



# TRAVEL OREGON

**ADVERTISING UPDATE**

**3.14.2022**

Sunriver Resort



*only*  
*Slightly*  
*Exaggerated*



**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

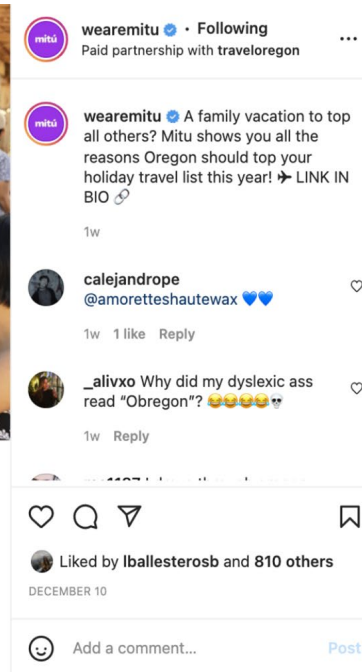




# DIVERSITY, EQUITY & INCLUSION ADVERTISING STRATEGY



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



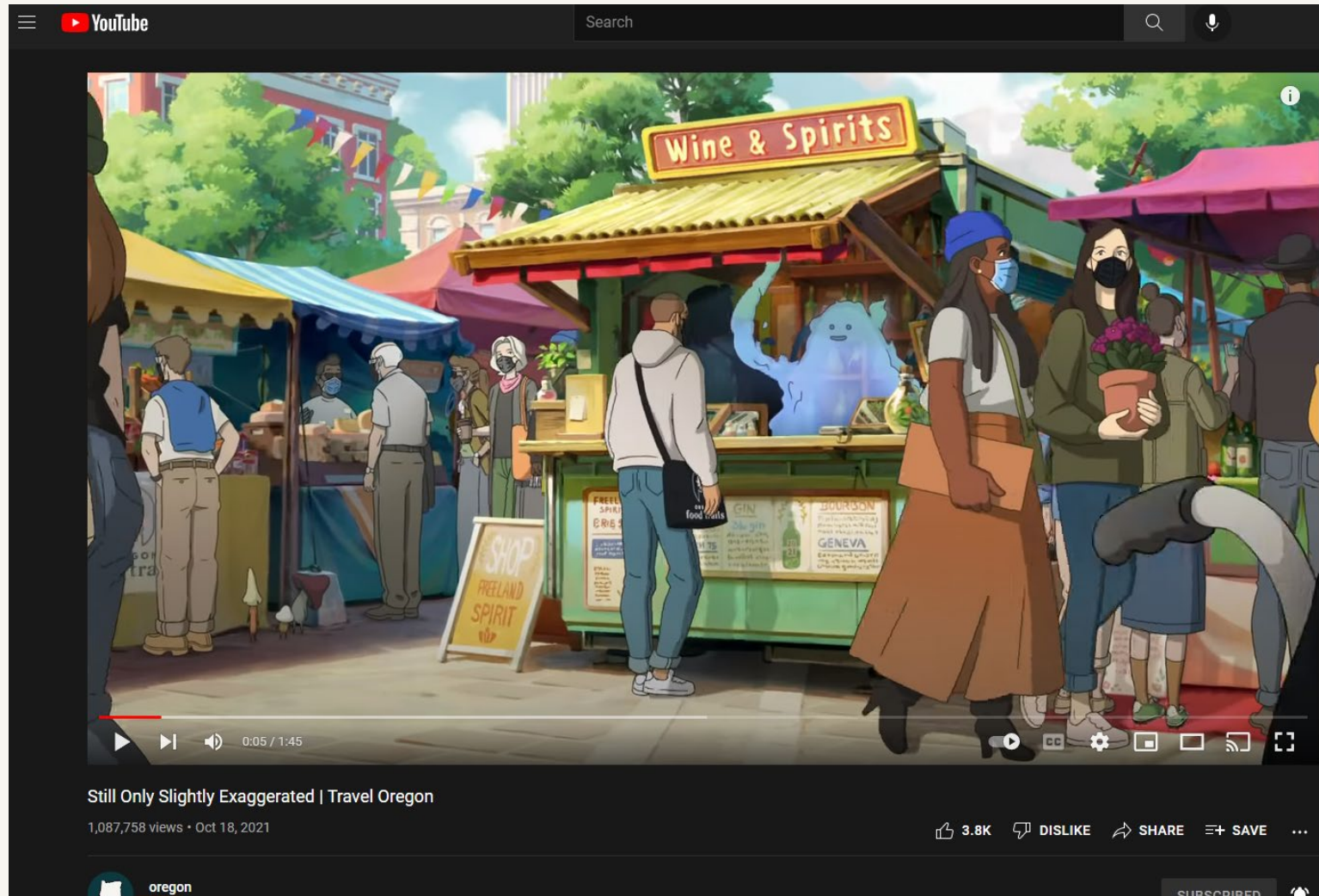
Custom Content



Influencers

# RESULTS

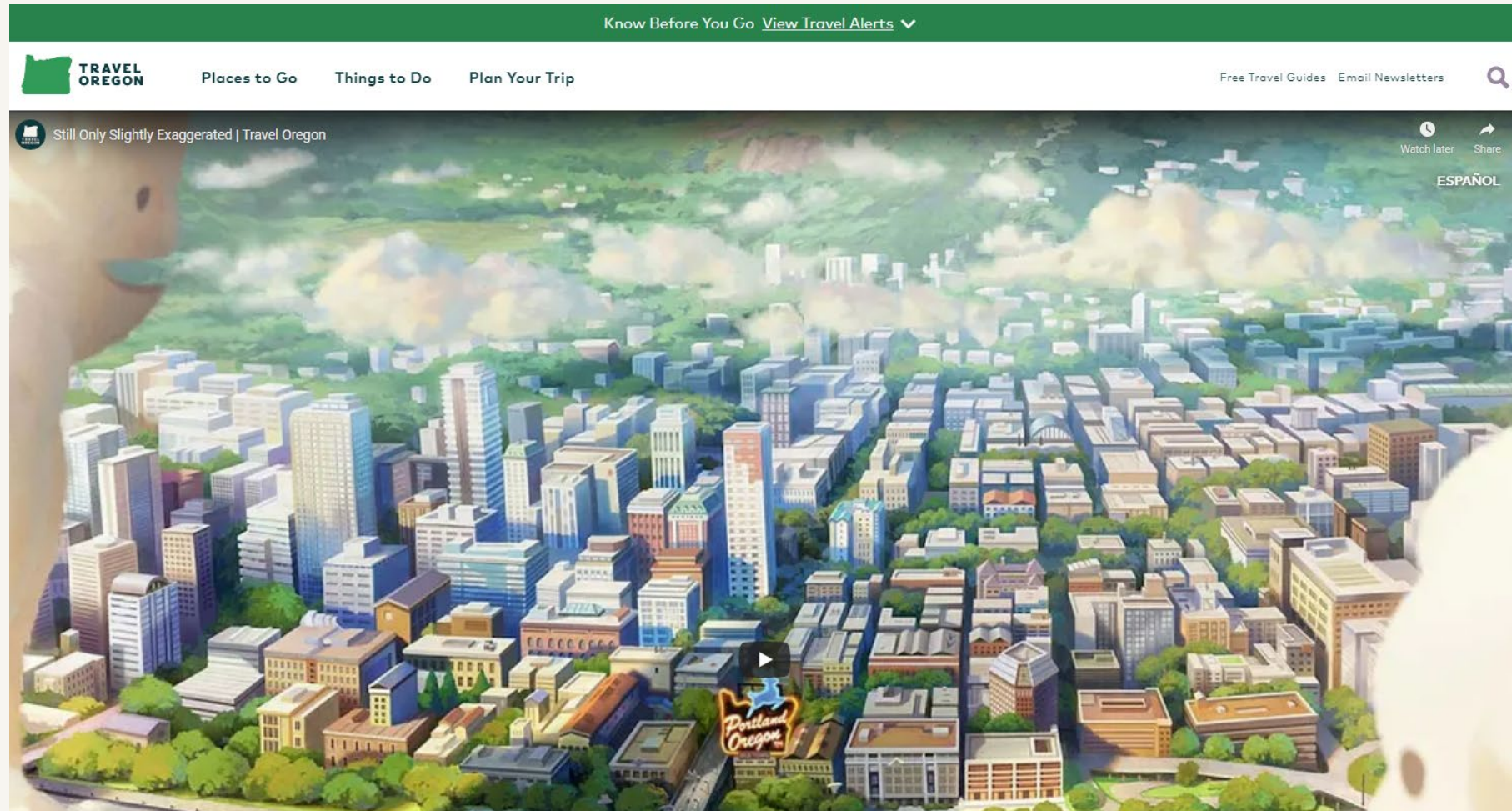
# LONG-FORM VIDEO VIEWS



2,435,402 Views



# CAMPAIGN WEB TRAFFIC



**382,765 Sessions**

# SENTIMENT

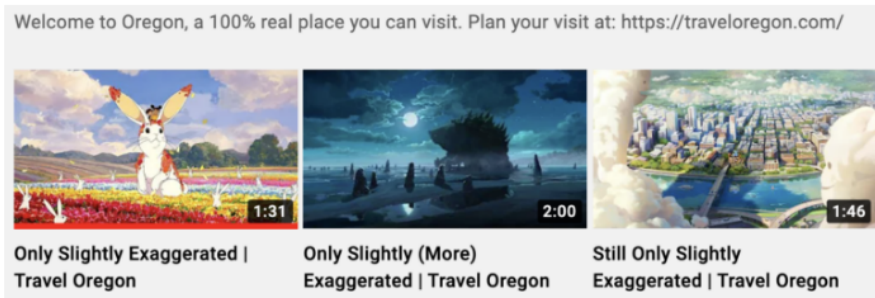
## Skift Take

Some 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](#)



