

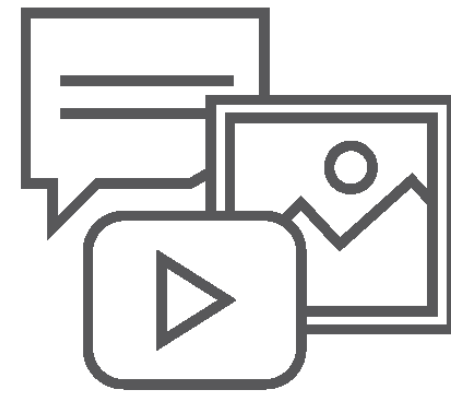


**Spring 2017 Campaign:**  
Social Media Launch Plan

Objective: Drive awareness of the variety of activities Oregon has to offer and give explorers multiple opportunities to dive deeper into content on [TravelOregon.com](https://TravelOregon.com)

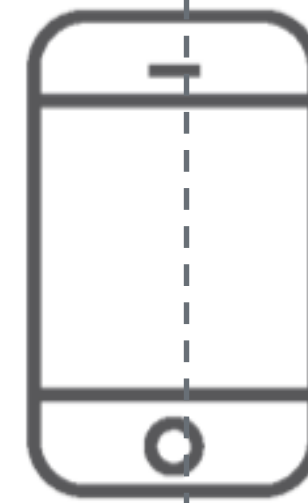
# The Tactics

Awareness

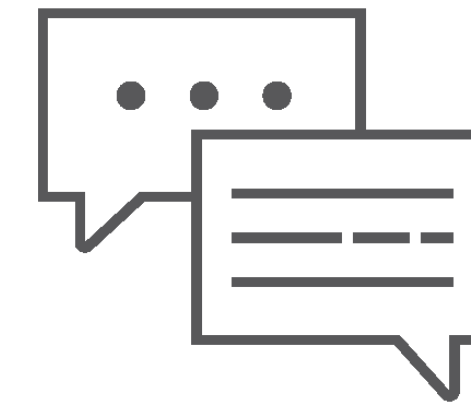


15s spots

Conversion



Regional canvas  
featurette



Spring Stories +  
YouMightLikeOregon.com

# Audience



# Audience: Extended Explorer

**Overview:** We'll serve content to the "Extended Explorer" audience tested during the 16/17 Winter campaign. The extended audience raises the potential reach from 5.5 to 9.8m\*.

By starting with this larger audience, we can:

- Reduce audience fatigue – we expect to be talking to these same folks repeatedly through June
- Test messaging/content in new markets
- Tailor content to specific markets, rather than simply show every piece of content everywhere
- Lower the potential CPM and CPC
- Starting with a larger pool also allows to try retargeting (see media flighting section)

**Location:** Canada: Vancouver (+25 mi) British Columbia, United States: Phoenix (+25 mi) Arizona; Los Angeles (+25 mi), San Francisco (+25 mi) California; Boise (+25 mi) Idaho; Minneapolis (+25 mi) Minnesota; Oregon; Dallas (+25 mi) Texas; Seattle (+25 mi) Washington

**Age:** 18 – 55

**Interests:** Outdoors, Fishing, Surfing, National park, Climbing, Walking, Cross-country skiing, Skiing, Ghost town, Oregon, History, Camping, Freestyle skiing, Mt. Hood, Tennis, Cycling, Mountaineering, Snowboarding, Hiking, Horseback riding, Travel or Outdoor recreation



\*Based on reach of 5.5m for traditional explorer market versus 9.8m for the extended explorer audience with TV targeting.



