

An aerial photograph of a river winding through a forest. The river is a deep blue-green color, and the surrounding forest is a mix of green and yellow trees. A white outline of the state of Oregon is overlaid on the forest, centered over the river. The text "TRAVEL OREGON" is written in white, bold, sans-serif font across the center of the image, with the outline of Oregon acting as a separator between the words.

**TRAVEL OREGON**

Advertising Update – October 4, 2022

# ADVERTISING STRATEGY

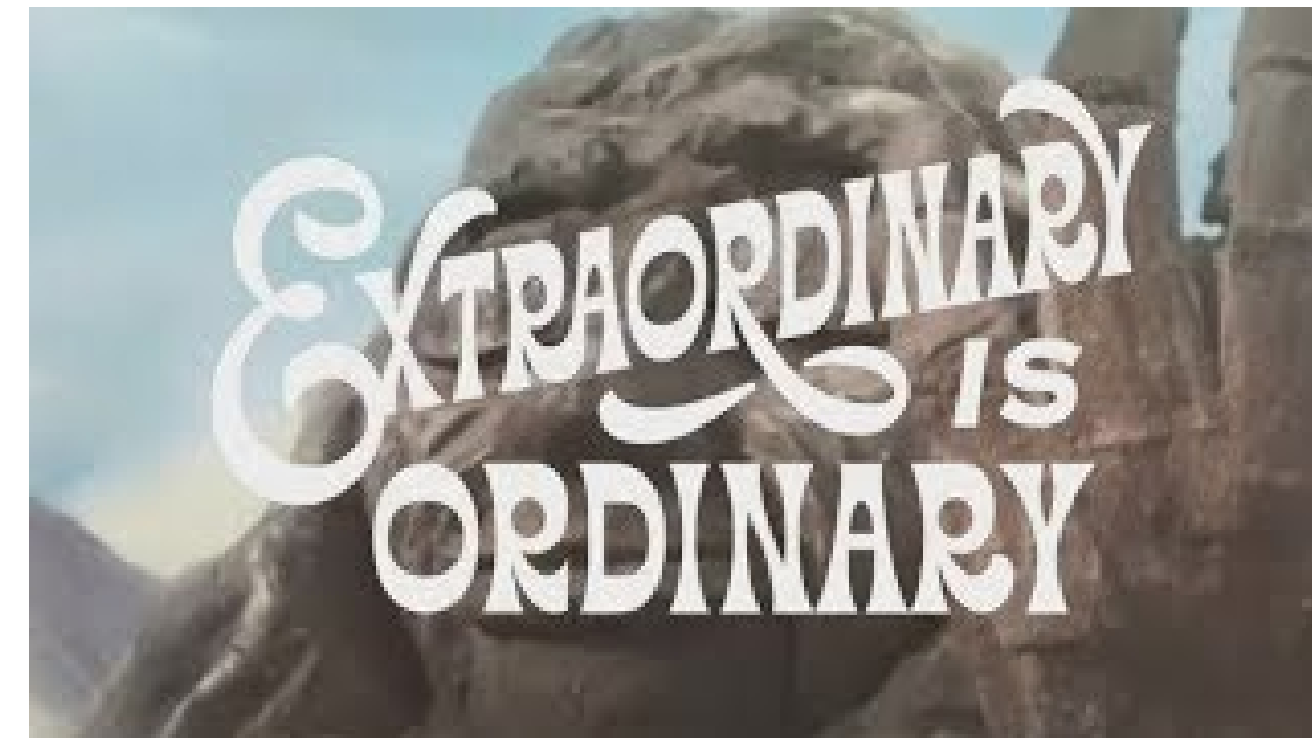
