



TRAVEL OREGON

FALL/WINTER 2019 MEDIA RECOMMENDATION
9/30/19

PARAMETERS

FLIGHTING

10/15/19 – 1/1/20

MARKETS

- Primary: Portland
- Secondary: Seattle, Boise, Eugene & Bend

TARGET

- The Winter Wanderer
 - Adventurists, in all seasons
 - Foodies & beer enthusiasts
 - Oregon lover
- Buying Demo: A25-54

ASSETS

- Printed Book
- Out of Home (OOH) Billboards & Transit
- Display Banners

COMMUNICATIONS APPROACH

Inspire Oregonians and nearby drive markets to explore Oregon this winter by leveraging the continued success of Only Slightly Exaggerated through the Yeti & Squatch story

OBJECTIVES & STRATEGIES

MEDIA OBJECTIVE

Promote winter-time travel around Oregon with the Yeti & Squatch Illustrated story. Generate excitement and engagement by following the story week-by-week, culminating the campaign with the book release.

MEDIA STRATEGIES

- **Inspire:** Align with key community media partners to capture local interest and drive engagement
- **Activate:** Bring our audience through the Yeti & Squatch journey, using the completed book as a reward for active followers.
- **Convert:** Re-enforce message with lower funnel tactics to drive bookings.

MEDIA DETAILS



CUSTOM CONTENT PARTNERSHIP

HIGHLIGHTS

- Re-approach custom content this winter by creating multi-faceted plans that work to not only drive traffic to TO.com, but also engage potential visitors and promote the book
 - Tap into Portland Monthly's familiar local voice to roll-out the Yeti & Squatch story on a weekly basis
 - Leverage Travel & Leisure's national recognition to inspire travelers with premium editorial and drive awareness for the book

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	CREATIVE	DETAILS	IMP.
Portland Monthly	Portland Monthly is a monthly news and general interest magazine that covers food, politics, business, design, events and culture in Portland	Dec & Jan issues Emails: 10/15 - 11/25 (regional) & 12/2 (pre-order)	Portland	Geo,	3 image gatefold (C2) in Dec 8 image roll-fold insert Email blasts Enter-to-win sweeps (Dec)	- Include high impact print to showcase the Yeti & Squatch creative - Continue successful e-newsletters/custom e-blasts from last winter to roll-out each weekly chapter and drive to TO.com - December will feature an Enter to Win Sweeps where contestants can enter to win an Oregon Winter getaway inspired by the Yeti & Squatch story	1,020,000
Travel + Leisure	T+L is the preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere. It captures the joy of discovering the pleasures the world has to offer—from art and design to shopping and style to food and wine. Whether the experience is in	10/15 - 1/1	Portland,; Seattle, Boise, Eugene & Bend	Geo	Native articles Regional banner creative (T+L & F&W)	- leverage Travel + Leisure's trusted and polished voice to inspire potential travelers in our key DMAs to explore Oregon this winter - Two custom native articles will help bring the Yeti & Squatch story to life - Drive buzz around the book by including it as a recommended gift in one of T&L's Holiday Gift Guides with social amplification	1,450,000

OUT OF HOME (OOH)

HIGHLIGHTS

- Create excitement about the Yeti's & Squatch's Oregon adventures with high impact OOH units in Portland

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	CREATIVE	MARKET DETAIL		IMP.
OOH Formats	Continue last spring's success and extend overall reach with high impact MAX Line Wraps and purchase premier wallscape near Powell's Bookstore to coincide with our Story Time event	11/11/19 - 12/8/19	Portland,	Age: A25-64	MAX Wraps & Wallscape	<u>OOH Formats</u> 6 MAX Sides 1 Wallscape (West Burnside @10th)	<u>Impressions</u> TBD 1,288,000	TBD

DIGITAL DISPLAY

HIGHLIGHTS

- Increased spend dedicated to digital display by 343% YOY to drive traffic to TO.com and encourage engagement with campaign content
- Update rotation weekly to feature regional roll-out of creative

