

TRAVEL  **OREGON**

AGENDA

1. PARAMETERS
2. OBS & STRATS
3. TARGET
4. RECOMMENDATION BY PILLAR
5. BUDGET BREAKOUT
6. FLOWCHART
7. NEXT STEPS



PARAMETERS

EST. FLIGHTING

4/6 – 5/31

TARGET

“The Active Adventurer” (Buying Demo: A25–54)

MARKETS

Primary: Portland, Seattle, San Francisco

Secondary: Eugene, Bend, Tri-Cities, Boise

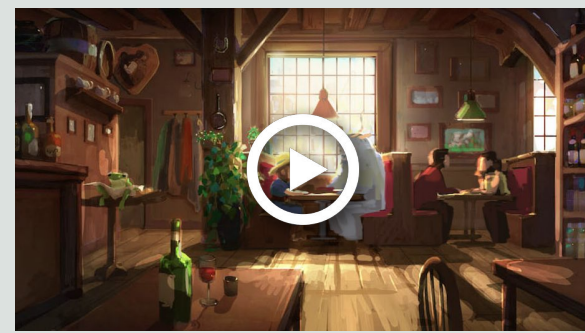


ASSETS

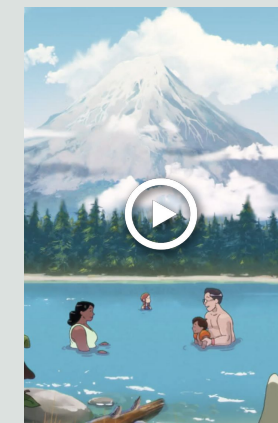
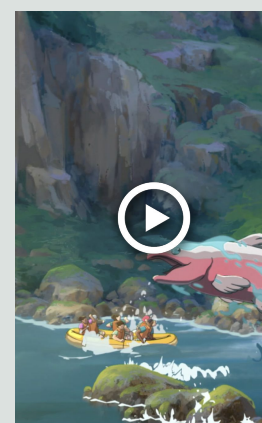
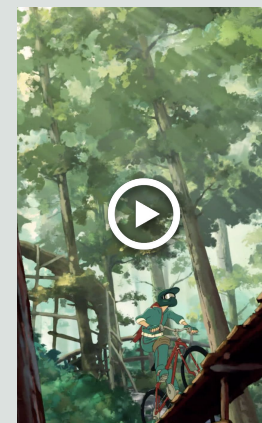
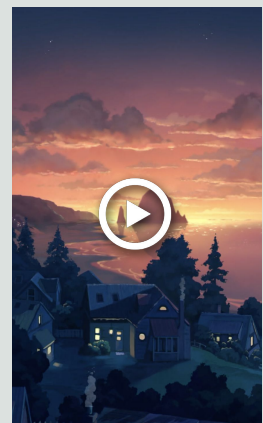
VIDEO*