# Audience: ATL alignment

**Overview:** We'll also expand the audience targeting based on the programmatic placement of content during broadcast.

**Location:** United States: Phoenix (+25 mi) Arizona; San Francisco (+25 mi) California; Portland(+25mi) Oregon; Seattle (+25 mi) Washington

**Age:** 25 - 64

**Interests:** Outdoors, Fishing, Surfing, National park, Climbing, Walking, Cross-country skiing, Skiing, Ghost town, Oregon, History, Camping, Freestyle skiing, Mt. Hood, Tennis, Cycling, Mountaineering, Snowboarding, Hiking, Horseback riding, Travel or Outdoor recreation

**San Francisco:** Modern Family, The Big Bang Theory, Entertainment Tonight, Dancing with the Stars, The Bachelor, The Walking Dead, Saturday Night Live, Late Show With Stephen Colbert, The Tonight Show with Jimmy Fallon, NCAA March Madness, Golden State Warriors, San Francisco Giants

**Seattle :** Access Hollywood, Empire, The Bachelor, The Walking Dead, Saturday Night Live, Late Show With Stephen Colbert, The Tonight Show with Jimmy Fallon, NCAA March Madness, Seattle Sounders

**Phoenix:** Friends, Dancing with the Stars, The Bachelor, Conan, US Masters, NCAA March Madness, Rachael, Diamondbacks

**Portland:** Empire, The Bachelor, The Walking Dead, Saturday Night Live, Late Show With Stephen Colbert, The Tonight Show with Jimmy Fallon, NCAA March Madness, Portland Trailblazers, Portland Timbers

