



TRAVEL



OREGON

Advertising Update

10.5.21

Welcome to Oregon Again

WELCOME TO OREGON AGAIN (WTOA)

FLIGHTING

- 6/1 – 7/27

MARKET

- Oregon

TARGET

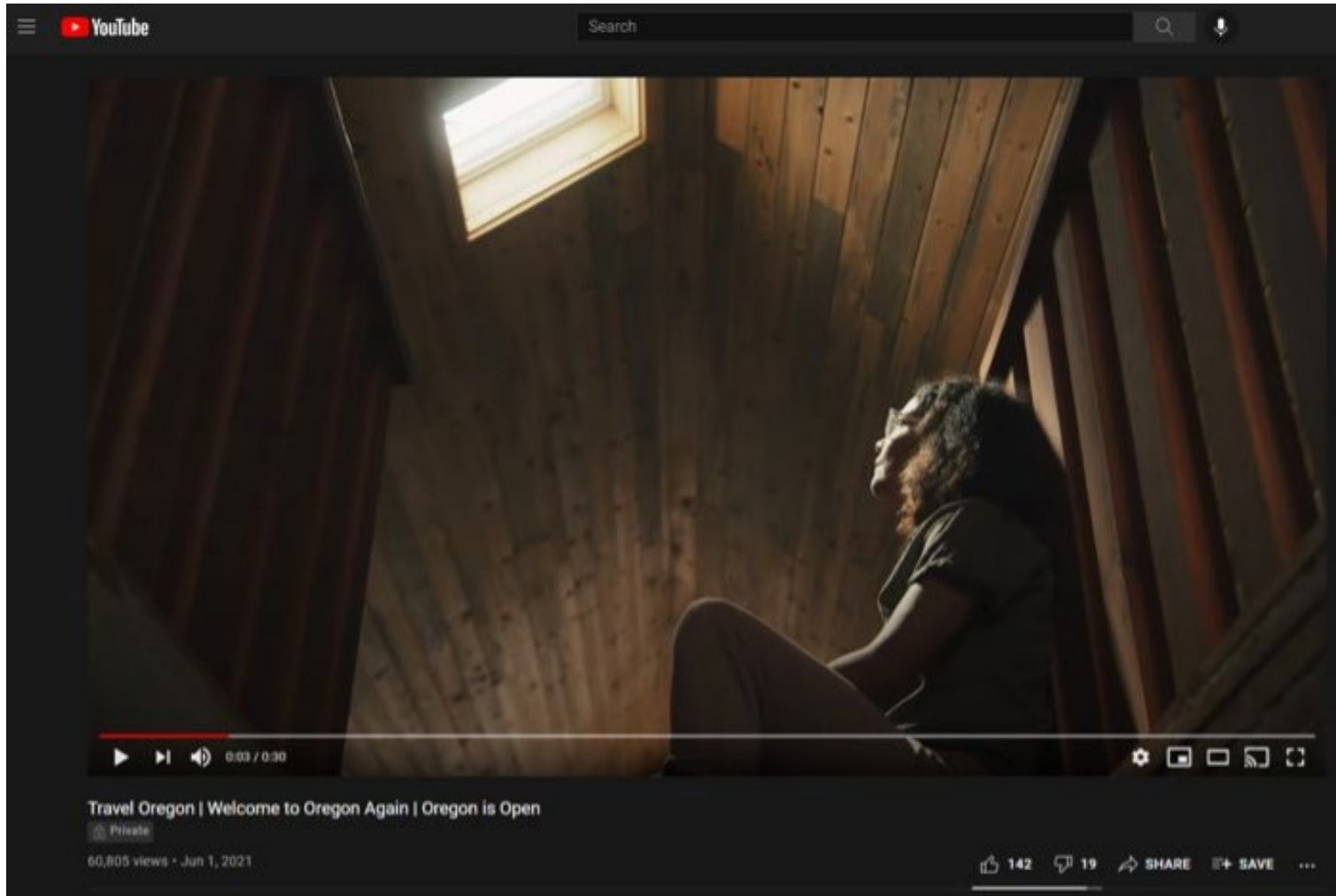
- "Active Adventurers" (Adults 18-54)