1x 1:45 Video
1x :90 Video
1x :30 Video

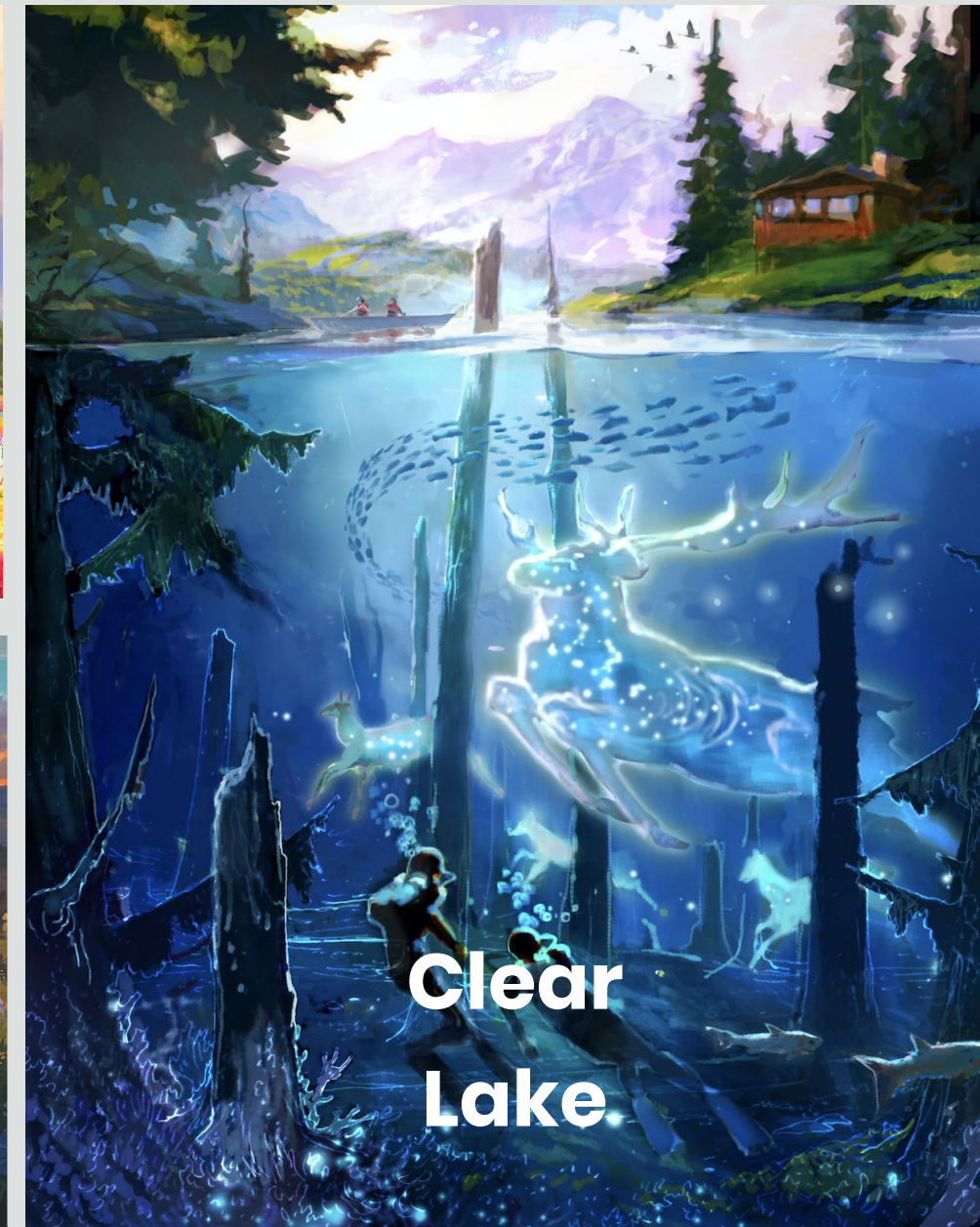


2x :15 Videos

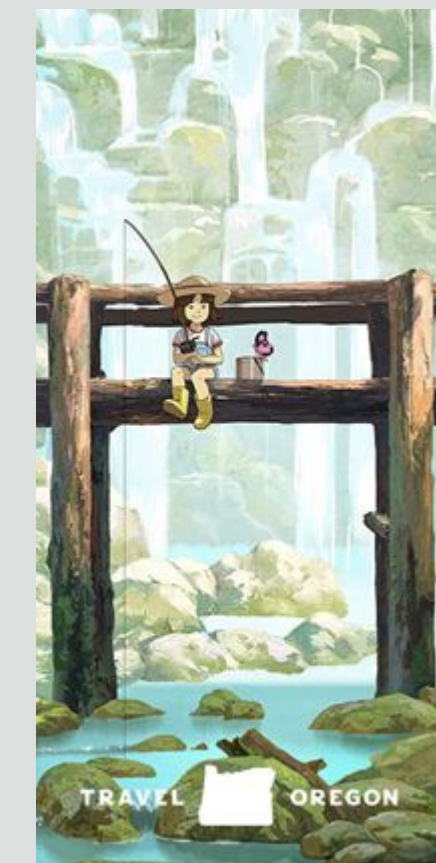


4x :06 Videos

OOH*



Digital Asset Kit*



*All images are FPO

OBS & STRATS

MEDIA OBJECTIVE

Inspire Active Adventurers to book their Oregon vacation allowing them to experience all the “Slightly Exaggerated” places and things Oregon has to offer.