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	CREATIVE	DETAILS	IMP.
Sunset Magazine	Sunset is a lifestyle magazine in the United States. Sunset focuses on homes, cooking, gardening, and travel, with a focus almost exclusively on the Western United States. The magazine is published monthly by the Sunset Publishing Corporation	10/15 - 12/31	Portland,; Seattle, Boise, Eugene & Bend	Geo	Digital Display ads	- Last winter, Sunset drove the highest CTR of all display partners (0.39%). Leverage this success by increasing digital spend by 108% YOY - Plan features a custom E-blast and native newsletter placements to effectively reach Sunset's highly engaged audience - Native e-newsletter package includes a custom article that will cover all the locations featured in the Yeti & Squatch story	900,000
Pinterest	Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) & browsing what other users have pinned	10/15 - 12/31	Portland,; Seattle, Boise, Eugene & Bend	Geo & Interest	Promoted pins and carousels	- Pinterest provides an opportunity to display new creative is a space that actively encourages engagement - Utilize a mix of promoted regional pins and carousel images as new creative rolls out - Retarget users who engaged with organic TO content and promoted content from Spring 2018 - Identify and target likely travelers based on their board names. EX: PNW, Places to Travel, etc.	9,630,000

ONLINE TRAVEL AGENCY (OTA)

HIGHLIGHTS

- Connect with our target while they are currently in the travel mind state, when they are most likely to book
- Continue to invest in OTAs at similar spend level as these partners are proven booking drivers

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	CREATIVE	DETAILS	IMP.
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.	10/15 - 12/31	Portland,; Seattle, Boise, Eugene & Bend	PNW Travel Content and PNW Travel Intent	Digital Display ads	- Increased spend by \$25K from Winter 2018 as TripAdvisor proved itself a top booking driver - Connect with Winter Wanderers who align with our key interests while they are currently researching travel - Audience Extension targeting will allow us to reach our target on all of TripAdvisor's owned & operated websites - Destination Trends study will provide insight into our audience's travel behavior (added value)	8,700,000
Sojern	Sojern is a provider of a data-driven traveler marketing that utilizes programmatic buying and machine learning technology. Sojern partners with travel companies including airlines, OTAs, hotels, and rental car companies to collect anonymized (non-personally identifiable) traveler profiles based on consumers search and booking behaviors on these sites	10/15 - 12/31	Portland,; Seattle, Boise, Eugene & Bend	Geo, Travel Intent	Digital Display ads	- Sojern was included based on its strong Adara performance in Spring 2019 - Reach our audience with while they are searching for travel in real-time - Utilize Sojern's premium inventory to position Oregon travel in the same light - Take away learnings from Sojern's post campaign analysis report (added value)	12,500,000

SOCIAL MEDIA

HIGHLIGHTS

- Drive awareness of the campaign and the Oregon Winter product
- Drive traffic to TO.com to promote the campaign-related content
- Drive Video views promoting the campaign book and Oregon Winter product