**Travel Oregon** is back with another whimsical, enchanting call to action. In its first post-pandemic 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.)



**tomiiiiee** These advertisements are awesome

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



13



**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



5



**Jarrod Maynard** Would be awesome to get some poster of the new images shown in the Still only video.

[Like](#) · [Reply](#) · [Message](#) · 7w



1



**Tony Hayden**

No other place on earth like Oregon.

2021-12-11 Reply



1



**Réal**

This is Ashland, where the Oregon Shakespeare Festival is. If you haven't been, you should go. It feels like a damn fairytale



7



**Bryn King**

Of all the travel state accounts travel Oregon got the best vids. Might be biased tho

2021-11-22 Reply



4



# OSE3 DEI KPI RESULTS

% of Advertising Impressions			
Race	Goal Breakouts	Actual Breakouts	Goal Delivery
Black	4%	8%	200%
Asian	12%	8%	67%
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



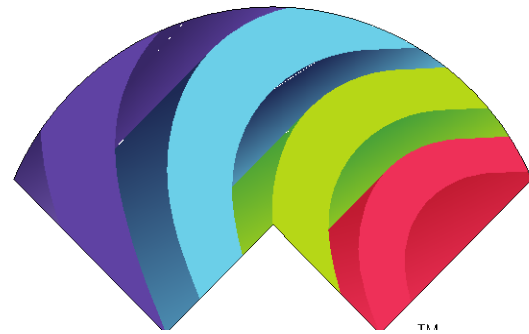


# ADVERTISING STRATEGY

Spring

Summer

Fall



**WORLD ATHLETICS  
CHAMPIONSHIPS  
OREGON 22**

# ADVERTISING STRATEGY

## 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)



# ADVERTISING STRATEGY

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.

# ADVERTISING STRATEGY

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