BUDGET

- \$1,500,000

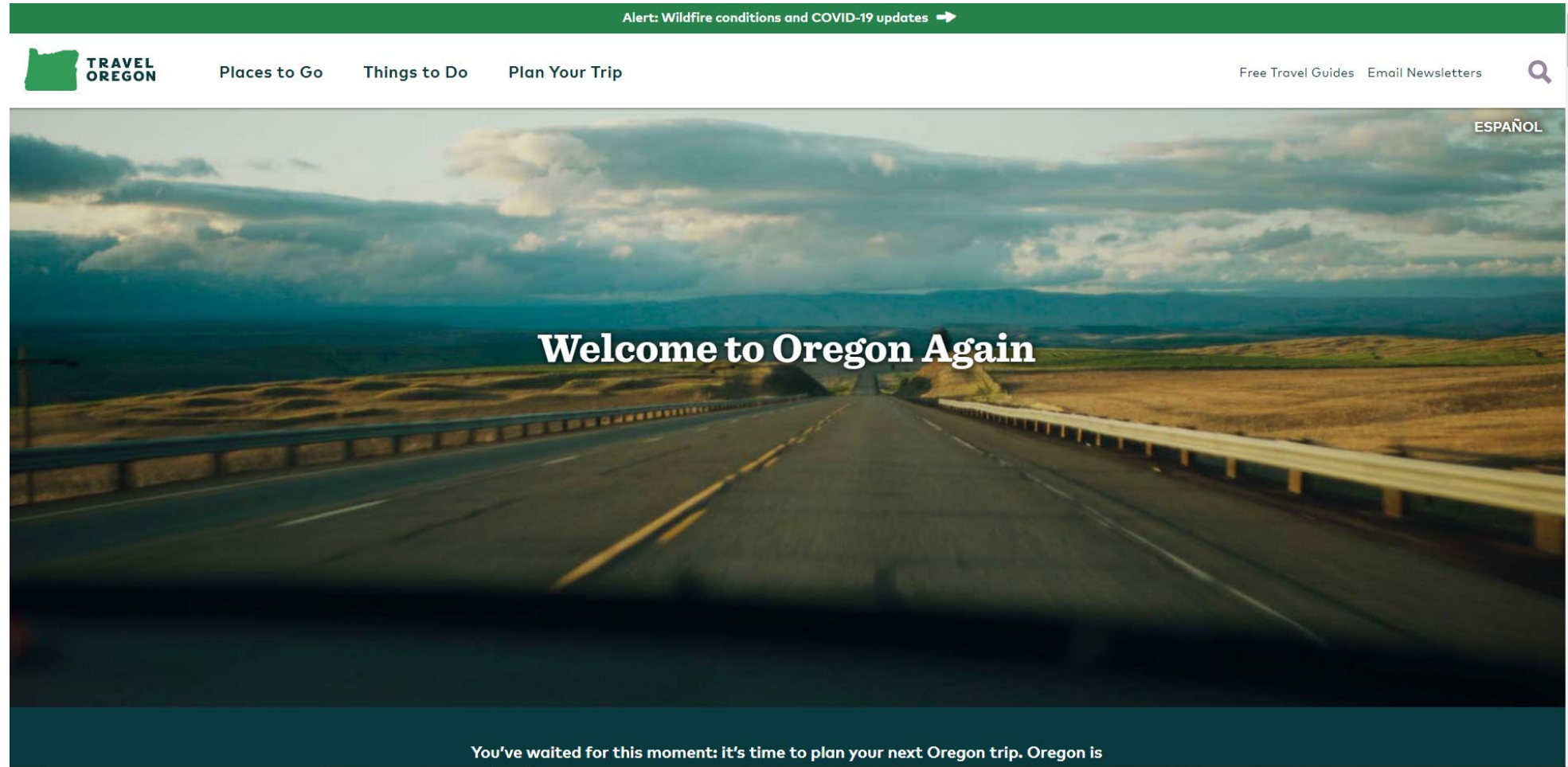


WTOA VIDEO VIEWS



TOTAL :30s VIDEO VIEWS: **248,354**

WTOA WEBSITE RESULTS



WEB SESSIONS: **269,489**

PAGEVIEWS: **303,752**

ATTRIBUTION PARTNER

Enriched hotel bookings generated
by Adara tracking:

112,153



Enriched hotel
revenue to date:

\$39.7M



OTA RESULTS

0.14%

CLICK THROUGH RATE

\$0.02

COST PER VIEW



ONLINE VIDEO RESULTS

9.5M

VIDEO VIEWS

\$0.03

COST PER VIEW



SPONSORSHIP RESULTS



0.18%

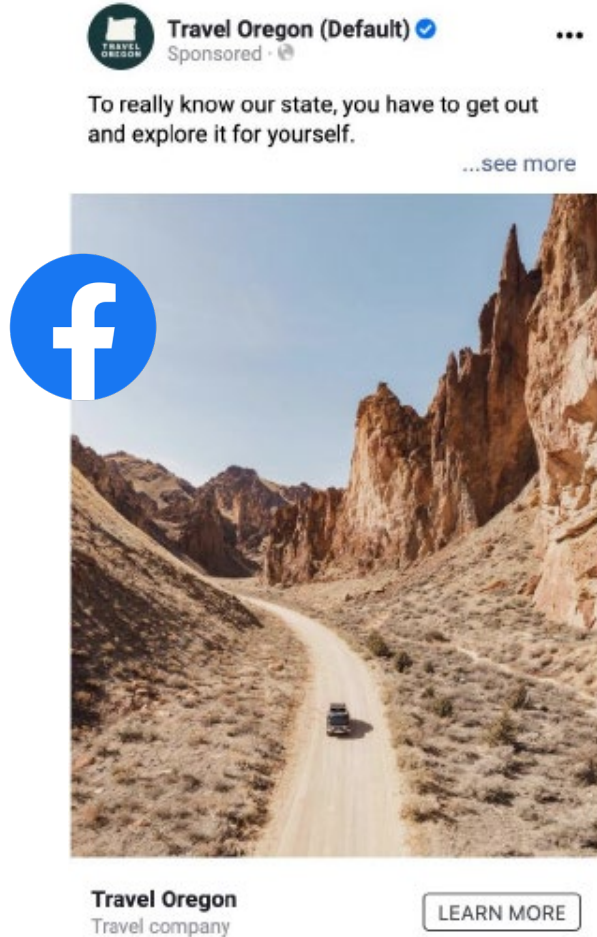
CLICK THROUGH RATE



0.22%

CLICK THROUGH RATE

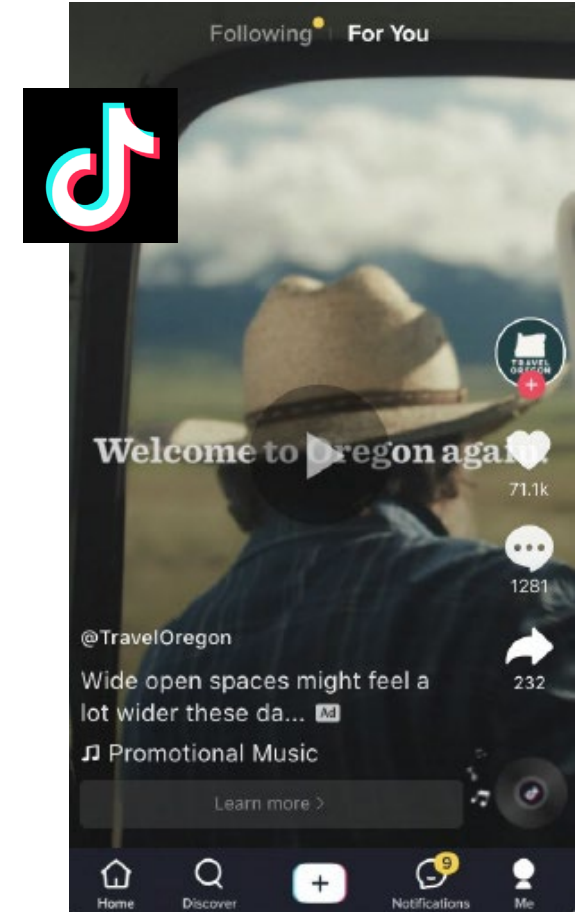
SOCIAL MEDIA RESULTS



Awareness
10.9M Impressions
CPM: \$2.92



Traffic
245K Clicks
CPC: \$0.53



Video
1.3M Views
CPV: \$0.02

LOGICAL POSITION RESULTS



116K

CLICKS TO TO.COM

\$0.54

COST PER CLICK

Ad · <https://www.traveloregon.com/> ▾

Travel Oregon™ Official Site - Your Oregon Adventure Awaits

Oregon, Where Lifetime Memories are Made. Plan Your Vacation With **Travel Oregon™**. There Isn't A Single Amazing Thing About **Oregon**. There Are About Ten Zillion. **Travel** Ideas. The **Oregon** Coast. Portland, **Oregon**. Places To Stay.

📍 Portland · 2 locations nearby

Things To See And Do

There's Lots To See & Do In Oregon.
Poke Around & Add Some To Your List

Oregon Scenic Drives

Oregon Has Among The Most Scenic
Byways And Tour Routes In The US.

Travel Guides

Get The Scoop On Oregon's
People, Places, And Happenings.

Trip Ideas

Go Horseback Riding Along The Dunes
Or Paddle Down A Majestic River.

