

Travel Oregon



The Game

2017 Winter Media Plan

Parameters



FLIGHTING

October 26th - December 16th

MARKETS

Primarily Oregon
(Use Search & Social Media to expand reach beyond Oregon)

TARGET

"The Active Adventurer"
Buying Demo: A25-54
Consideration: Casual Gamers

ASSETS

(3):15 Videos
(7):06 Videos
(2):15 Audio ads
Asset Kit - Standard Banners, Key Visuals, Style Guide

Comms Approach



WHAT ARE WE TRYING TO DO:

Encourage Oregonians, during the winter, months to get in their cars and explore their own backyard.

HOW ARE WE GOING TO DO IT:

Inspiration: Education of the regions varied offerings (destinations & activities) through game play & ancillary content

Consideration: Make it easy for people to turn trip inspiration into trip planning

EcoSystem



Objectives & Strategies



MEDIA OBJECTIVE

Promote the range of winter activities and regions within Oregon

MEDIA STRATEGIES

1. Drive Awareness and encourage game play *with high impact video/display & audio*
2. Leverage content partners for deeper story telling and contextual alignment
3. Capture lower funnel demand through travel intent targeting and OTA Partnerships

MEDIA DETAIL



Video & Display

Tactics

- Utilize long form, lean back video environments (Full Episode Player/FEP, full screen opportunities)
- Prioritize non skippable placements
- Leverage partners that contextually align with Oregon's offerings and/or the creative concept
- Allow for trial of the game through interactive mobile units

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	WHAT WE GET	IMP.
Hulu	Hulu is a subscription video on demand service that is primarily oriented towards television series, carrying current and past episodes of series from its owners' respective television networks and other content partners.	10/26/17 - 12/16/17	Oregon	Age, Geo & Genres	<p>Ad Selector: (Desktop) Within a branded experience, users are able to select which ad experience they would like. The ad selector will also be accompanied by two companion banners to maximize impact.</p> <p>Premium Slate & Video: The premium slate and video commercial allow us to reach a highly targeted audience through Hulu's Geo, Age and Genre targeting.</p>	5,300,000
Zefr	Zefr is a video advertising company that delivers contextual targeting for brands on YouTube	10/26/17 - 12/16/17	Oregon	Active Adventurer & Oregon Travel & Tourism & Oregon Mobile Gaming & Oregon	<p>With Zefr, we are able to achieve scale on YouTube within contextually relevant inventory.</p> <p>Trueview: With Trueview we only pay for completed views, but users have the option to skip the video after :05. Coupled with the (3)interest/behavior buckets, we reach the right audience in a non-intrusive way.</p> <p>Bumper Ads: 06 bumper ads will be used as a compliment to our Trueview inventory. Users who</p>	3,700,000
Discovery	Website of the Discovery Channel. Programming is primarily focused on reality television series, such as speculative investigation (with shows such as MythBusters, Unsolved History, and Best Evidence), automobiles, and occupations (such as Dirty Jobs and Deadliest Catch); it also features documentaries specifically aimed at families and younger audiences.	10/26/17 - 12/16/17	Oregon	Geo	<p>Long Form run of network Pre-Roll: Our pre-roll will run across the premium Discovery Digital Network, and will be accompanied with a companion banner as added value.</p> <p>Spring Performance: Discovery over delivered by ~1M impressions for the Spring 2017 campaign, along with having one of the top VCR's among all partners (90.94%).</p>	590,000
Conversant	Programmatic media company that uses their proprietary tools to make digital display, mobile and video ads more personal, relevant and valuable to individuals, across all their devices	10/26/17 - 12/16/17	Oregon	Geo, Age, Behavioral	<p>Video Capabilities: Increase reach and awareness by utilizing Conversant's video serving platform. Video units will run across premium publishers on both Desktop and Mobile. Pre-roll will be targeted to OR and Active Adventurers</p> <p>Retargeting: Consumers who complete the video will be retargeted with our :06 spot.</p>	1,190,000
Undertone	Undertone offers online advertising display and video advertising services that allows businesses to target ads to specific locations, demographics and keywords	10/26/17 - 12/16/17	Oregon	Demo, Behavioral, Channel, Contextual and Geo	<p>Page Grabber Mobile (Flex): Undertone will be building and distributing our mini- game as a full page interstitial on mobile devices. The game will be served throughout in-app and mobile web inventory, coupled with in-depth targeting capabilities to reach our audience within the right environment.</p> <p>Site & App Scale: Direct to publisher partnerships vs. exchanges. (Undertone has selected sites & apps that appeal to our audience)</p>	5,600,000
Reddit	Reddit is a social news aggregation, web content rating, and discussion website. Reddit's registered community members can submit content such as text posts or direct links. Registered users can then vote submissions up or down that determines their position on the page. Submissions with the most up-votes appear on the front page or the top of a category. Content entries are organized by areas of interest called "subreddits". Subreddit topics include news, science, gaming, movies, music, books, fitness, food,	10/26/17 - 12/16/17	Oregon	Interest, Contextual, Geo	<p>Promoted Post & ATF Banner: Positions Travel Oregon at the top feed of the most relevant and engaging content for our audience.</p> <p>Subreddits: Pacific NW, Oregon, Oregon Coast, Portland, Bend, Eugene, Salem, Corvallis, Astoria</p>	5,000,000

