

THE TRAVEL OREGON SALMON

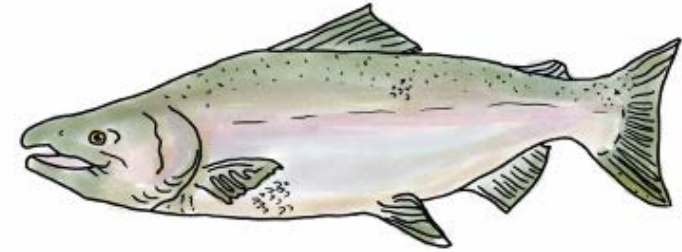
Travel Oregon Spring Campaign 2017 PR Plan

Presented by LANE | March 2017

SPRING 2017 CAMPAIGN OVERVIEW

March – August

- “We Like it Here, You Might Too” will come back for a second year with a new twist
- Launch of **The Travel Oregon Salmon “spokesfish”**
- **Phase 1:** Ads launch on March 12 across traditional mediums like pre-roll, broadcast and social
- **Phase 2:** The Travel Oregon Salmon will launch mid-April with a series of five 360 videos that will live on TravelOregon.com and Travel Oregon’s YouTube channel (*all five videos will be available by May 15*)
- **Focus storyboard content** will include:
 - Bicycling
 - Wine Tasting
 - Fly Fishing
 - Dune Buggy Riding
 - Stargazing
- **New target markets in 2017** include Phoenix, Dallas, Austin, Los Angeles, Chicago, Miami



HELLO.

Who is The Travel Oregon Salmon?

- Name: The Travel Oregon Salmon
- Salmon Type: Chinook
- Gender: Male
- Robotic salmon will come to life as the voice of Travel Oregon’s spring 2017 campaign.
- Life size / 3 feet long.
- Quirky sense of humor.

PR OBJECTIVES + GOALS

- **Inspire** travel to Oregon during the spring and summer months that is inclusive of all regions and showcases a wide variety of activities.
- **Raise** awareness among media, influencers and consumers that Oregon is a premier spring and summer destination with a wealth of opportunities for visitors to choose from.
- **Generate** high-quality earned news coverage that highlights Oregon's many spring and summer destinations, experiences and activities along with the natural beauty of the state during this time of year.

Goals

- ✓ Inspire influential travelers and adventurers to experience spring and summer in Oregon.
- ✓ Boost overnight stays and visits throughout Oregon during the spring and summer months.
- ✓ Generate positive buzz and sharing on social media.
- ✓ Drive traffic to TravelOregon.com.

TARGET MEDIA: 2017 NEW MARKETS

Market	Sample Target Media
Chicago	Chicago Sun Times, Chicago Tribune, Chicago Magazine
Dallas / Austin	D Magazine, Texas Monthly, Dallas Morning News, Dallas Observer, Austin American-Statesman, Austin Monthly, Austin Way, Austin Chronicle
Phoenix	Phoenix Magazine, The Arizona Republic, DRAFT Magazine
Los Angeles	Los Angeles Times, LA Weekly, LA Magazine, C Magazine
Miami	Miami Herald, Modern Luxury: Miami, Miami New Times, Miami Monthly



TARGET MEDIA: REGIONAL (ONGOING)

Market	Sample Target Media
Portland	Oregonian, Portland Tribune, Daily Astorian, Hood River News, Mail Tribune, Bend Bulletin, Register Guard, Thrillist, 1859 Magazine, Good Day Oregon, KGW-TV, Portland Monthly, Edible Portland, Eastern Oregonian, KATU-TV, Northwest Palate, Portland Food & Drink, EATER PDX
Seattle	Seattle Magazine, VIA, 425 Magazine, NW Travel, Seattle Times, Sip Northwest, KING-TV, Eater Seattle, Alaska Airlines Magazine, Seattle Weekly, Seattle Met
Boise	Boise Weekly, IDAHO Magazine, Sun Valley Magazine, Idaho Press-Tribune, The Idaho Statesman
San Francisco	Sunset Magazine, San Francisco Chronicle, Serious Eats, PopSugar, 7X7 Magazine, Afar

EATER

425
MAGAZINE

AFAR

Sip NORTHWEST

via

POPSUGAR

SunValley
magazine

Portland MONTHLY

TARGET MEDIA: NEW YORK/NATIONAL

Market	Sample Target Media
New York/National	Condé Nast Traveler, Travel & Leisure, Departures Magazine, Huffington Post, The New York Times, USA Today, Urban Daddy, Family Circle, Real Simple
Consumer Verticals: Sports	Running, Bicycling, Surfer, Golf Digest, Backcountry, Skiing Magazine, Backpacker, Outdoor Life, American Angler
Consumer Verticals: Lifestyle	Real Simple, Martha Stewart Living, Coastal Living, Mountain Living, Town & Country
Consumer Verticals: Nature	Field & Stream, Outdoor Life, National Geographic
Consumer Verticals: Culinary	Bon Appétit, Food & Wine, Saveur, Cooking Light, Eating Well

