

ADVERTISING UPDATE



Sunriver Resort



#### BACKGROUND

## THE COMEBACK STRATEGY

#### Parameters

#### 1. WTOA:

- Oregon Only
  - Portland, Bend, Eugene and Medford

#### 2. OSE3:

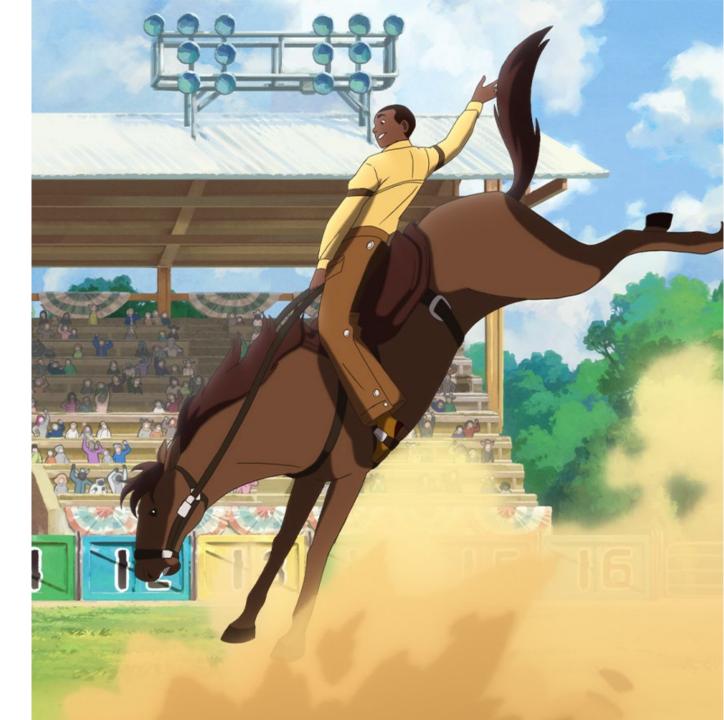
- Oregon + Out of State
  - Portland, Bend, Eugene
  - Seattle, Yakima, Tri-Cities
  - LA, San Fran, Sacramento



## DIVERSITY, EQUITY & INCLUSION CREATIVE STRATEGY

#### **Creative Direction**

- Four W+K internal focus groups
- Two Travel Oregon conducted focus groups



#### **DIVERSITY, EQUITY & INCLUSION ADVERTISING STRATEGY**



#### mitú

It's Bigger Than Portland: mitú Has You & The Familia Covered on Things To Do in Oregon



BIO O

wearemitu 🥺 🔸 Following

Paid partnership with traveloregon

wearemitu 🐡 A family vacation to top

holiday travel list this year! → LINK IN

all others? Mitu shows you all the

reasons Oregon should top your

\_alivxo Why did my dyslexic ass C

Liked by Iballesterosb and 810 others DECEMBER 10

Add a comment...



aminaurl · Following Paid partnership Cannon Beach, Oregon

aminaurl i've lived in oregon for my entire life but i'm never going to stop trying to force everyone i know to come visit! i've partnered with @traveloregon to share a cute sister day trip to the coast 🔬

we started the morning with pumpkin spice lattes at good coffee in slabtown to start off the beautiful drive to the coast, i've done the drive so many times but i will continue to act like a tourist 🤞

once we got to cannon beach, or we checked out (for the 100th time bc i'm obsessed) haystack rock & bruce's candy kitchen for the obligatory

0 V 

Liked by rahelbrhane\_ and others

JANUARY 5

Add a comment...

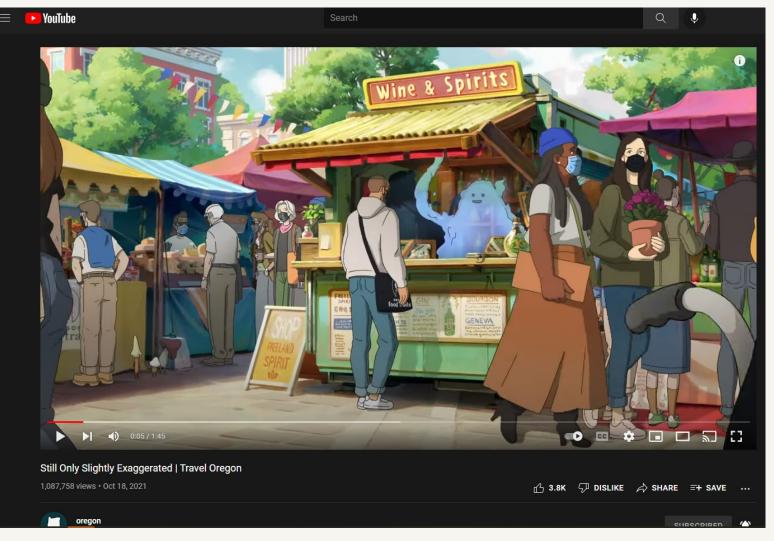
...