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	CREATIVE	DETAILS	IMP.
Instagram	Drive awareness of Winter product by promoting organic Instagram Stories related to weekly release of ads featuring scenes/activities from book	10/15 - 12/31	OR, WA, Western ID, No. CA.	"The Winter Wanderer" (Buying Demo: A25-54)	User Generated content	Strategy example: Instagram UGC - Week 8 - 11/26 - Portland Region.. - Primary: Campaign location + activity Timing: Monday of each week UGC focus: Beer tasting at Ex Novo - Secondary: Regional + seasonally focused Timing: Wednesday + Friday each week	TBD
Instagram	Instagram story stickers: To build on the success of the Spring IG stickers, production of new (flat) stickers storybook artwork.	10/15 - 12/31	OR, WA, Western ID, No. CA.	"The Winter Wanderer" (Buying Demo: A25-54)	Story stickers	Winter Campaign Artwork - Animated static: creative for select activities - Text-style GIFs: based on select storybook lines - Frames: based on select storybook scenes Paid IG story announcement to promote sticker usage	TBD
Facebook, Instagram, Twitter, Pinterist	Drive traffic to traveloregon.com by promotion of articles that feature key destinations and regional experiences.	10/15 - 12/31	OR, WA, Western ID, No. CA.	"The Winter Wanderer" (Buying Demo: A25-54) Target segmentation based on article content	Travel Oregon content	For articles where it makes sense to tighten the targeting, the Winter Wanderer audience will be segmented to match the audience of the article	TBD
Facebook	Drive traffic to traveloregon.com using Facebook 360/panoramic images using campaign artwork	10/15 - 12/31	OR, WA, Western ID, No. CA.	"The Winter Wanderer" (Buying Demo: A25-54)	Facebook 360/panoramic images	Upload the wide-format book illustrations as a 360 or panoramic photo. - Immerse followers in the Adventures of Squatch & Yeti as organic content on TO timeline and include fun captions or lines from the storybook - One 360/panoramic post per region/activity as artwork is released (total of 7)	TBD
Facebook, Instagram, Twitter, Pinterist	Winter activity videos	10/15 - 12/31	OR, WA, Western ID, No. CA.	"The Winter Wanderer" (Buying Demo: A25-54)	7 X :15 second video clips 5-frame IG stories Stills for Pinterist	Edit existing footage into 15-second clips that educate viewers about thematic activities in Oregon; optimize for different social media channels... - Places to snowshoe in Oregon (with Mt. Hood footage) - Oregon mountains to downhill ski (with Anthony Lakes footage) - Winter fishing spots in Oregon (with Rogue River or Maupin footage) - Oregon beer facts (with Public Coast footage) as well as recent Deschutes footage - Also, birding, storm watching, hot springs footage (tbd)	TBD
Facebook, Instagram, Twitter, Pinterist	Book trailer videos	10/15 - 12/31	OR, WA, Western ID, No. CA.	"The Winter Wanderer" (Buying Demo: A25-54)	2 X :15 second videos 2 X framed IG Stories	Preview the storybook with two 15-second videos using simple motion design to suggest movement with static images: - Video 1: "Pre-order" message (Oct/Nov) - Video 2: "Now available" message (Dec)	TBD

KEYWORD SEARCH

HIGHLIGHTS

- Drive deeper funnel clicks to targeted landing pages on TravelOregon.com
- Capture interest of winter-related keywords

CHANNEL	DESCRIPTION	FLIGHT	GEO-TARGET	TARGETING	CREATIVE	DETAILS	IMP.
Google	Google keyword search buy	10/15 - 12/30	Focused Oregon, SF, Seattle and also western half of US	Keywords related to Only Slightly Exaggerated assets, as well as keywords related to regional attractions, cities and interests.	Text Ads	Buy keywords that are related to the Only Slightly Exaggerated assets. Also, buy against keywords related to regional attractions, cities and interests.. Optimize against words that have low cost per click and high engagement on TO.com	1,371,862
Google	Retargeting website visitors	10/15 - 12/30	Western US	Using the Google Display Network, we'll retarget consumer who visit TO.com with campaign banner ads	Banner ads	This reactivation campaign will re-engage visitors who have recently been to TravelOregon.com by showing them campaign banners across the Google Display Network (GDN). The goal here is to stay top of mind for consumer and drive them back to TO.com to follow along with Yeti and Squatch and continue planning their vacation.	3,295,374
Google	Prospecting on Google Display Network	10/15 - 12/30	Western US	Using custom affinity audiences with Google Display Network	Banner ads	We'll use banner ads to push creative related to the book by targeting people who have visited the URLs of the book stores that we will be doing readings in order to generate more book awareness.	tbd



THANK YOU