# 15s Spots

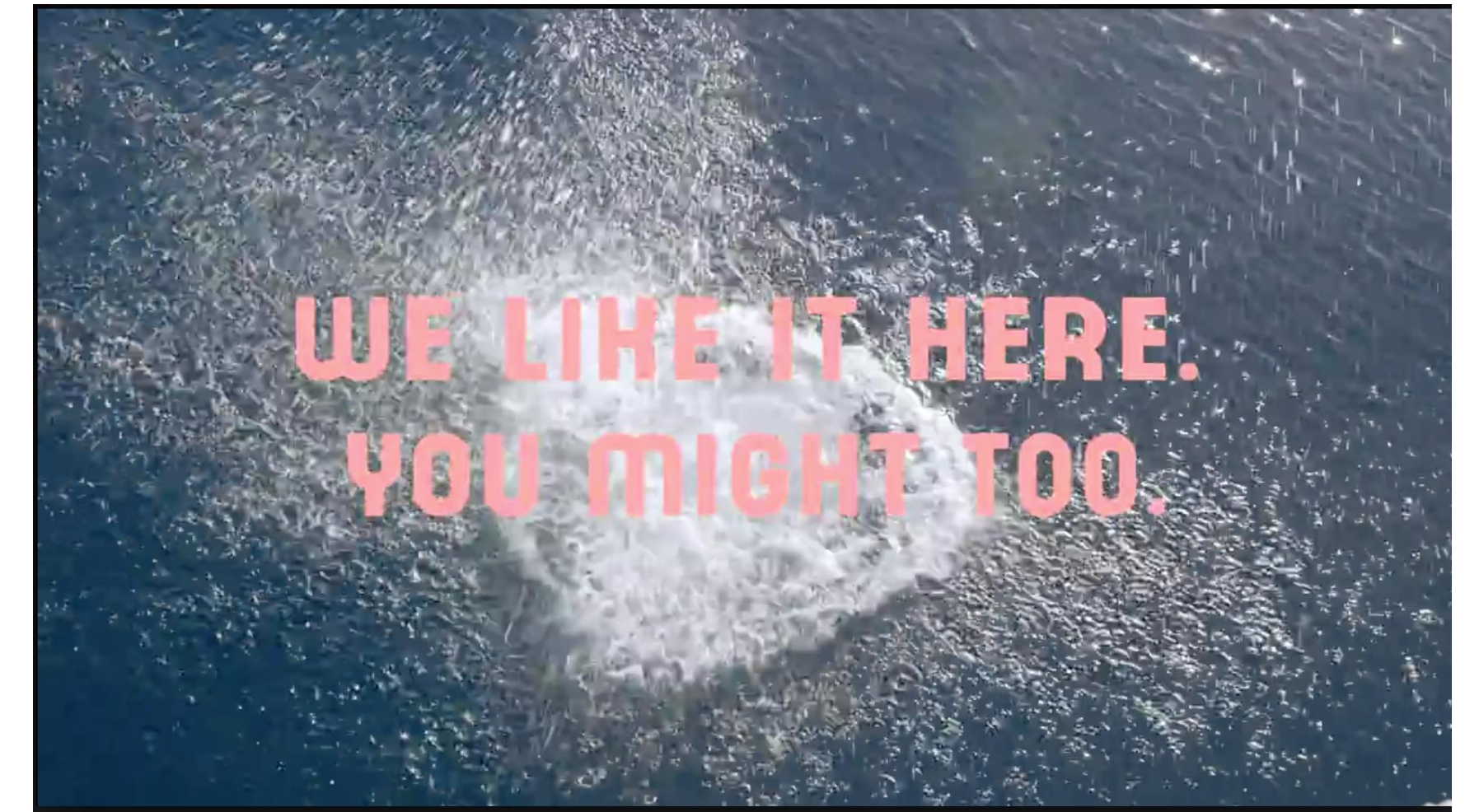


# Short, Sharp, Consumable

We'll launch the campaign with the same broad awareness message at last year with these seven 15 second spots. We'll remind them of all the activities Oregon has to offer and prime them to be ready to dive deeper into [TravelOregon.com](http://TravelOregon.com).

Spots to run:

- Alvord Desert
- Willamette Valley
- Crater Lake
- Lake Billy Chinook
- Trillium Lake
- Portland
- Oregon Coast