Spring

Summer

Fall



WORLD ATHLETICS  
CHAMPIONSHIPS  
**OREGON 22**

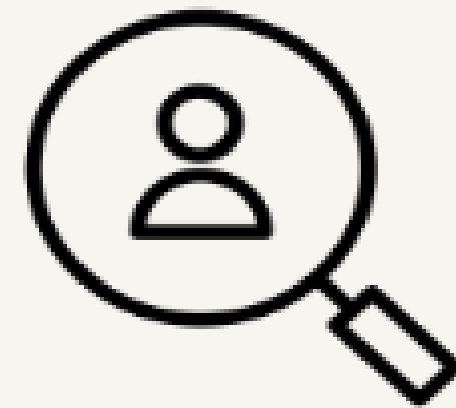


**SUMMER  
EXTRAORDINARY IS ORDINARY  
RESULTS**

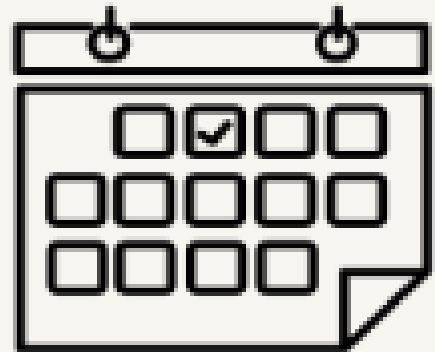
# ADVERTISING PARAMETERS



**Budget:** \$4 Million



**Primary:** Active Adventurer 25-54  
**Secondary:** BIPOC + LGBTQ 25-54



**6/27-7/31**



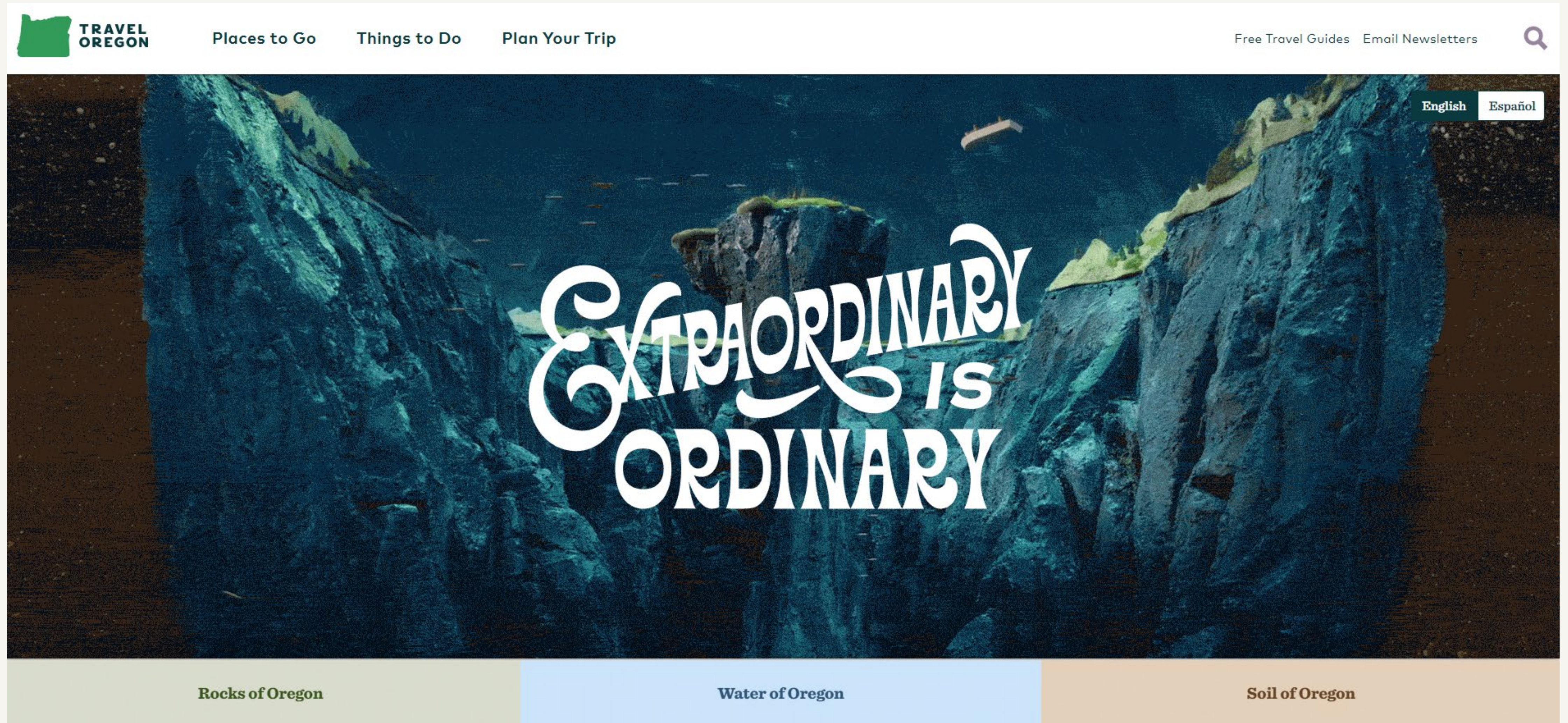
**Primary:** Seattle, Spokane, SF, LA, Portland  
**Stretch:** Minneapolis, Houston, San Diego