KEY STRATEGIC PILLARS

Inspire

Engage

Convert

Video Distribution

Activity Targeting

Bookings

Create Awareness through strong/premium video placements featuring our “Slightly Exaggerated” film.

Design custom content with partners through the lens of our activity based strategy -- Action Seeker, Animal Lover, Nature Wanderer, Foodie Focused.

Drive conversions by leveraging OTA partnerships to drive heads-in-beds.

THE ACTIVE ADVENTURER

Adults 25 to 64 | Universe Size: 43MM

People who have a variety of passions and want to live their life to the fullest. Their love of travel takes them to locations that have it all- from hiking to mountain vistas to sipping wine at a countryside vineyard.



Action Seeker

- Constantly on the hunt for adventure and stimulating experiences
- They enjoy a challenge and like diving into new activities
- They are interested in sports like mountain biking, surfing and paragliding



Animal Lover

- They love animals and 65% have at least one pet in the household
- They believe their pets deserve to be pampered and treat them as though they are part of the family



Nature Wanderer

- They like getting lost in nature and “being in-tune” with the outdoors
- The environment is important to them and 50% consider themselves more environmentally conscious than most people
- They enjoy hiking and backpacking



Foodie Focused

- 82% say they are not afraid of trying new types of foods and cuisines
- Cooking is one of their passions and they strive to be creative in the kitchen
- Quality is important to them- they are willing to pay more for a nice bottle of wine or for dinner at a fine dining establishment

**Buying Demo: A25-54
Source: 2018 MRI Doublebase*

RECOMMENDATION TO INSPIRE

SPOT TV

- 4/06 - 5/28 (3-weeks)
- 5/13 - 5/26 (2-weeks)

HIGHLIGHTS

- Showcase our :90 during Final Four in all markets for a high impact launch
- First pulse includes both Cable and Broadcast. Second pulse is broadcast-only featuring key season finales
- Plan features a 60/40 split of :15s & :30s

Broadcast	Cable	Big Moments / Finales
    	      	    

CINEMA

Impressions: 2,087,274

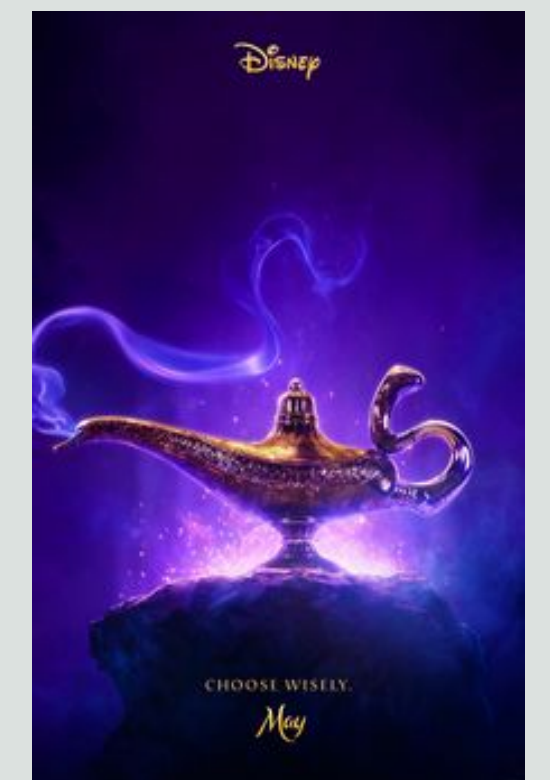
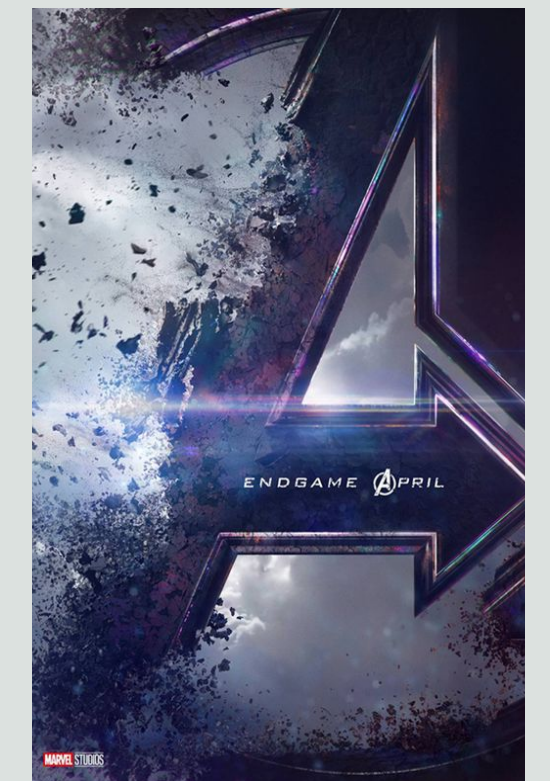
Flight: 4/12 - 5/26 (Dark from 5/10 - 5/16)