#### **Custom Content**

#### Influencers

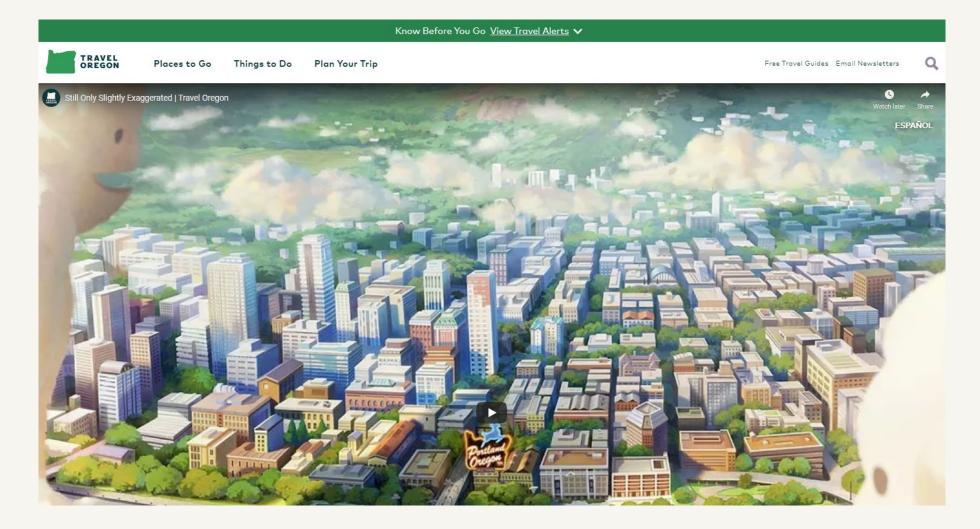


## **LONG-FORM VIDEO VIEWS**





## **CAMPAIGN WEB TRAFFIC**



#### **382,765 Sessions**

## SENTIMENT

#### **Skift** Take

S ome of it may be aspirational, but Travel Oregon's ad is hitting the right notes at a time when we're all looking to feel the magic of travel again.

— Lebawit Lily Girma

#### OMG, Travel Oregon.

October 26, 2021 by Laurie Jo Miller Farr - Leave a Comment

Welcome to Oregon, a 100% real place you can visit. Plan your visit at: https://traveloregon.com/





 Only Slightly Exaggerated |
 Only Slightly (More)

 Travel Oregon
 Exaggerated | Trave

 Only Slightly (More)
 Still Only Slightly

 Exaggerated | Travel Oregon
 Exaggerated | Travel Oregon

**Travel Oregon** is back with another whimsical, enchanting call to action. In its first postpandemic out-of-state advertising, the successful cinematic "*Oregon, Only Slightly Exaggerated*" series returns with another smash hit, "*Still Only Slightly Exaggerated*." (The **original video** has had more than 38 million views.)

-	6w Reply	
	Matt John Thomas They really need to make a movie in this style. So beautiful, and Oregon is really the perfect setting for this Ghibli-inspired art style, it just pairs together so well, and Psyop and Sun Creature Studio just have it down so good.	
	Like - Reply - Message - 10w	
4	John Scott I think this is a fantasy representation of Ashland where they have Shakespeare plays. I don't think these are a good idea to play. People show up and then find nothing but disappointment.	
	Like Reply Hide 7w Edited	
	Jarrod Maynard Would be awesome to get some poster of the new images shown in the Still only video.	
	Like · Reply · Message · 7w	)
~	Tony Hayden	
	No other place on earth like Oregon.	
	2021-12-11 Reply 1	
Č	<ul> <li>Réal</li> <li>This is Ashland, where the Oregon Shakespeare</li> <li>Festival is. If you haven't been, you should go. It feels</li> <li>Ilke a damn fairytale</li> </ul>	
(	Bryn King     Of all the travel state accounts travel Oregon got the     best vids. Might be blased tho     4 2021-11-22 Reply	
		_

tommiliee These advertisements are awesome

0

#### **OSE3 DEI KPI RESULTS**

#### % of Advertising Impressions

Race	Goal Breakouts	Actual Breakouts	Goal Delivery
Black	4%	8%	200%
Asian	12%	8%	<b>67%</b>
Hispanic	16%	16%	100%

#### **KEY LEARNINGS**

## WHAT DID WE LEARN?

- 1. Heavier winter lift
  - Very competitive time of year = more expensive
  - More cluttered environment
- 2. Selecting the right message
  - Awareness vs Conversions
  - Upper funnel vs lower funnel
- 3. DEI Learnings
  - Spanish language

## FUTURE FORWARD ADVERTISING

Spring	Summer	Fall
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## WORLD ATHLETICS CHAMPIONSHIPS **OREGON 22**

Spring Campaign

Timing: April – July

Objective: Extend length of stay and geography

Primary audience: Event attendees / Ticket holders

**Tactics:** Conversion

- Retargeting
- Geofencing
- Online Travel Agencies (OTA)

Summer

Timing: June – July

Objective: Drive awareness and surround key moments including the World Athletics Championships through video exposure.

Primary audience: National

**Tactics: Broad Awareness** 

• Linear TV, Streaming, Online Video, Social, Search, etc.

Fall

Timing: 9/12 - 11/20

Objective: Encourage our audience to book Oregon travel during the fall and holiday season.

Primary audience: Oregonians and close in markets

Tactics:

- Conversion focused digital, OTA, Social, Search
- Leverage retargeting opportunities to capture audiences exposed in Summer

#### **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.

#### OBJECTIVE

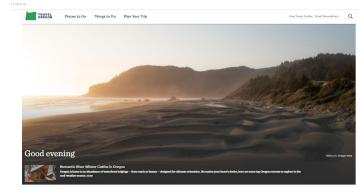
# Propel Oregon toward statewide economic recovery.

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**







It's time to plan your next Oregon trip.

Take in the beauty of it all – wild rivers, scenic bikeways, mountain vistas, abundant farmlands – and show your love for the people who make this place so special.