# VIDEO VIEWS (6s, 15s and 30s)



64 Million Views

# CAMPAIGN WEB TRAFFIC



470 Thousand Sessions

# SENTIMENT

## INSTAGRAM

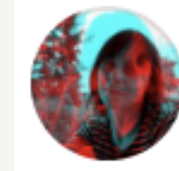
~72% Positive

~15% Negative

## FACEBOOK

~52% Positive

~4% Negative



**andrea.brouillette** I love this states marketing. The illustrated shorts from your previous campaigns were so gorgeous.



5w 3 likes Reply



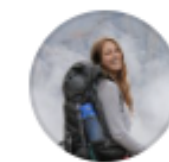
**chef.in.a.7yfighter** Love this! I still want more of the Only Slightly Exaggerated campaign though 😂



5w 2 likes Reply



**disco\_sonic** talk about targeted advertising! i have never felt so seen by an ad before 😊



**michelle.outdoors** Allll the rocks! I can't wait to visit here one day! 🥰



5w 2 likes Reply

**KEY LEARNINGS**  
**EXTRAORDINARY**  
**IS ORDINARY**

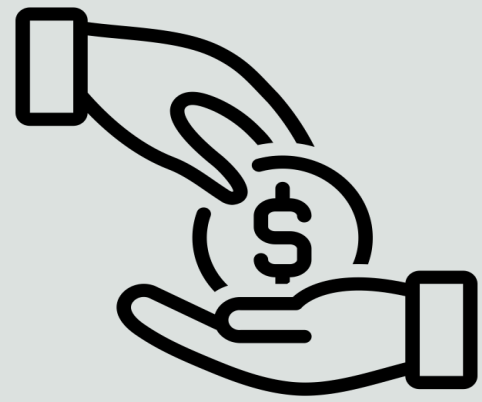


# WHAT DID WE LEARN?

1. Alignment with World Athletics Championships successful
  - Oregon22 domestic viewership 65% higher than previous record (London)
  - 331% over delivery in National TV impressions
2. Spending large budget in small window was harder than anticipated
  - Balancing reach/frequency goals with budget goals
3. New opportunity markets successful
  - Houston, San Diego and Minneapolis engagement at or above standard West Coast markets

