






# MARKETING OPPORTUNITIES :: FY2021-22

| MEDIA           | <br>Broadcast and Digital Content  | <br>Social Media | <br>Online Travel Agency | <br>Retargetting and Aquisition | <br>Build Awareness |
|-----------------|---|--|---|--|--|
| DESCRIPTION     | Broadcast, digital and social outreach all geared toward driving people to experience featured Oregon destinations. | Engage with visitors with the right message in the right place across social media platforms.      | Engage with travel enthusiasts actively looking for travel inspiration and bookings.                        | Work directly with Madden Media to create a scalable campaign driving traffic directly to the partners website.    | Leverage data to target the travel intent with all-in-one multi-channel advertising.                   |
| REVIEW THE PLAN | Program PDF ▶   | Program PDF ▶  | Program PDF ▶   | Program PDF ▶<br><i>(Coming soon)</i>  | Program PDF ▶  |
| CONTACT         | Tina Klassy Coleman ▶<br><br>Kristin Spear ▶  | Claire Fisher ▶  | Josh Morrison ▶   | Charlie Littlejohns ▶  | Liz Gill ▶<br><br>Grant Palmer ▶   |
| TIMING          | Live. Enrolling up to 4 participants per quarter.   | Enroll by Dec 1.   | Enroll by Dec 1.  | Ongoing  | Enroll by Dec. 6   |