LOGICAL POSITION RESULTS



DIGITAL DISPLAY

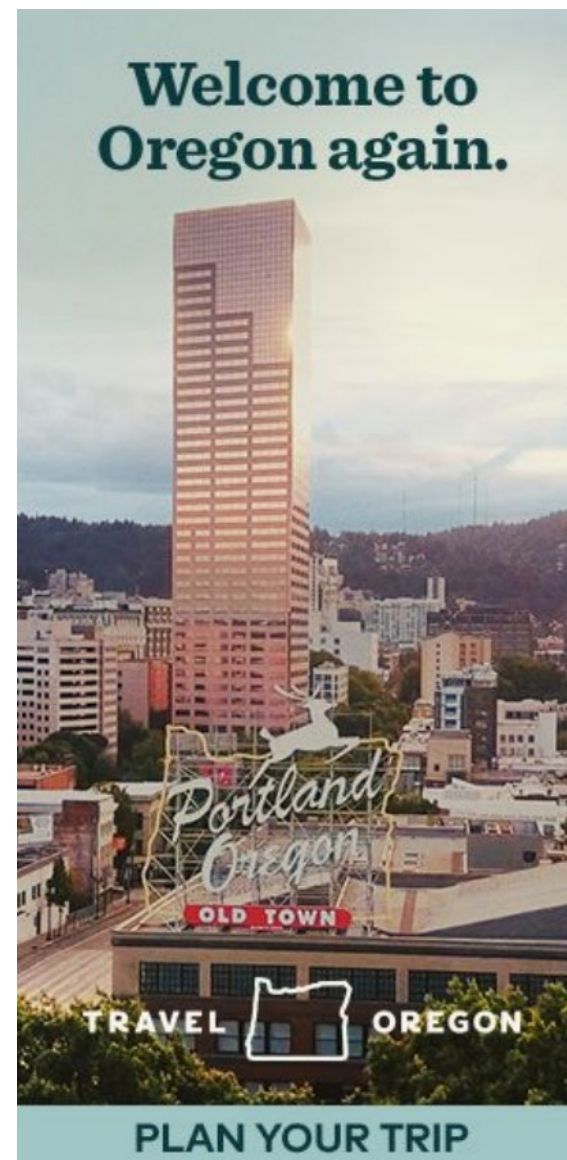
1.24%

CLICK THROUGH RATE

VIDEO

1.24%

COST PER VIEW



REGIONAL DIRECT SPEND CAMPAIGN

FLIGHTING

