

PR PLAN

Objectives

- **Raise awareness** among **media, influencers and consumers** that Oregon is a premier winter destination with a wealth of opportunities for visitors to choose from.
- **Generate high-quality earned media coverage** that highlights Oregon's many winter destinations, experiences and activities along with the natural beauty of the state during this time of year.

Target Media Verticals

(Local, Regional, National)

Consumer
Dailies/
Broadcast

Sports

Tech, Gaming

Food, Beverage,
Lifestyle

Business

Strategy & Key Tactics

Experiential Launch Event & PR Activations
(Portland, NYC)

Local & National Campaign Announcement

Ongoing Proactive Pitching/Media Outreach
(Local/Regional, National)

Game On & Wagons Ho!

Seven Ways To Die Happy

Beyond the Trail

Game On: PDX to NYC
Launch Event

Wagons Ho! Partner
Activation

Press Release Across
National Wire

Customizable Press Release
w/ Tailored Pitches, Media
Lists for RDMOs

Custom Interactive
Mailers, Meme Email
Pitches

Customized "Winter Trails"
Pitches and the Travel
Oregon Gift Trails