**FALL 2022**  
**EXTRAORDINARY**  
**IS ORDINARY**

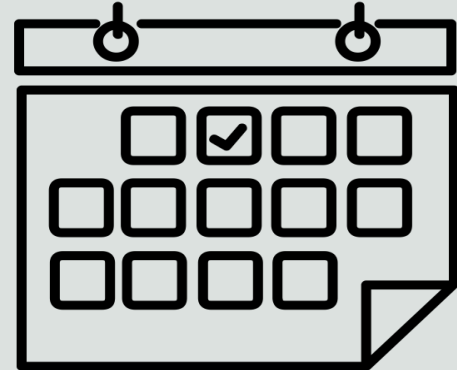
# ADVERTISING PARAMETERS



**Budget: \$1.75M**



**Primary:** Active Adventurer 25 - 54  
**Secondary:** BIPOC + LGBTQ 25- 54



**9/19 - 11/13**

Soft Launch: 9/15



**Primary:** Seattle, Spokane, SF, LA, Portland  
**Opportunity:** Minneapolis, Houston,  
San Diego



**Campaign KPIs:**

Traffic to Site/Low Bounce Rate, Awareness,  
Conversions

# FALL CAMPAIGN FRAMEWORK

Inspire

Engage

Convert

Broad Awareness

Impactful Connections

Booking Tactics

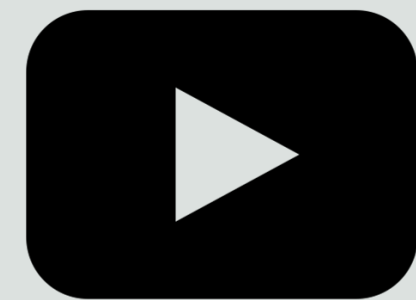
Spread awareness by capitalizing on Fall travel in key West Coast & opportunity markets to increase reach & frequency

Drive deeper connections with impactful contextual alignment and audience targeting leading to consideration and clicks to Travel Oregon

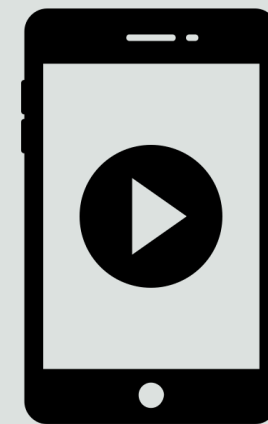
Convert interested travelers through website drivers, OTA media, promotional tactics and search tactics, driving overnight bookings and leads.



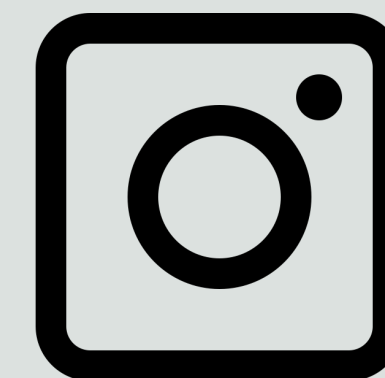
OTT/CTV



Digital Video



Paid Social



Organic Social



Remarketing



Leads



OTAs

# CAMPAIGN CONTENT



**TIPS FOR SUCCESS:**

- Be ready to book when the permits are released by creating an account on *Recreation.gov*.
- If your trip plans change, be sure to cancel your permit so someone else has the opportunity to enjoy your time slot.
- Have a backup trail or two in mind in case you aren't able to get the trail you hope for.

TRAVEL OREGON

PLANIFICA TU VIAJE

Win an Extraordinary  
Fall Bounty Sweepstakes

TRAVEL OREGON

Enter Here ▶

luz.lituma • Follow  
Torres del Paine

luz.lituma If you've been following for some years now you know how hard it is for me to talk about gear. It's definitely a huge barrier for many folks to explore the outdoors. So, I like to mention how you don't NEED it. When I do Latinxhikers events I purposefully wear sneakers or some old hiking shoes I've had for a while. I wear my gym clothes and my simple everyday jacket because I truly don't think you need technical gear for a day hike. But over the years I've hiked and done other sports where I can see why more technical gear is important.

Things change when you're doing more intense things. Hiking with my waterproof @marmot apparel in Torres del Paine was a game-changer. I'm not saying it's absolutely NEEDED I'm saying it makes some experiences more comfortable and enjoyable!