HIGHLIGHTS

- Run :90 during key premieres to drive impact against a captive audience
 - Use :30 to maintain theater presence and maximize budget
- Extend coverage through added value in-lobby screens

Market	# Theaters	Total Spots	Total Impressions
Boise, ID	2	4,712	106,715
Eugene, OR	1	2,280	41,366
Bend, OR	1	2,432	62,971
Portland, OR	10	21,280	439,768
San Francisco	10	24,106	781,313
Seattle - Tacoma	10	22,648	655,141

KEY MOVIE RELEASES



DIGITAL VIDEO OVERVIEW

Impressions: 14MM

Flight: 4/06 – 5/31

Markets: Portland, Seattle, San Francisco, Eugene, Bend, Tri-Cities, Boise

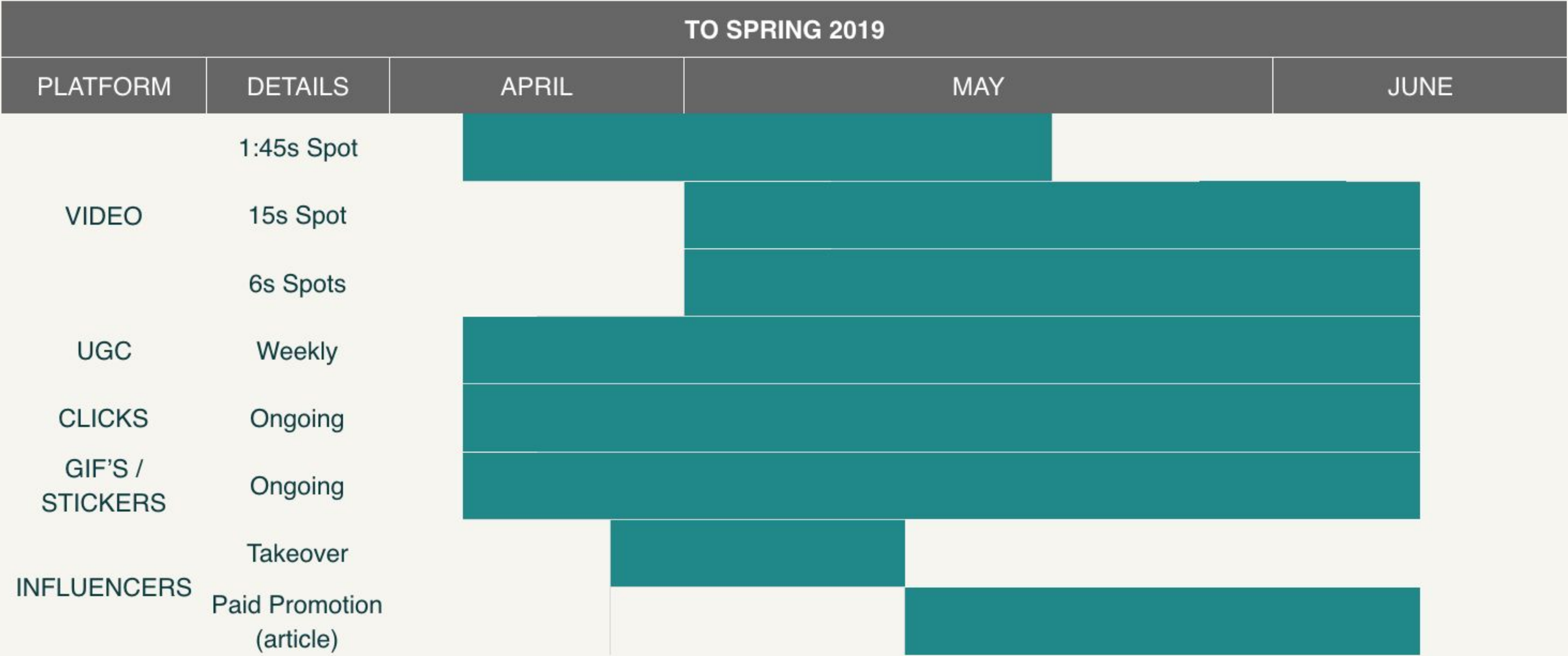
HIGHLIGHTS

- Showcase video units across a variety of premium video networks and platforms to maximize reach.
 - Leverage mix of :30s and :15s, plus utilize :06 bumpers for retargeting.
 - Refined media buy to include the top performing partners from 2018's Spring Campaign.
- Link :30 and :15 placements to the 1:45 hero unit on YouTube to drive awareness and views of the new film.
 - All :06 videos, banners & custom content will link to TO.com.
- Build custom targets within our key markets that include the Active Adventurers' driving mindsets.

