**Mediavalet Registration**

[MediaValet](https://brandusa.mediavalet.com/) is our digital asset management system. Contributing content through MediaValet ensures that your assets will be at the disposal of our various agencies and will have the opportunity to be included in our marketing activities. Sign up for access here: <https://brandusa.mediavalet.com/register>.

**Uploading Assets**

Step 1: Upload and Select Content

On the top right hand click on the button “Upload Content” and select the files you would like uploaded. Unless otherwise specified, all uploads should include a completed content release form.

Step 2: Place Content

The first step is to upload the content and select the specific categories or folders that apply. After uploading your files, select “Upload And Continue.” This will give you the option to add categories.

For campaign specific content please place the content both under the appropriate destination or subject and that campaign. Before uploading, please ensure that the subcategory menu is fully expanded (expand by selecting the “+” beside a category name.) The asset will only be uploaded once, so don’t worry about taking up too much storage space, it will just be linked to these other topics. If you have questions about where to upload something or want to create a new category, please reach out to Justin Pile at [jpile@thebrandusa.com](mailto:jpile@thebrandusa.com?subject=MediaValet use)

Step 3: Add Attributes

After you have placed the assets in the appropriate category, you may add attributes in batches or individually. Please include as much detail as possible. This is where image licenses, credits and additional information should be listed and will make sure that we comply with the terms of use.

Please make sure to include all necessary credits, license information and the source of the content.

Terms of Use: please be very specific here and list all the applicable terms of use i.e. which markets, channels and type of content.

Step 4: Label Content

Proper keywords will allow us to better use the assets and enable the search function to act as a robust and effective tool for all of our stakeholders. When tagging an image with keywords, please include as many relevant items from the keyword list (provided in this guide) as possible. You should also feel free to include others that you feel are useful descriptors of the image. While you can add keywords, they need to be approved by Brand USA. The tool will surface already approved keywords. If you don’t see that keyword try rephrasing it or ask to add new keywords.

Brand USA retains final approval of all content published on its sites. For design purposes, not all supplied content may appear on the site.

Questions? Please contact Justin Pile at [jpile@thebrandusa.com](mailto:jpile@thebrandusa.com%20)

**Tagging Guideline**

Tagging Assets with Correct Keywords: Why is it Important?

Keywords are informative tags that help describe the content of the assets you are uploading into MediaValet. Adding keyword tags will help people locate these assets in the future, and increase the usefulness and efficiency of our Digital Asset Management system. For example, if you are contributing a picture of a mountain with a lake and snow, you would add the keywords “Mountain,” “Lake” and “Snow.” Later on, if someone wanted to find pictures of mountains with snow, they might search for “Snow” & “Mountain” and your assets would show up in the search window.

Below is a set of keywords you can use to tag assets. Remember the right descriptions make images easier to find.

|  |  |  |  |
| --- | --- | --- | --- |
| **Lifestyle** | | | |
| **Couples** | **Family** | **Kids** | **LGBT** |
| **Singles** | **Groups** | **Wellness & Relaxation** | **Local**  **Experiences** |

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| --- | --- | --- | --- |
| **Cities & Towns** | | | |
| **Skyline** | **Signs (think name of town, street sign, etc.)** | **Street view** | **Nightlife** |
| **Road Shots** | **Shopping** | **Countryside** | **Small Town** |

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| **Food & Drink** | | |
| **Drinks** | **Farms** | **Food Festivals & Events** |
| **Markets** | **Regional Cuisine** | **Dining** |
| **Chefs** | **Wine** | **Beer** |
| **Spirits** | **Coffee & Tea** | **Luxury** |

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| **Outdoors** | | | |
| **Adventure** | **Beaches** | **Gardens & City Parks** | **Lakes** |
| **Rivers** | **Wildlife** | **Forests** | **Deserts** |
| **Skiing & Snowboarding** | **Hot-Air Ballooning** | **Scuba Diving & Snorkeling** | **Fishing** |
| **Camping** | **Bicycling** | **Water Sports** | **Horseback Riding** |
| **Natural Wonders** | **Hiking** | **Boating** | **Sports & Recreation** |
| **Mountains** | **Golf** | **Zip lining** |  |

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| --- | --- | --- | --- |
| **Culture & History** | | | |
| **Architecture** | **Cowboys & Rodeos** | **History** | **Holidays** |
| **Native American – [Specify tribe**  **name]** | **Art & Literature** | **Music** | **Crafts** |
| **Civil War** | **Antebellum** | **Civil Rights** | **Historic Architecture** |
| **Landmarks** | **Monuments & Memorials** | **Museums & Galleries** | **Lighthouses** |

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| --- | --- | --- | --- | --- |
| **People** | | | | |
| **Family** | **People (9 or more)** | **Small Group (less than 9)** | **Pair** | **Male** |
| **Female** | **Solo** | **Large Crowd** | **Children** | **Teenage** |
| **Young** | **Middle Age** | **Senior** | **Candid** | **No People** |

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| **Perspectives/Image Descriptors** | | | | |
| **Bird’s Eye** | **Aerial** | **Filter** | **Fish Eye** | **Long Exposure** |

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| **Arts & Entertainment** | | | | |
| **Signature Attractions** | **Fairs & Festivals** | **Gaming** | **Music** | **Zoos** |
| **Performing Arts** | **Spectator Sports** | **Theme Parks** | **Pop Culture** | **Carnivals** |

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| --- | --- | --- |
| **Seasonal/Weather Descriptions** | | |
| **Snow** | **Spring** | **Summer** |
| **Sunset/Sunrise** | **Fall** | **Winter** |
| **Fall Foliage** | **Night** | **Stars** |
| **Rain** | **Windy** | **Frozen** |