- 6/14 - 9/30

MEDIA PARTNERS

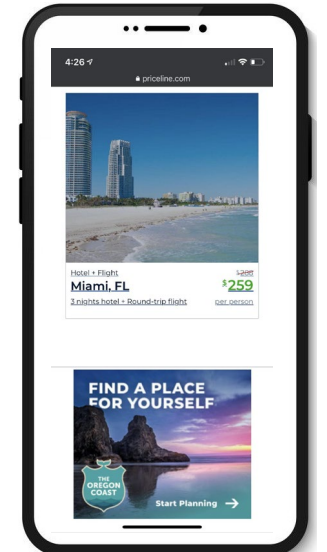
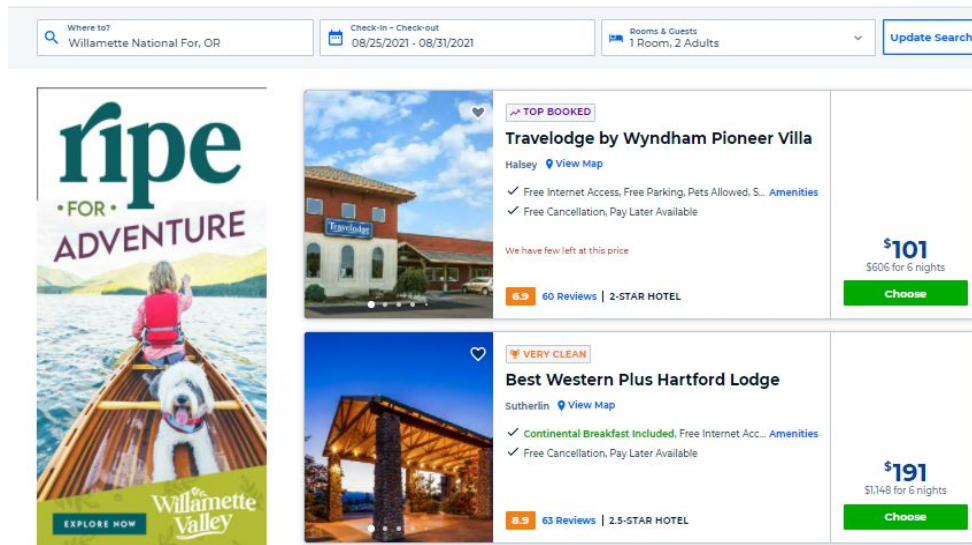
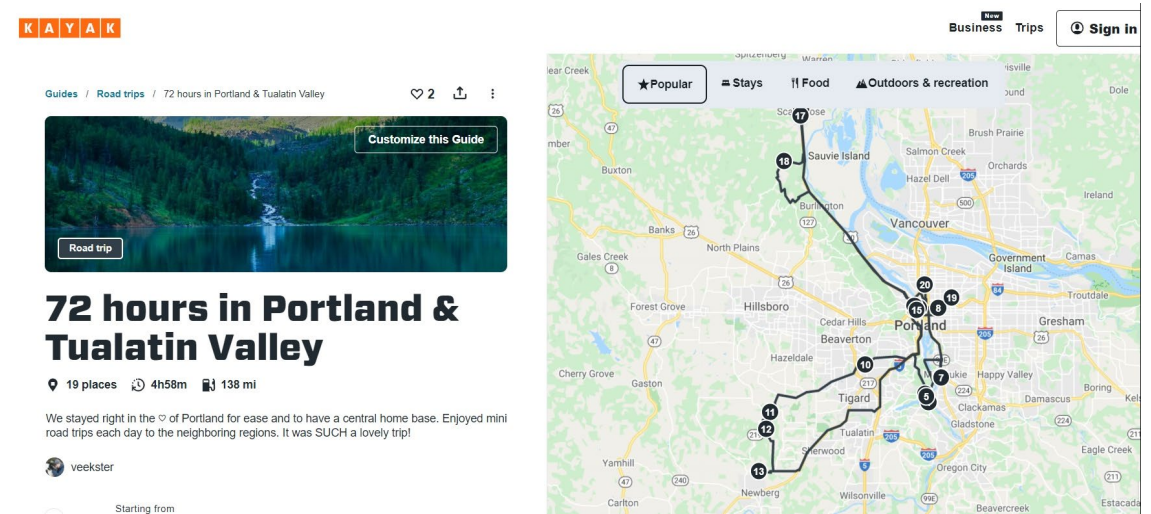
- Priceline, KAYAK, and Open Table