RECOMMENDED PARTNERS



SOCIAL OVERVIEW



RECOMMENDATION TO ENGAGE

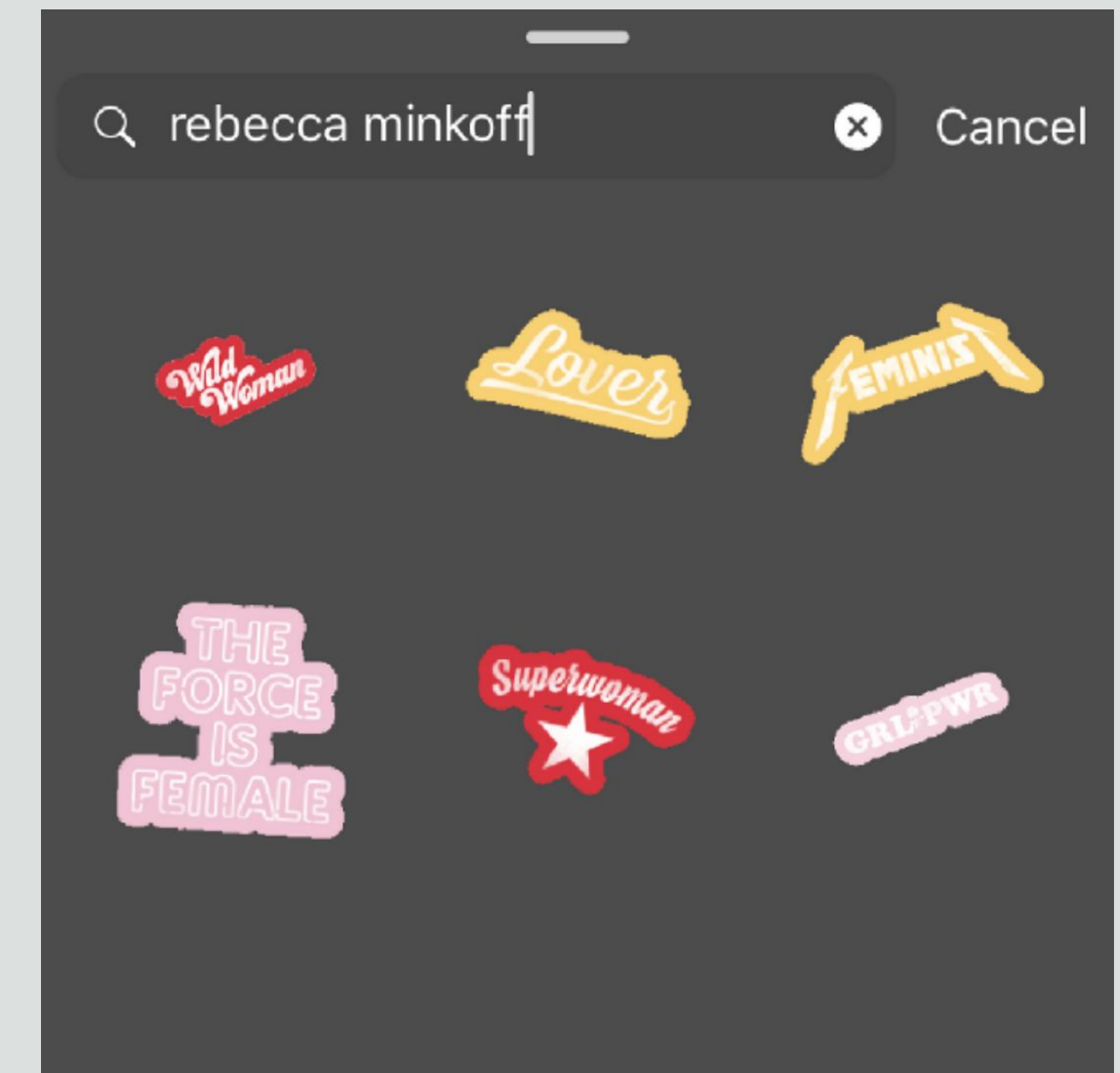
SOCIAL: STICKERS

Produce stickers for Instagram Story featuring campaign creative (pending delivery from Psyop) and/or custom graphics of Oregon regions and campaign activities. Fans will be able to use these on their own Instagram Stories.

TACTICS

- Raise awareness of new stickers by posting a “how to search” Instagram Story.
- Raise awareness by asking influencers to use at least two of our stickers on their personal Instagram Stories.

CONSIDERATION SET



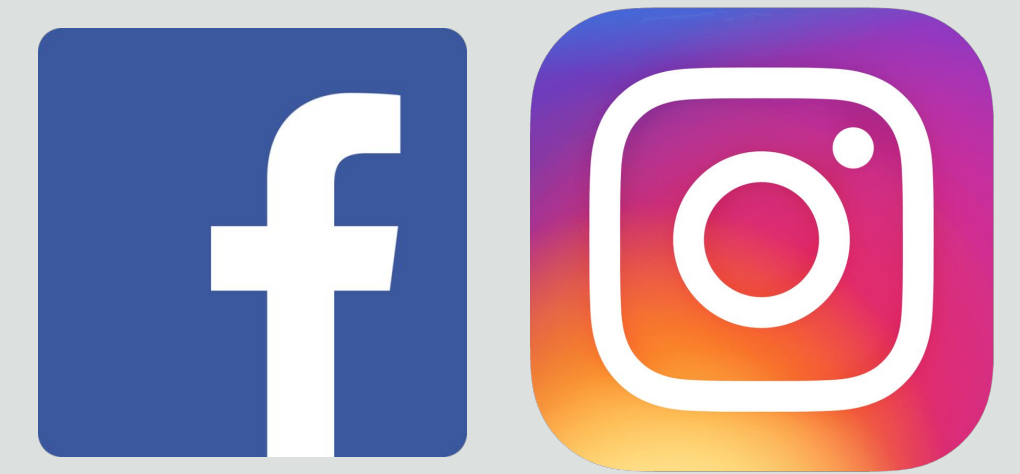
SOCIAL: INFLUENCERS

Send four social media influencers on multi-region trips based on activity themes in the campaign creative. Influencers will deliver a three-day Instagram takeover and 15 stills. MEDIAmerica will interview each influencer and publish four articles based on their favorite experiences in Oregon.

TACTICS

- Reproduce influencer content for Facebook via image galleries and articles.
- Integration with MEDIAmerica to produce trip ideas on TravelOregon.com based on interviews with influencers.
- Paid promotion of Influencer/MEDIAmerica article + gallery assets on Instagram and Facebook.

