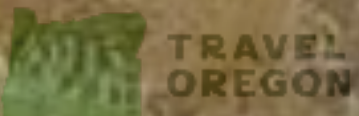




TRAVEL  **OREGON**

Winter Campaign Paid Social Media Recommendation



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Overview

This paid media plan represents an outline for paid placement for both the Travel Oregon Trail + TEN media partnership.

The plan proposes a two phase approach with video content providing the awareness phase to develop an audience to retarget click ads to.

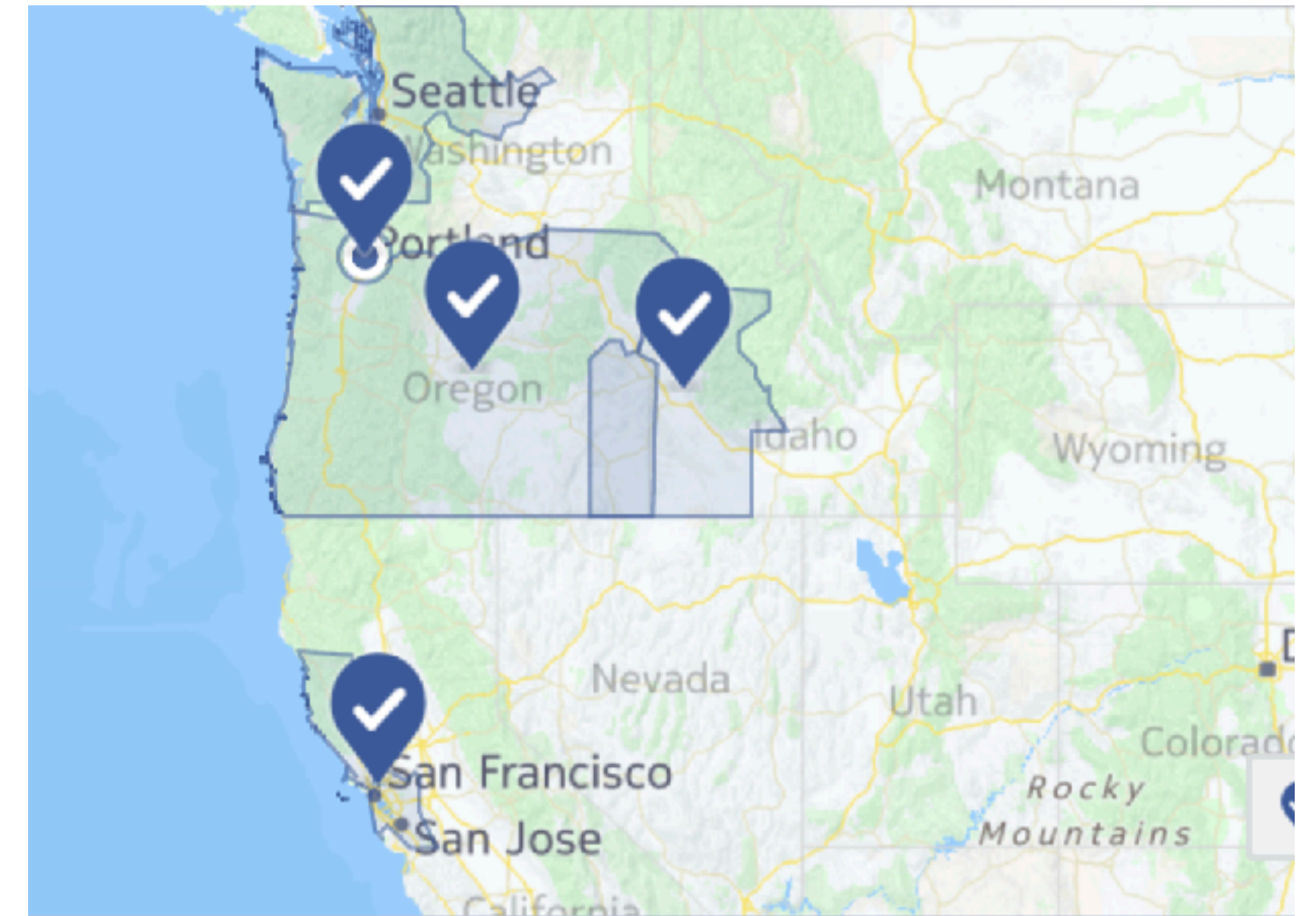
Social Audience

Location: United States: San Francisco DMA California; Boise DMA Idaho; Seattle DMA Washington, State of Oregon.

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

Estimated audience size: 5.7m



Phased Distribution Plan

Awareness



Retargeted
Travel OR
Content



Retargeting

In order to improve performance of link click ads, click ads will be retargeted to users who have viewed content shared during the winter campaign including the any of the 15s and 6s spots. This strategy will provide users who are served with click ads further context and a greater incentive to click through to TravelOregon.com.



6s + 15s spots



Winter Stories + Travel Oregon Trail Click ads



Timeline

	Description	Platform	10/16 - 10/22	10/23 - 10/29	10/30 - 11/5	11/6 - 11/12	11/13 - 11/19	11/20 - 11/26	11/27 - 12/3	12/4 - 12/10	12/11 - 12/17
15s Spots	Target: Views	<ul style="list-style-type: none"> Facebook Twitter Instagram 									
6s Spots	Target: Views	<ul style="list-style-type: none"> Facebook Twitter Instagram 									
Travel Oregon Trail Click Ads	Target: Clicks	<ul style="list-style-type: none"> Facebook 									
Winter Click Ads	Target: Clicks	<ul style="list-style-type: none"> Facebook 									
TEN Media Video	Target: Views	<ul style="list-style-type: none"> Facebook Twitter Instagram 									
TEN Media Click Ads	Target: Clicks Inc Sweepstakes	<ul style="list-style-type: none"> Facebook 									

THANK YOU