I definitely know gear can be expensive so here are a couple of ways to find more affordable items:

- Buy second-hand: FB Marketplace, second-hand store near you, Postmark, Craigslist, REI garage sales.
- Borrow from a friend (if you're a size Large and need to borrow some ski gear LMK) Let me be your friend!
- Rent gear
- Look for a local gear bank in your area
- Reach out to companies, be shameless you never know who's going to say yes.

If you've been thinking of doing something technical but can't prioritize buying items at a full price send me a DM I could possibly find a way to help!

Photo taken on the last day of W 5 day trek in Torres Del Paine Chilean Patagonia

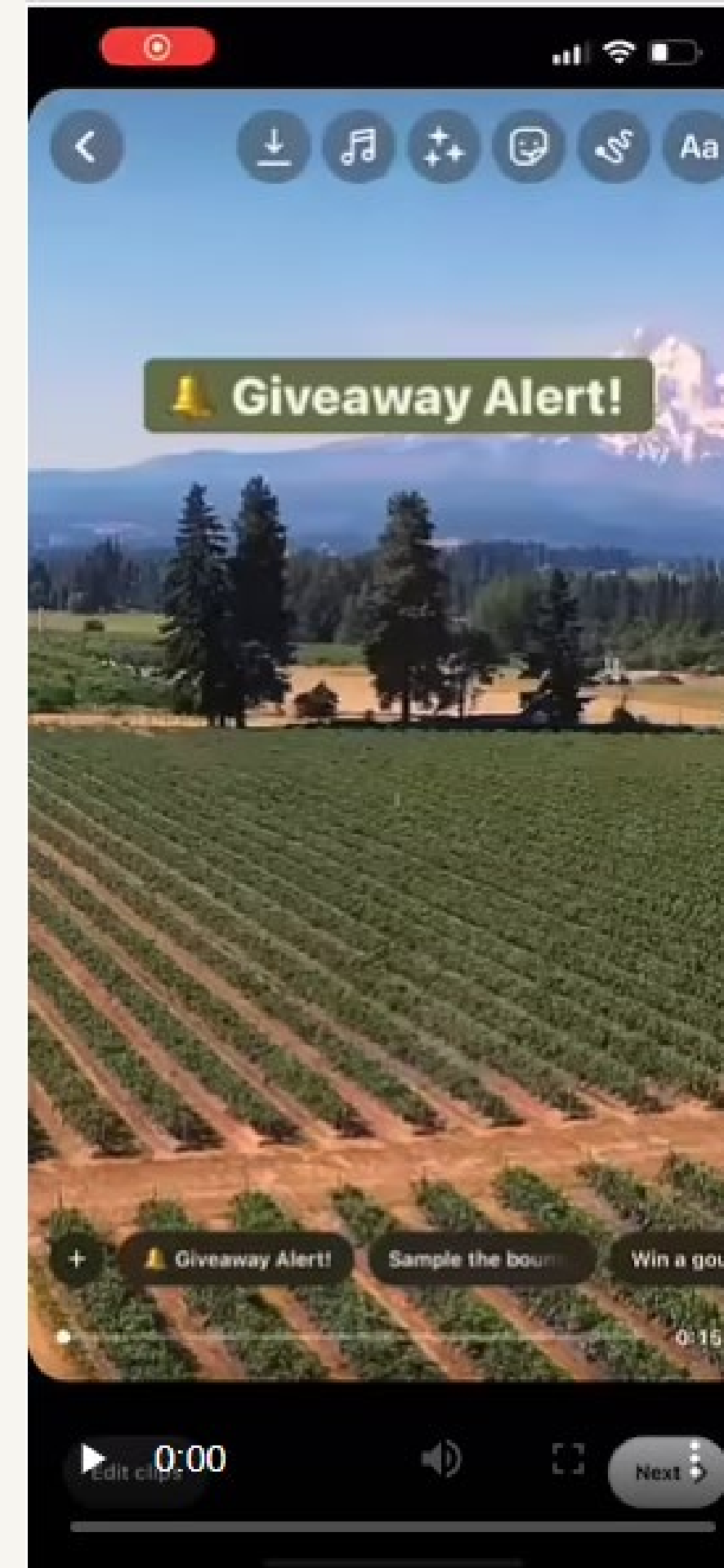
#inwiththeout @marmot

Liked by unlikelyhikers and 523 others

JUNE 17

Add a comment...

