

Brand USA using updates of 1950s song for new 'Hear the Music' campaign

In 1958, "Do You Want to Dance" was a popular song written and recorded by California teenager Bobby Freeman. It rocketed to No. 5 on the Billboard singles chart. A host of other musical artists – Del Shannon, The Beach Boys, Bette Midler, the Ramones, Bruce Springsteen and Lucy Lawless, among them – have performed their versions of the song through every decade since its original release. (It has often been titled "Do You Wanna Dance" – with and without a question mark).

Today, "Do You Wanna Dance?" is the centerpiece of a new Brand USA marketing campaign, "Hear the Music, Experience the USA." The campaign aligns with the current release of "America's Musical Journey," Brand USA's new giant-screen film that traces the musical heritage of the United States through on-screen visits to a variety of American cities known for their particular musical roots. Brand USA is harnessing the appeal of music to showcase the boundless array of travel opportunities that await visitors across the U.S. landscape.

By partnering with Spotify, a digital platform that provides access to millions of songs, Brand USA is presenting a global audience with five renditions of the song, as performed by five emerging artists who have instilled the flavor and musical style of their individual hometowns into their interpretations.

These five versions match five unique American styles of music to five cities: hip-hop (Atlanta, Georgia); electronic dance music (Denver, Colorado); blues (Houston, Texas); rock 'n' roll (Portland, Oregon); and soul (San Juan, Puerto Rico).

"The artists' passion for their cities shines through in each rendition as they reimagine a classic radio hit in a new digital streaming era," said Tom Garzilli, Brand USA's chief marketing officer. "We're hoping their contagious energy connects with culture-seeking tourists across the globe and inspires them to experience the United States in a new way."

Brand USA's alliance with Spotify also allows international travelers to access music playlists that have been linked to 22 U.S. cities. Spotify created the playlists based on the popularity of artists and musical genres that are most in demand by local Spotify subscribers in each city.

Visitors to Brand USA's "Hear the Music, [Experience the USA](#)" page on its consumer

site, [Visit the USA](#), can listen to the 22 Spotify playlists and explore travel experiences that each city offers. This online content will also be available in the native languages for 13 global markets.

Brand USA collaborated with Mustache, a New York-based creative agency, and MediaCom, an international media agency, to develop this campaign.

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Brand USA