



TRAVEL OREGON

SPRING '17 MEDIA RECO

Phase 1

2/27/17

PARAMETERS

| | | |
|----------------|---|---------------------|
| TIMING | MARCH 12TH - APRIL 29TH - Search 3.12 - 6.30 - 360 Experience mid April - 5.14 | |
| MARKETS | SEATTLE SAN FRANCISCO | PORTLAND PHOENIX |
| TARGET | "THE ACTIVE ADVENTURER" Buying Demo: A25 -64 | |
| ASSETS | (7) :15 VIDEOS (1) SALMON INTRO VIDEO (TBD) GOOGLE 360 SALMON VIDEOS ASSET KIT: STANDARD BANNERS, KEY VISUALS, STYLE GUIDE | |
| BUDGET | \$1,733,000 | |

CAMPAIGN ARCHITECTURE

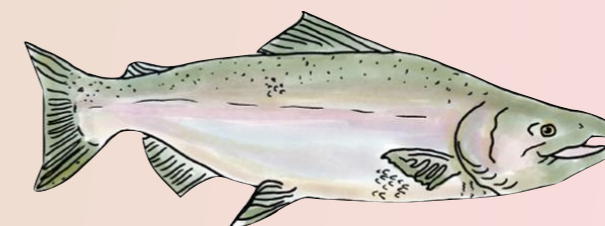
PHASE 1 INSPIRATION & ENGAGEMENT

- UTILIZE EXISTING CREATIVE ASSETS TO GENERATE AWARENESS OF OREGON'S OFFERINGS
- INCREASE ENGAGEMENT ON TO.COM



PHASE 2 EXPERIENTIAL

- LAUNCH AN IMMERSIVE SALMON EXPERIENCE TO SHOWCASE OREGON IN A FRESH WAY



OR
CAMPAIGN
LAUNCH (3.12)

MARCH

OR
SALMON
LAUNCH
(MID-APRIL)

APRIL

OR
CORE CAMPAIGN WRAP
(4.29)

MAY

PHASE 1

OBJECTIVES & STRATEGIES

MEDIA OBJECTIVES

- PROMOTE THE THE RANGE OF OREGON'S OFFERINGS (EX. VIDEO, DISPLAY, ETC.)
- DRIVE AWARENESS OF THE ACTIVITIES & PLACES OUR ADVENTURER TARGET CAN EXPERIENCE

MEDIA STRATEGIES

- **IMPACT & ENGAGEMENT**

SEEK MEDIA OPPORTUNITIES THAT CAPTURE THE AUDIENCE'S ATTENTION AND FOSTER ENGAGEMENT

- **CONTEXTUAL RELEVANCY**

CAPTURE ADVENTURERS' ATTENTION WHILE THEY'RE IN THE EXPLORING MINDSET.

- **TIMELY**

- LOOK FOR OPPORTUNITIES WHERE WE CAN BE TACTICAL AND TIMELY WITH OUR MESSAGING (EX. INTEREST BASED TARGETING, SEARCH)

PHASE 1 - RECOMENDATION

INSPIRATION & ENGAGEMENT

MAR/APRIL

VIDEO

VIDEO OVERVIEW

TELEVISION

- IMPACT AT LAUNCH - UTILIZED MARCH MADNESS AS A LAUNCH PLATFORM ACROSS ALL MARKETS
- MUST SEE PROGRAMMING: - TARGETED PREMIERES/FINALES AND LIVE LOCAL SPORTS ACROSS BROADCAST & CABLE
- FOCUS FOR FREQUENCY - SECURED TOP PERFORMING DAYPARTS AND NETWORKS FOR OUR AUDIENCE BY MARKET

DIGITAL

- LEVERAGED FULL EPISODE PLAYERS AND KEY PLATFORMS TO ENSURE OUR MESSAGE HAS SCALE IN PREMIUM ENVIRONMENTS
- USED ROBUST AUDIENCE TARGETING TO REACH THE ACTIVE ADVENTURER WHEN THEY'RE CONSUMING VIDEO
- TARGETED CONTENT THAT IS CONTEXTUALLY RELEVANT TO OUR AUDIENCE

PARTNER CONSIDERATION SET

BROADCAST



CABLE



DIGITAL VIDEO



TELEVISION DETAILS

| CHANNEL | FLIGHT | GEO-TARGET | TARGETING | PLACEMENT | IMP. | STRATEGY HIGHLIGHTS |
|----------|--|---------------|-----------|---|-----------|--|
| Local TV | 3/12-4/2 (Broadcast) 3/13-4/2 (Cable) | San Francisco | A25-64 | Prime Access (7-8P), Prime (8-11P), Late Fringe (11:30-1A), Sports Cable Networks: Discovery, History, ESPN, Food, HGTV, TNT, AMC | 8,254,000 | - Prime Access: Modern Family, Big Bang Theory, ET - Prime: DWTS, Bachelor, Walking Dead - Late Fringe: SNL, Late Show, Tonight Show - Sports: March Madness, NBA Golden State, MLB Giants |
| Local TV | 3/12-4/2 (Broadcast) 3/13-4/2 (Cable) | Seattle | A25-64 | Prime Access (7-8P), Prime (8-11P), Late Fringe (11:30-1A), Sports Cable Networks: Discovery, History, ESPN, Food, HGTV, TBS, AMC | 8,240,000 | - Prime Access: 2 Broke Girls, Access Hollywood - Prime: Empire, Bachelor, Walking Dead - Late Fringe: SNL, Late Show, Tonight Show - Sports: March Madness, MLS Sounders |
| Local TV | 3/12-4/2, 4/8-4/9 (Broadcast) 3/13-4/2 (Cable) | Phoenix | A25-64 | Early Fringe (4-6P), Prime (8-11P), Sports Cable Networks: Discovery, History, ESPN, Food, HGTV, TBS, TNT, AMC | 6,916,000 | - Early Fringe: Friends, Rachael - Prime: DWTS, Bachelor, Conan - Sports: March Madness, MLB Diamond Backs, Masters |
| Local TV | 3/12-4/2 (Broadcast) 3/13-4/2 (Cable) | Portland | A25-64 | Prime (8-11P), Late Fringe (11:30-1A), Sports Cable Networks: Discovery, History, ESPN, Food, HGTV, TBS, TNT, AMC | 4,942,000 | - Prime: Empire, Bachelor, Walking Dead - Late Fringe: SNL, Late Show, Tonight Show - Sports: March Madness, MLS Timbers, NBA Blazers |