# Canvas and Click Ads



# All of Oregon in one swipe.

In order to provide further context and inspiration, we'll create one awesome Canvas ad on Facebook which will highlight the experiences and locations available around the state via stills and video content.

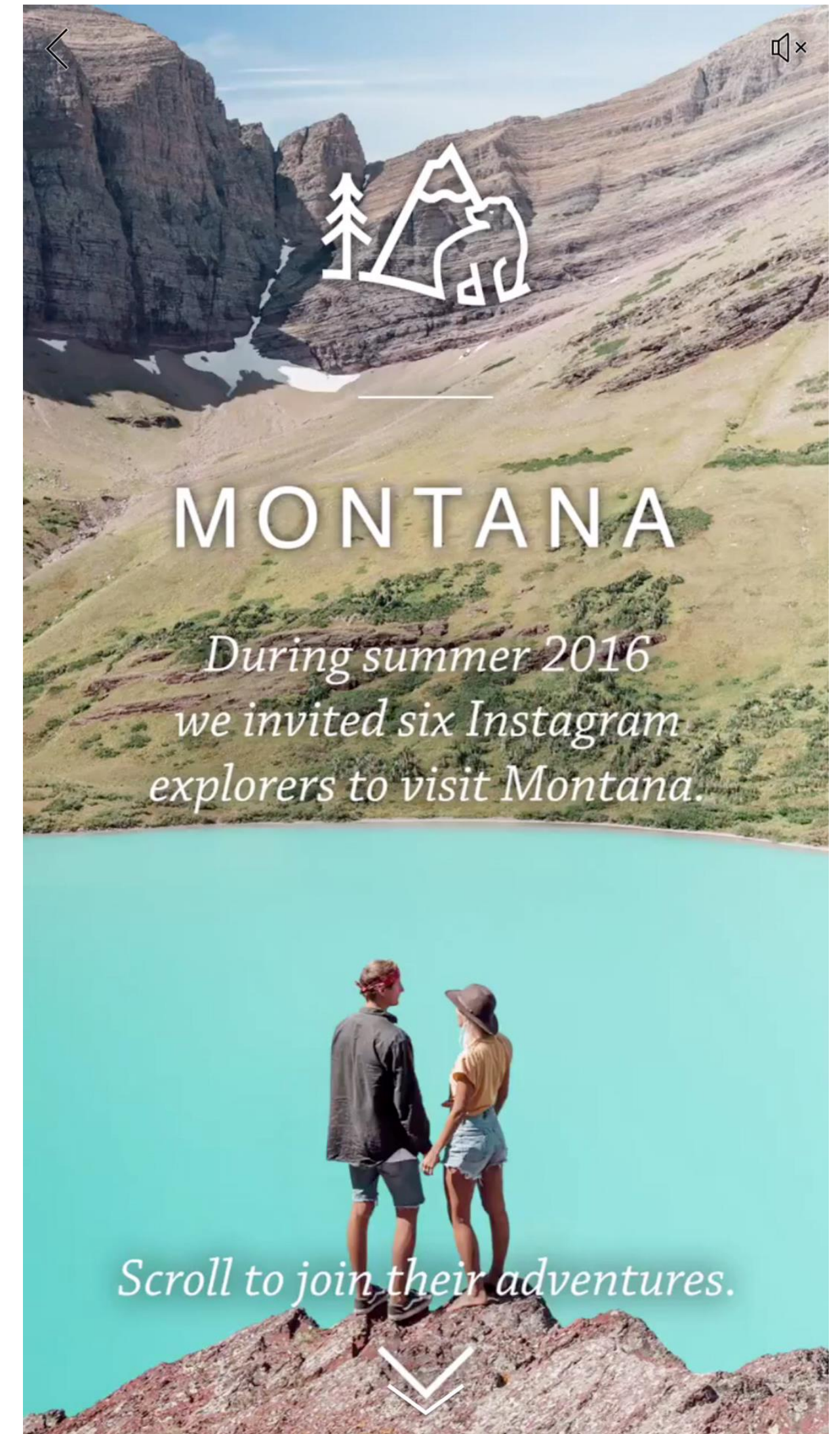
Each section will link out to relevant articles on TravelOregon.com. The objective is to not only drive consumption of the content embedded in the Canvas ad but also to provide further context to the link-click ads that will be served to the same audience.