# WHAT'S NEXT



Search 🔍 🗣️ ⋮ SIGN IN

**Travel Oregon**  
traveloregon.com/extraordi... Plan Today

Ad · 0:23 · traveloregon.com/extraordinary-l... ↗

[#Colbert](#) [#AJournalForJordan](#) [#MichaelBJordan](#)  
**Michael B. Jordan Is Ready For His New Role As Director Of "Creed 3"**

**Travel Oregon**  
Ad traveloregon.com/extraordinary-... PLAN TODAY

**Confirmed: That's Michael B. Jordan's Real Butt In "A Journa..."**  
The Late Show with Stephen C...  
151K views · 9 months ago

**Michael B. Jordan Barely Had a Social Life During "Black..."**  
TheEllenShow  
8.8M views · 4 years ago

**Steve Martin and Martin Short Joked About Their "Cutthroat"...**  
Viral News  
76 views · 1 day ago  
New

**Michael B. Jordan Shocks...**

**SPRING 2023**

# STRATEGIC VISION

## Destination Stewardship Approach

This three-pronged approach seeks to balance and meet the economic, environmental and social/cultural needs of a destination. As we develop new creative will employ three lenses to guide our direction:

- Prosperity Lens
- Racial Equity Lens
- Regenerative Tourism Lens



# AUDIENCE

## **Connecting with a Diverse Group of Active Adventurers**

- Creative
- Impressions
- Authenticity

# CREATIVE EXPLORATION

NORTH STAR (BRAND IDEA)

## The role of a guide



LENSES

REGENERATIVE / RACIAL EQUITY / PROSPERITY



### Strategic Territory

*Starting point for creative teams*



### Creative Platform

*Messaging, Brand behavior, Etc.*

# CREATIVE EXPLORATION

## TRUTH

It's hard to feel  
welcome in a place  
you've never been.

*"One major concern is wanting to explore the outdoor activities in Oregon but yet not really knowing where to go, who to turn to, and what is a safe bet for someone like me?"*

*- Bianca, 31, Nevada*

## INSIGHT

Oregonians are eager  
to share the state  
with you.

Get ready for recommendations you never asked for. Guides that geek out for a living. Locals who take you under their wing, show you how it's done.

*(Sustainably / Equitably / Impactfully)*

# STRATEGIC TERRITORY

This place is not easily forgotten. It has a way of sticking with you.  
Lingering in your imagination, long after you visit.  
It's why so many have come to love, enjoy, and steward it.

Because when you see Oregon up close, when you feel it firsthand, it changes you.  
Wins you over. You sing its praises. You're captured by it.  
You want to care for it with every step you take.