CONSIDERATION SET



@FINDMEOUTSIDE



@SCOTTKRANZ



@2TRAVELDADS

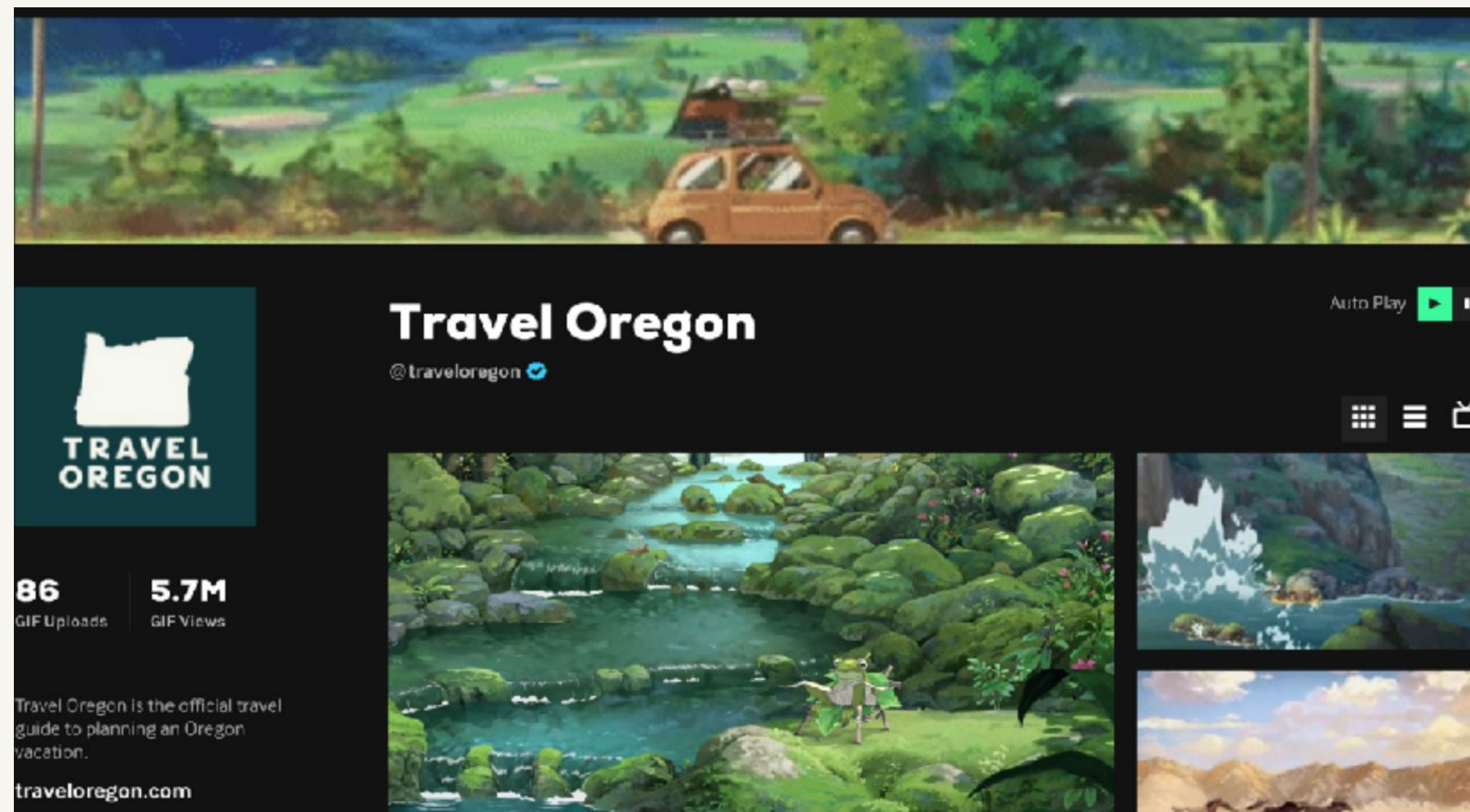
SOCIAL: GIFS

BUY DETAILS

GIFs will be cut from the 1:45s spot and uploaded to Giphy. These will be searchable across Giphy's keyboard network (including FB, IG + Twitter).

TACTICS

- Upload GIFs from scenes in the 1:45s spot to Giphy."
- Use in community management across channels.