The
New York
Times

COASTAL
LIVING

REAL SIMPLE

SAVEUR

FIELD
STREAM

MARTHA STEWART
Living

THE TRAVEL OREGON SALMON

THE TRAVEL OREGON SALMON

“Salmon” Launch Press Release

- Introduce the new campaign, with detailed campaign theme and key components
- Quote the Travel Oregon Salmon within the press release
- Issue press release across national wire
- Include link to The Travel Oregon Salmon Instagram profile



Proactive Media Outreach

- Pitch to top-tier Portland media
 - AP, Oregonian, PBJ, Oregon Business, KGW/KATU/KOIN, KEX/KXL/OPB
- Coordinate with W+K staff, who will pitch trade outlets
- Encourage RDMOs to share the news with their respective local media
 - Provide customizable press release with tailored pitches and media list



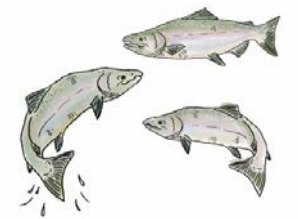
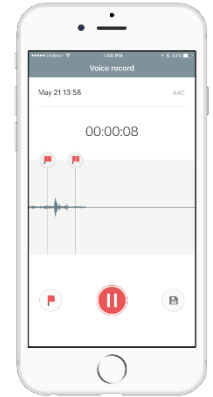
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“Salmon” Media Mailers

- Distribute custom Google Cardboard VR headsets made to look like the Travel Oregon salmon strapped across your face.
- Send to top 20 media contacts to experience Oregon

“Salmon” Reactive Messaging

- Compile reactive talking points and responses to FAQs (i.e. where salmon was made)
- Infuse humor (i.e. “When a mommy salmon and daddy salmon love each other very much...”)
- Highlight cultural significance of the salmon, including ways to honor it
- Include future of the salmon at Travel Oregon



STATEWIDE MEDIA TOUR (INDUSTRY)

Statewide Media Tour

- Coordinate with Travel Oregon to take Todd and Scott on the annual statewide media tour
- Invite the Travel Oregon Salmon to be a part of the media visits (prop/stunt salmon)
- Promote the full value of tourism on the state of Oregon, sharing the new campaign prior to National Travel & Tourism Week (May 7-13)
- Secure deskside meetings with business and travel media, as well as editorial boards in, among others:



- Portland
- Salem
- Eugene
- Medford/Grants Pass
- Klamath Falls
- Bend/Redmond
- Pendleton
- Hood River
- Astoria
- Coos Bay



STORYBOARD CONTENT

Storyboard Content:

- Utilize MEDIAmerica and storyboards for pitch content throughout spring
- Align timing with MEDIAmerica and Sparkloft content calendars
- Topics include:



Bicycling



Wine Tasting



Dune Buggy Riding



Stargazing



Fly Fishing

PROACTIVE PITCHING

- **Stargazing Pilgrimage:** Oregon is the perfect place to visit in August for stargazing.
- Timing: Late March / Early April (long lead)

TRAVEL



Travel

(ex. *Travel + Leisure, Condé Nast Traveler, Departures, Forbes Life, New York Times, Insider*)

- **Oregon: Outdoor Mecca:** How to get your adrenaline pumping all across the state this summer.
- Ex. Cycling, Fly-fishing
- Timing: April (short-lead)

ADVENTURE



Outdoor

(ex. *Outside, Field + Stream, Bike Magazine, Canoe + Kayak, Sunset, Backpacker*)

- **Taste of Oregon:** Taste your way through Oregon wine country.
- Timing: May (Oregon Wine Month) (short-lead)

CULINARY



Food

(ex. *Portland Monthly, Good Housekeeping, Wall Street Journal, GMA, Real Simple, People, Martha Stewart Living, Edible, Food & Wine*)

- **Feelin' Good:** How to feel good when the weather heats up.
- Ex. Dune Buggy Riding, water activities
- Timing: June (short-lead)

HEALTH + WELLNESS



Health + Wellness

(ex. *Fitness, Shape, Health, Women's Health, Men's Health, Men's Journal, SELF*)

SAN FRANCISCO MEDIA EVENT: “CELEBRATE THE SPOKESFISH”

Early June Media and Trade Event

- Plan and execute media and trade event in San Francisco
- Location: Ferry Building/Foreign Cinema/Central San Fran (near Writer’s Grotto)
- Center around salmon storyboard content (i.e. Fly Fishing)
- Oregon-based outdoor retailers create activation stations showcasing spring activities throughout the state
- Feature top Oregon chefs, winemakers, distillers, artisans to showcase all of Oregon’s bounty
- Promote “Feast Beast” contest (share photos of outdoor recreation in 5 spots around Oregon, win trip to Feast Portland)
- Coordinate with Feast team, Travel Oregon international team
- Invite top-tier media and trade operators as well as digital influencers and bloggers
- Talking points and key messages for spokespeople