Digital Audio

Tactics

Leverage the digital audio placements to drive incremental reach for the game among our target audience

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	WHAT WE GET	IMP.
Pandora	Pandora is a music streaming and automated music recommendation service. The service plays songs that have similar musical traits. The user then provides positive or negative feedback (as thumbs up or thumbs down) for songs chosen by the service, and the feedback is taken into account in the subsequent selection of other songs to play.	10/26/17 - 12/16/17	Oregon	Age, Geo, Traveler segment	<p>Mobile Audio: Pandora's A25-64 scale allows us to narrow in on travel related targeting segments. Our audio spots will be accompanied by a clickable display presence.</p> <p>Targeting – A Deeper Look: Pandora utilizes their registration data base, and targets based on age and geography. The Traveler audience segment is layered on which targets listeners who are more likely to travel based on past travel related purchase data.</p>	7,140,000

Content Partnerships

Tactics

Reach consumers whom are seeking current, entertaining and relatable content

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	WHAT WE GET	IMP.
BuzzFeed	BuzzFeed is a social news and entertainment company with a focus on digital media. BuzzFeed provides coverage on a variety of topics including politics, DIY, animals and business.	10/26/17 - 12/16/17	Oregon	Geo	<p>Custom Posts: BuzzFeed will create two custom posts to will be distributed on BuzzFeed.com and their social channels. As Added Value we will receive a brand channel header & skin, as well as</p>	6,100,000
Atlas Obscura	Atlas Obscura is an online magazine, It catalogs unusual and obscure travel destinations, and relies heavily on user-generated content. It features pieces on a variety of topics, including history, science and some news, in addition to travel and exploration.	10/26/17 - 12/16/17	Oregon	Geo	<p>Oregon Trail Atlas Place Pages & List</p> <p>7 custom pieces will be built surrounding a highlighted location from each of the 7 regions.</p> <p>Custom Cartograph Unit</p> <p>A high-impact interactive Desktop and mobile unit that will be designed to reflect the locations from the Oregon Trail Atlas Place Pages.</p>	3,000,000

OTA & Travel Intent

Tactics

- Look for seamless branding opportunities with down funnel partners
- Secure opportunities for further research & exploration to help consumers get over the hump of consideration and into booking
- Utilize deals/offers with hotel partners to drive booking

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	WHAT WE GET	IMP.
Expedia	Expedia.com is an online travel agent that can be used to book airline tickets, hotel reservations, car rentals, cruises, vacation packages and various attractions and services via the internet or telephone agents.	10/26/17 - 12/16/17	Oregon	Oregon IP's, Interest, Search History (Nat'l), Social (Nat'l)	Target based on IP's in Oregon and previous search history Utilize the Expedia platform to reach Oregon IP's and users who have searched for WA &OR. Media ROS Responsive Marquee (Expedia, Travelocity, Orbitz); Banner Suite (Expedia); Social Integration Package (1x each: IG, FB, TW); Custom Dedicated Email; ROS Right 1 & Native Tile (Expedia, Travelocity, Orbitz); ROS Cross Platform Bundle (Expedia Brands Portfolio) Added Value 1 Custom Travel Oregon Branded Landing Page; 7 Custom Regional Pages; Lift Study	4,900,000
TripAdvisor	TripAdvisor is a travel and restaurant website company providing hotel and restaurant reviews, accommodation bookings and other travel-related content. It also includes interactive travel forums.TripAdvisor was an early adopter of user-generated content.	10/26/17 - 12/16/17	Oregon	Oregon IP's	Utilize TripAdvisor as a destination platform for their content, featuring: hotels, flights, attractions, restaurants, etc. Leverage the TripAdvisor platform to reach Oregon IP's who are viewing Oregon, Washington, Idaho or British Columbia content.	787,000

Keyword Search

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	WHAT WE GET	IMP.
Google	Google keyword search buy	10/26/17 - 12/16/17	Oregon, SF, Seattle, Boise, Phoenix, and key direct flight markets	Keywords related to Travel Oregon The Game interests, as well as keywords related to interest in The Oregon Trail	Buy keywords that are related to the original Oregon Trail Game. Also, buy against Travel Oregon The Game interest to promote game play on TO.com. Optimize against words that have low cost per click and high engagement on TO.com	TBD

[Play the Game](#)

