

Appendix

Only Slight Exaggerated Campaign Influencer List

Influencer & OSE target	Bio	Why they make sense	Regions
@2traveldads (family travel)	Rob is a LGBTQ family blogger from Seattle traveling the globe with his husband and two kids. Their priorities are having fun, learning new things, and giving the kids a broad world view.	They hit our target market of Seattle and offer a unique mix to our influencer pool with their LGBTQ audience and passion for family travel.	Coast to Southern Oregon
@findmeoutside (pet-friendly travel)	Elena is an outdoor enthusiast and photographer living in the Pacific Northwest. She's passionate, adventurous, and driven to spend as much time enjoying the outdoors as possible. Elena is an avid skier and works as an in-house photographer + videographer at Ruffwear.	We worked with Elena on both Spring and Fall for OSE, so she already has a great sense of what we're looking for.	Central Oregon and Hood/Gorge
@foodbellyPDX	Portland-based sister duo Vicki & Vanessa Ng make up @foodbellyPDX. They are originally from Vancouver, BC and have an insatiable appetite for food, travel, and adventure.	They offer a fresh and zany perspective on our culinary scene.	Greater Portland and Willamette Valley

	They showcase their food travel adventures via Instagram and their food blog.		
@scottkranz	Scott is a mountain photographer, climber, and adventure enthusiast who captures authentic moments in real adventures while surrounded by the most wild, rugged, and pristine beauty of the world.	Scott has worked with us in the past and is a fantastic storyteller based in Seattle.	Central Oregon and Eastern Oregon