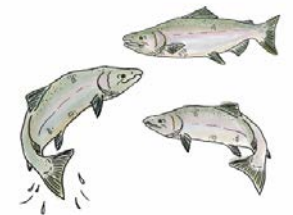
Video of “spokesfish” greeting guests/Selfie Station

Stations

- Ex: spokesperson talking about stargazing
- Ex: OFWD spokesperson talking about fly fishing
- Ex. Stargazing hammock

Experience Oregon weather (hot, cold, wet, dry) and sounds (i.e. waves crashing)

360 VR headsets for guests with headphones



TIMELINE + MEASUREMENT + BUDGET

TIMELINE

2017	March	April	May	June	July	August
Refine Plan / Prepare for Launch	Plan and Prepare					
The Travel Oregon Salmon Launch		Press Release Distro + Salmon Interviews	Distribute Salmon VR Headset Mailers			
National Travel + Tourism Week/Statewide Media Tour		Pitch NTTW Media Tour	Execute NTTW Media Tour	NTTW Media Tour Follow Up		
Events -San Francisco Media Event				San Francisco Media Event		
Proactive Pitching		Bike Riding	Wine Tasting (Oregon Wine Month)	Fly Fishing	Dune Buggy	Stargazing (Eclipse)



MEASUREMENT

2017

KPIs

The Travel Oregon Salmon Launch

- Press Release
- Proactive Media Outreach

Target 3-5 editorial placements with Press Release Outreach (Industry)

Target 5-7 editorial placements with Proactive Media Outreach (Industry / Consumer)

National Travel + Tourism Week/Statewide Media Tour

Secure 5-7 media desksides / interviews during statewide media tour
Target 3-5 editorial placements following tour (Industry)

Events

-San Francisco Media Event

Target 10 or more editorial placements (Industry / Consumer)

Build buzz and ultimately grow followers and engagement on social media channels

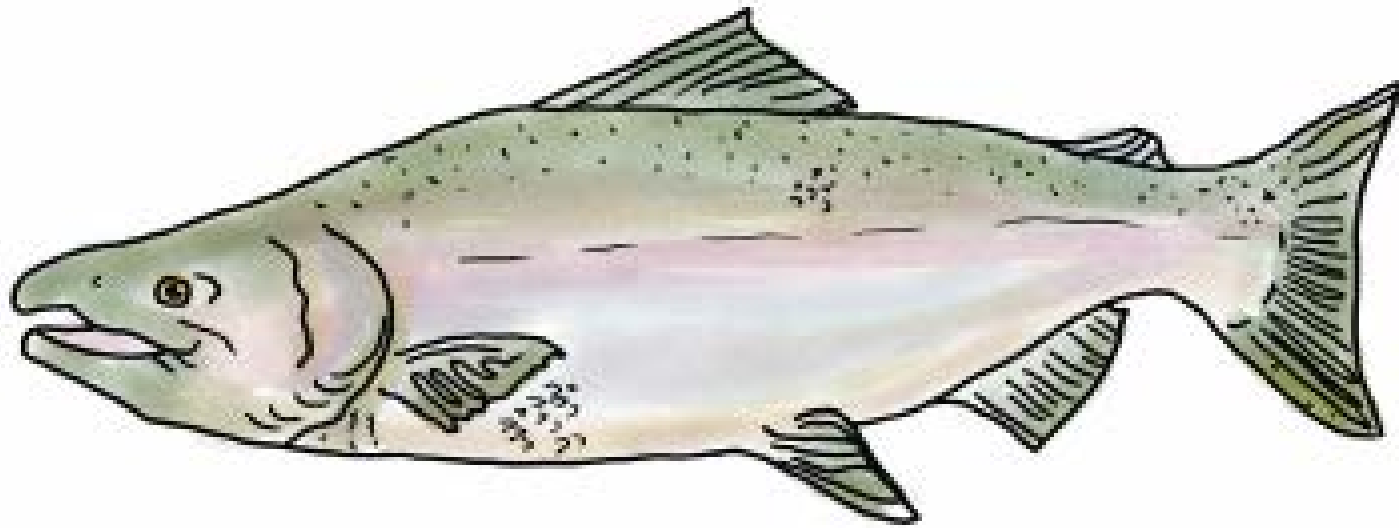
Proactive Pitching

- Storyboard Content

Target 5-7 editorial placements with Storyboard content proactive pitching (Consumer)

Key KPIs: Story quantity, circulation and score; unique visitors; guide views/downloads, trip planner account set ups; social engagements; newsletter and email sign-ups





THANK YOU.