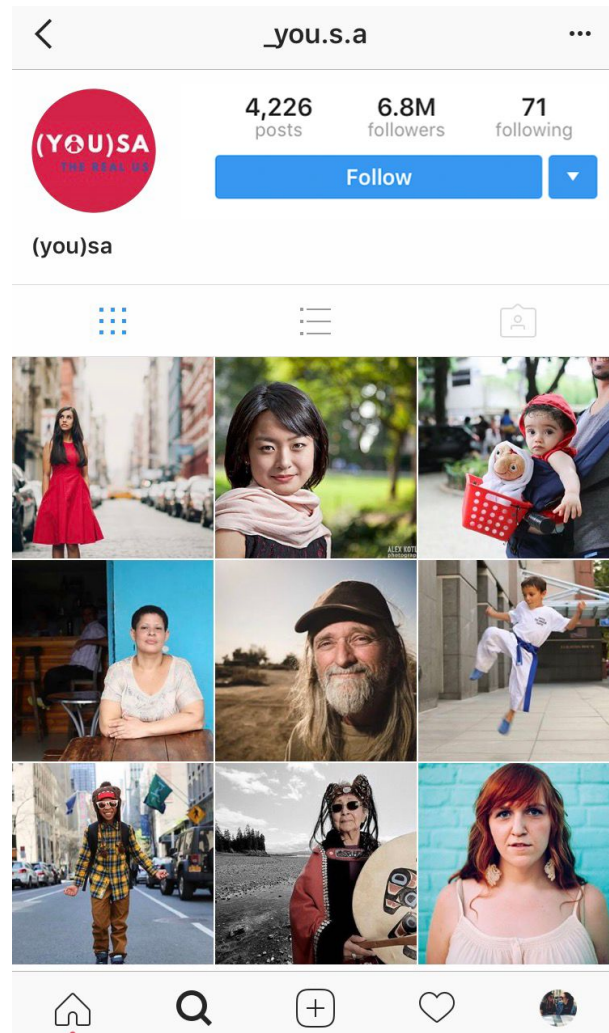
1. Installation of the interactive bus poster, POV: hidden camera
2. Close up of the worker installing - reveal (YOU)SA poster
3. Wide shot of the bus poster and people passing by
4. Handheld shots of people using the poster to check their reflection, reflecting busy lives of the people
5. POV from within the poster - reveal someone taking a selfie with the poster
6. Cut to shot of person walking away from poster, looking at their phone. We catch a smile.
7. Kicks of a music-montage with *uplifting music* of people being framed in the ( )SA, taking selfies.
8. Rapid pace shots of all races, clothes, genders, ages. Pause on certain things: kids, lovers, elderly, homeless.
9. Build to a crescendo of many faces/people filtering between ( )SA overlaying.
10. End abruptly with the official (YOU)SA logo + call to action: share your #yousa & slogan: A Home For All, A Home For YOU.





# Social Media: (Instagram Account)

“Visit [@\\_you.s.a](https://www.instagram.com/_you.s.a) to find out more”



# Social Media (cont.)- Instagram Post



\_you.s.a

Follow

198,059 likes

3d

\_you.s.a My parents moved here in 1997, the year before I was born. It was a frightening time as the Kosovo War was about to start. Now my parents are happy, we own a successful Kosovan Rug factory and a few stores where we sell, so we're doing really well. A lot has changed in Kosovo since we left, I hope to visit some day because those are my roots, but California will always be my home. #youusa

Log in to like or comment.



## Conclusion:

*Our campaign aims to unify and inspire citizens of the United States in order to create a more positive outlook on our country from both inside and out. By using interactive campaigns and reflecting people from all walks of life in our advertising, everyone will be able to connect with (YOU)SA where it really is a home for all, a home for you.*





# References:

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*Google search autocomplete: The US is...; America is...; The United States of America is...*

*- Doomed, a corporation, an oligarchy, a democracy, a melting pot*

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*<https://www.prrri.org/wp-content/uploads/2016/10/PRRI-2016-American-Values-Survey.pdf>*