Total

28,352,000

PREMIUM VIDEO DETAILS

| CHANNEL | FLIGHT | GEO-TARGET | TARGETING | PLACEMENT | IMP. | STRATEGY HIGHLIGHTS |
|----------------|-------------|-----------------------------------|--------------------|--|-----------|---|
| Crackle | 3/12 - 4/29 | Sea, SF, PDX, Boise, Vancouver BC | Geo | Pre-Roll, Mid-Roll, Companion Banner (desktop) | 916,667 | <ul style="list-style-type: none"> - Strong cross-device delivery (42% on CTV in Winter) with visibility into where those impressions are running and if our video is viewable. - Alignment with launch of new original content |
| Hulu | 3/12 - 4/29 | Sea, SF, PDX, Phoenix | Geo, Genre | Pre-Roll, Mid-Roll, Skin, Ad Selector, Companion Banner | 3,769,893 | <ul style="list-style-type: none"> - Alignment with premium content spanning current network TV, originals, classic shows, and film - A lighter ad load means less clutter and a more premium ad experience for viewers - Great incremental reach in our markets |
| ZEFR (Youtube) | 3/12 - 4/29 | Sea, SF, PDX, Phoenix | Demo (A25-52), Geo | True View, Reserve | 1,669,458 | <ul style="list-style-type: none"> - Advanced targeting down to the video level on YouTube has allowed us to be proficient on a key video platform - Retargeting with sequential messaging ensures that we can expose users to the variety of our spots (regions). - Good balance of relevant and premium content (BrandID and ZEFR entertainment) |
| Discovery | 3/12 - 4/29 | Sea, SF, PDX, Phoenix | Geo, Content | Pre-Roll, Mid-roll, Sponsored Playlist, Companion Banner | 1,666,667 | <ul style="list-style-type: none"> - The most contextually relevant partner on the plan. A property that embodies an adventurous mentality - Top performer from Winter and Spring in CTR and New Sessions created on TO.com - Un-skippable environment |

Total

8,022,685

PROGRAMMATIC

PROGRAMMATIC OVERVIEW

DIGITAL DISPLAY

- DRIVE QUALIFIED TRAFFIC TO TRAVELOREGON.COM BY OPTIMIZING TOWARDS A MORE ENGAGED USER
- OPTIMIZE FOR VIEWABLE IMPRESSIONS ACROSS ALL PLATFORMS WHERE OUR CREATIVE IS SERVED
- UTILIZE BEHAVIORAL AND INTEREST BASED TARGETING TO HONE IN ON THE MOST RELEVANT ADVENTURERS

PARTNER CONSIDERATION SET

CONVERSANT 

 SOJERN

 ADARA

PROGRAMMATIC DETAILS

| CHANNEL | FLIGHT | GEO-TARGET | TARGETING | PLACEMENT | IMP. | STRATEGY HIGHLIGHTS |
|--------------|-------------|-----------------------|-------------------------------------|----------------------------|------------------|---|
| Conversant | 3/12 - 4/29 | Sea, SF, PDX, Phoenix | Geo, Audience (behavioral, context) | Pre-Roll, Companion Banner | 1,280,488 | <ul style="list-style-type: none"> - The ability to find our target in our key markets and reach them with our video at scale. - Through audience targeting with Conversant we're able to engage an older segment of our demo (55-64 in Winter had the highest CTR and VCR). |
| Sojern | 3/12 - 4/29 | Sea, SF, PDX, Phoenix | Geo, Intent Retargeting | Display, Pre-Roll | 1,979,167 | <ul style="list-style-type: none"> - Advanced targeting focused on travelers in the consideration phase. The ability to capitalize on travel intent in real-time (within 11 seconds of a search). - The ability to optimize towards a more engaged user on TO.com (contingent on GA reporting or access) - Priced on a vCPM guaranteeing 100% view ability - Rich post campaign attribution metrics |
| Total | | | | | 3,259,655 | |

KEYWORD SEARCH

KEYWORD SEARCH DETAILS

| CHANNEL | FLIGHT | GEO-TARGET | TARGETING | PLACEMENT | IMP. | STRATEGY HIGHLIGHTS |
|--------------|-------------|-----------------------|-------------------|-----------|------------------|--|
| Google | 3/12 - 6/30 | Sea, SF, PDX, Phoenix | Relevant keywords | Text Ads | 3,500,000 | <ul style="list-style-type: none"> - Continue to hone keyword list to top performers from Summer 16 & Winter 2017 campaigns - Scrub list of duplicative keywords now that we've changed most of our match types to "broad" - Increase our mobile device bid by 20 - 30% / Down-bid Tablets - Consider increasing bid in Phoenix as search volume will likely be lower given the new market |
| Total | | | | | 3,500,000 | |

PHASE 2 – DETAILS AVAILABLE MID-MARCH