## Content Elements:

- To Be Storyboarded (please refer production timeline)

More about Canvas ads:

<http://sparkloftmedia.com/blog/facebook-canvas-ads-sparkloft-style>





# Exploring Oregon in Spring

Five new articles will be flighted on Facebook and Twitter. These posts won't begin until after the video spots and Canvas ads have begun.

This content will be retargeted to audiences that have viewed the 15s spots and Canvas ad in order to improve ad spend efficiency and relevance.

We'll also add click ads to YouMightLikeOregon.com to bring in the brand and give fans another opportunity to engage with our content.

 **Travel Oregon (Default)** Like Page  
Sponsored · 

Find your perfect campsite in the middle of Oregon's untamed scenery.



**Spring Break RV-ing on the South Coast**  
A family embraces their inner Griswolds while camping and hiking at a trio of state parks around Coos Bay.

TRAVELOREGON.COM Learn More

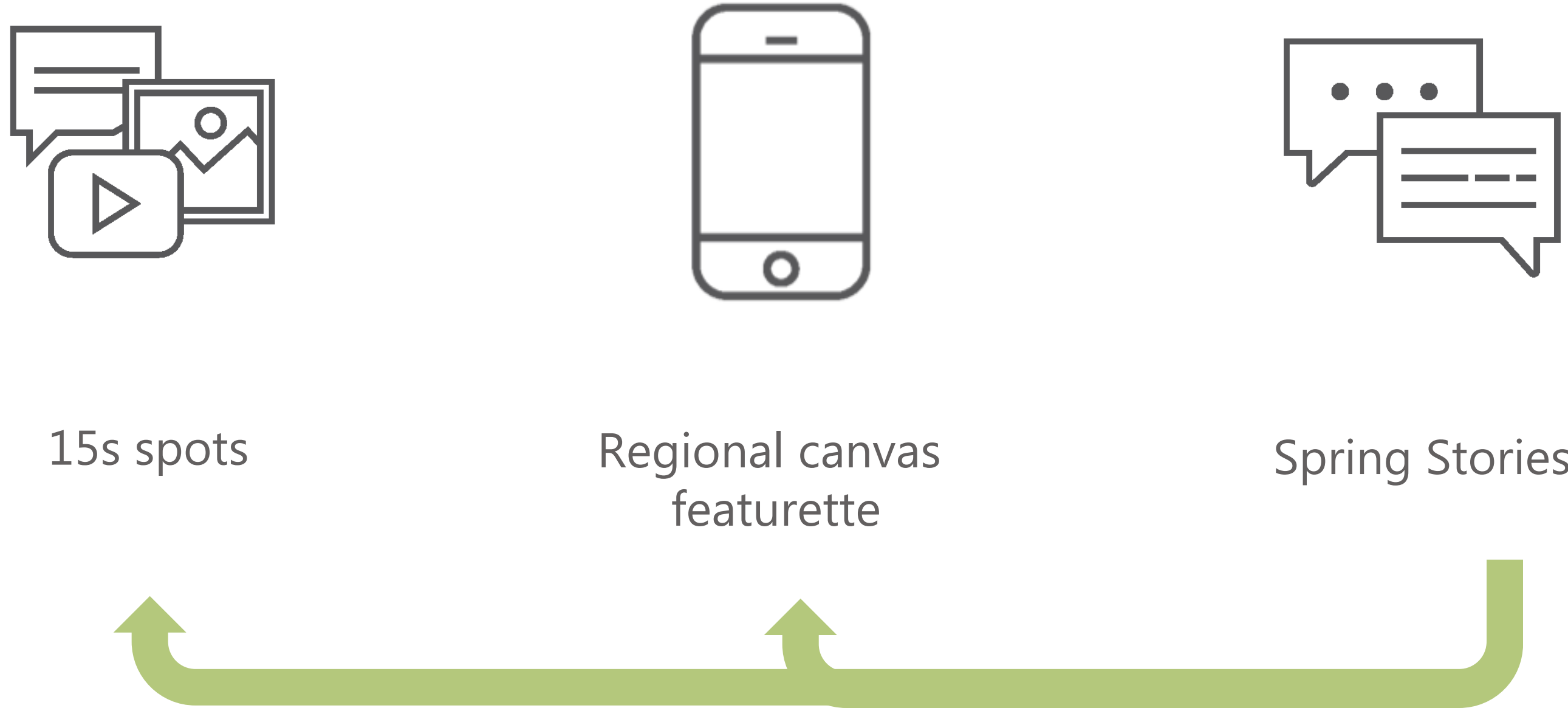
# Media Flighting + KPIs

# Media Retargeting

In order to improve performance of link click ads, spring stories will be retargeted to users who have watched the 15s spots or viewed the Canvas ad. This strategy will provide users who are served with click ads further context and a greater incentive to click through to TravelOregon.com.

Case study from campaign with Brand USA:

[https://www.facebook.com/business/success/brand-usa#u\\_0\\_g](https://www.facebook.com/business/success/brand-usa#u_0_g)





# Campaign Media Flighting

	Description	Platform	Week 1 3/13 - 3/19	Week 2 3/20 - 3/26	Week 3 3/27 - 4/2	Week 4 4/3 - 4/9	Week 5 4/10 - 4/16
W+K 15s spots	Spring 15s spots: <ul style="list-style-type: none"> <li>• Alvord Desert</li> <li>• Willamette Valley</li> <li>• Crater Lake</li> <li>• Lake Billy Chinook</li> <li>• Trillium Lake</li> <li>• Portland</li> <li>• Oregon Coast</li> </ul> Target: Views	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> </ul>	Active			Inactive	
Canvas	Regional Featurette Canvas Ad Target: Clicks	<ul style="list-style-type: none"> <li>• Facebook</li> </ul>	Inactive		Active		
Click ads	<ul style="list-style-type: none"> <li>• Spring articles</li> <li>• YouMightLikeOregon.com</li> </ul> Target: Clicks	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> </ul>	Inactive		Active		