TOTAL IMPRESSIONS

- 29 MM

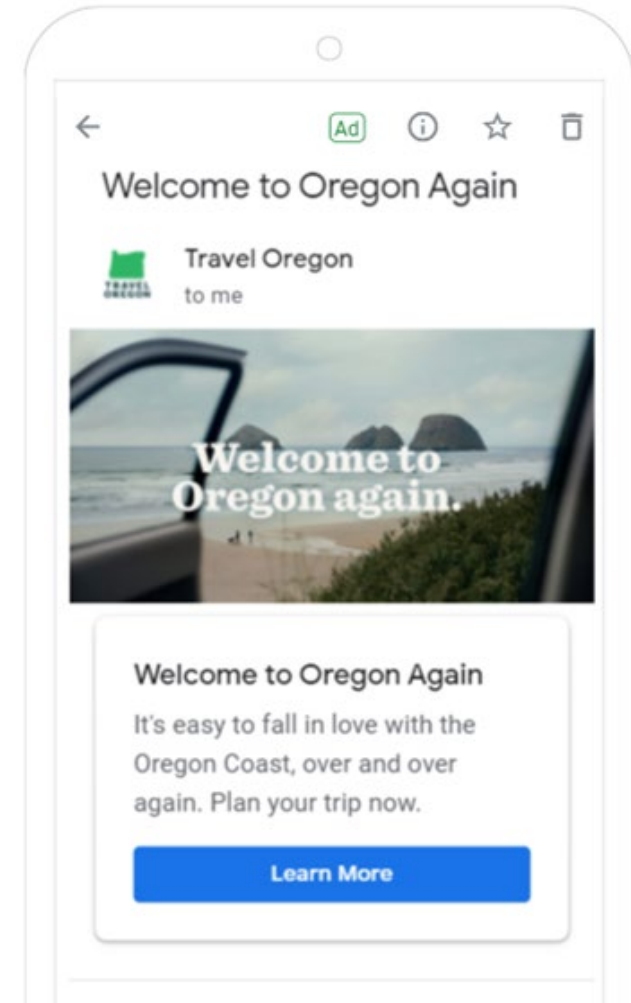
REGIONAL STIPEND

- \$70,000 per region



KEY LEARNINGS

- Transition from Outstream ads to Explorer ads
- Zefr <> Google Partnership
- Discovery ads for Google
- Here comes TikTok
- Spanish language ads



Spring 2022





PARAMETERS

EST. FLIGHTING

- 10/18-12/13

TARGET

- "Active Adventurer" (buying demo: A25-54)

MARKETS

- Primary: Oregon (Portland, Medford, Eugene, Bend), Seattle, San Francisco
- Secondary: Los Angeles, Sacramento, Tri-Cities/Yakima



STRATEGY

Oregon's been through a lot in the past year. The effects of COVID-19 are still felt statewide.