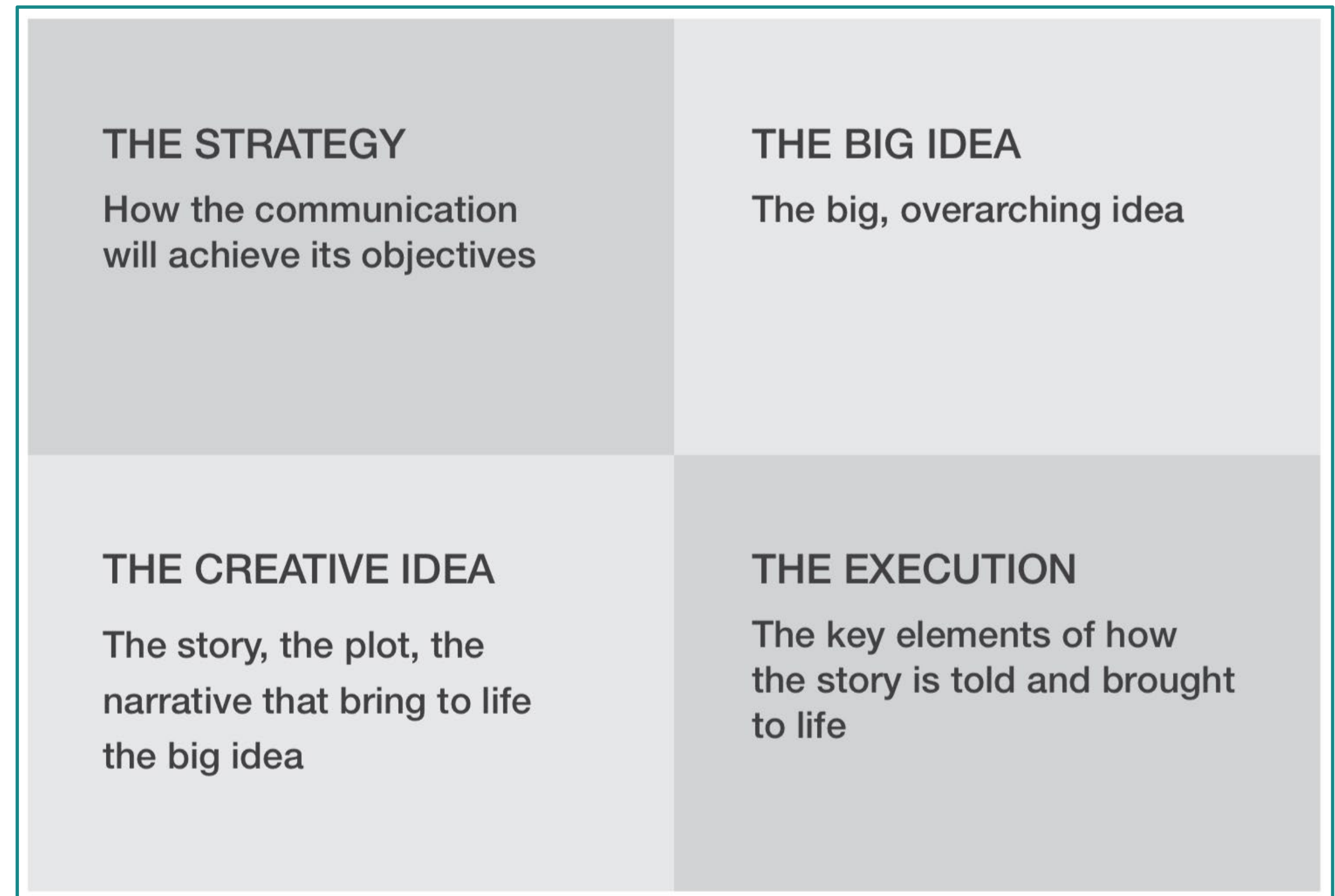
From coast to mountain to valley. Sleepy town to bustling city.  
This place is full of things you can't help but want to tell someone else about.  
And once you experience Oregon firsthand, you'll want to share it too.

**POV: YOU CAN'T KEEP OREGON TO YOURSELF**

# CREATIVE EXPLORATION

## BRIEFING

While creating our next campaign, we are mindful of our found key areas of all campaign work.



# 22/23 CALENDAR

JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE

### Relevant Cultural Moments

Sports / Entertainment / Holidays  
Opportunities to Inspire & Engage

Summer  
E is O

Fall  
E is O

Holiday

Spring

Summer

### Always - On Approach

Low Funnel Engagement + Booking Drivers (OTA, Social, Search)

An aerial photograph of a winding river flowing through a dense forest. The river is a deep, dark blue-green color, curving from the top left towards the bottom right. The surrounding forest is lush, with many trees showing vibrant autumn colors in shades of yellow, orange, and red, interspersed with green foliage. The banks of the river are rocky and brown, with some exposed roots and fallen branches. The overall scene is a beautiful natural landscape.

THANK  
YOU