CONSIDERATION SET



CUSTOM CONTENT OVERVIEW

Impressions: 10.2MM

Flight: 4/06 - 5/31

HIGHLIGHTS

- Partner with Atlas Obscura and Chefsfeed to create content that speaks directly to the Active Adventurer's driving mind-sets.
- Link content to TO.com to encourage further engagement and move consumers from dreaming about an Oregon vacation, to planning one.
- Expand Atlas Obscura partnership to include integrated "Behind the Scenes" content and announce the arrival of the digital book.

RECOMMENDED PARTNERS



OOH OVERVIEW

Impressions: 27.8MM

Flight: 4/08 - 5/05

HIGHLIGHTS

- Bring the “Only Slightly Exaggerated” message to life with high impact and well trafficked units in each of our key markets.
- Utilize a mix of OOH formats to increase awareness and attain added frequency.
 - Awareness: Wallscapes, Handpaints and Bulletins
 - Coverage: Transit Shelters, Transit Wraps, Street Kiosks

KEY MARKETS



RECOMMENDATION TO CONVERT

OTA OVERVIEW

Impressions: 8.9MM

Flight: 4/06 – 5/31

Markets: Portland, Seattle, San Francisco, Eugene, Bend, Tri-Cities, Boise

HIGHLIGHTS

- Meet our audience at the bottom of the funnel to drive bookings.
- Increase spend with proven partners to extend potential reach.
 - OTA/Trip Planning budget increased by 75% YOY
 - Planned impressions increased by 80% YOY

RECOMMENDED PARTNERS

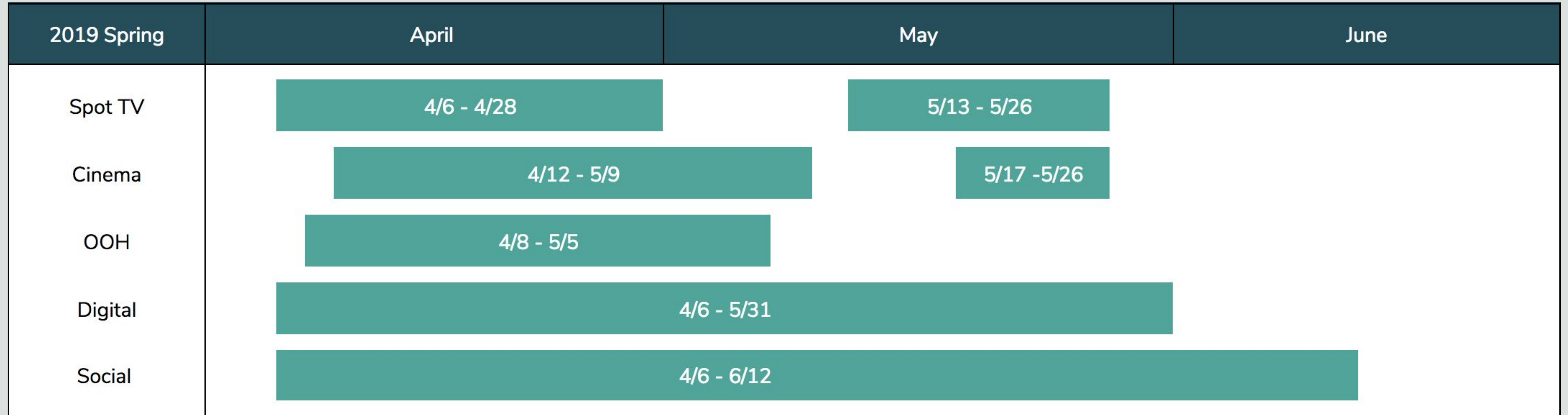


BUDGET BREAKOUT, FLOWCHART + NEXT STEPS

BUDGET BREAKOUT

PLATFORM		% OF TOTAL BUDGET	2018 % ALLOCATION
Spot TV		34%	34%
Cinema		6%	12%
OOH		16%	21%
Digital Video		17%	27%
Custom Content		11%	2%

FLOWCHART



An aerial photograph of a dense, lush green forest. A narrow, winding dirt road or path cuts through the trees, starting from the bottom left and curving towards the top right. The trees are a mix of various shades of green, suggesting a healthy, mature forest. The overall scene is peaceful and natural.

THANK YOU