"50% of tourism businesses saw revenue decline by 90% or more in April of 2020."

"Revenue declined more for women and minority-owned businesses."

Occupancy rates are still down 12% throughout the state (as of May 2021).

(Source: Travel Oregon Impact report)

STRATEGY

2022 is our chance to do it.

With more eyes than ever on the state due to Oregon 22, we have an opportunity to show a broader audience what this place is really about. At a time when the world needs what Oregon has to offer.

“About one third of US adults report at least occasional sleeplessness, anxiety in the past week.” - Pew, March 2021

“Nature is a place where our mind can rest, relax and let down those threat responses...Therefore, we have resources left over – to be creative, to be imaginative, to problem solve – that allow us to be better, happier people who engage in a more productive way with others.” - Ruth Ann Atchley, Nature Study (2020)

Plus, our Active Adventurer has over a year’s worth of exploring to make up for.

STRATEGY

“Propel Oregon toward statewide economic recovery.”


By driving awareness for all that Oregon has to offer, not just the usual suspects. We need a campaign idea that we can point at lesser known destinations in need of more traffic. To inspire people to explore the unexplored throughout the state.

STRATEGY

Guiding travelers through our Northwest Wonderland

This is more relevant than ever. In order to inspire travelers we need to continue evolving, building on where we've been before, in unique and distinctive ways.

STRATEGY

A vibrant, stylized illustration of a large white rabbit with children on its ears, surrounded by a field of colorful tulips and smaller rabbits under a cloudy sky. The rabbit is the central focus, with two children sitting on its ears. The field is filled with various colors of tulips, and several smaller white rabbits are scattered throughout. The sky is blue with soft, white clouds, and there are some yellow petals or leaves floating in the air. The overall scene is bright and cheerful, representing a spring landscape.

With OSE we showed beautiful landscapes, activities, and the spirit of Oregon in a way no one had ever seen. We bottled the feeling it gives you, and communicated the essence of Oregon as a whole.

SPRING FY21

STRATEGY

But, as successful as it was...

We didn't capture the **personal experience**.
We didn't show how Oregon **changes you**.
We didn't show the **actual state**.

So we're going to do all that **and more**.

STRATEGY

A man with curly hair, wearing a light-colored suit and a tie, is walking across a large, fallen log in a forest. The background shows tall, thin trees and a clear blue sky. The scene is captured in a cinematic style with soft lighting.

While we are going to film real locations, we can't just do this in a straightforward way. **That's not Oregon** and that's not us. To be a true **guide**, Travel Oregon has to do it with a twist.

So once again, we're going to show Oregon in a way that no one has ever seen or expects, and that also captures the essence of this **magical place**.

STRATEGY

A scenic landscape featuring a person lying on a grassy hill in the foreground, looking out over a vast ocean under a cloudy sky. The person is wearing a green jacket and is positioned near a large pile of grass. The background shows a coastline with a cliffside and a bay.

We will show how Oregon will make you feel **better and happier** than you feel right now.

And we will show how Oregon is **welcoming to all** in search of a happier state of being.

A young girl with short blonde hair, wearing a white dress with red polka dots and orange shoes, stands in a lush garden. She is looking towards a large, colorful butterfly with pink and orange wings. The garden is filled with various flowers, including yellow daisies and pink lilies. The scene is captured in a soft, painterly style with a slightly grainy texture.

**Extraordinary
is Ordinary**

TIMELINE

Fall

Refine scripts and concept

Winter

Production

Spring

Develop media
strategies to
leverage Oregon22



THANK YOU

A scenic view of a beach with three large rock formations in the ocean, seen through a car window. The text "Thank you" is overlaid in the center.

Thank you