

Remarketing and Google Prospecting & Responsive Display Co-op Advertising Program

Presented to Travel Oregon
September, 2022



MADDEN
CONNECT PEOPLE TO PLACES

Goals and Deliverables

- Provide DMO's and private businesses the opportunity to reach a highly targeted audience by retargeting visitors who have visited TravelOregon.com.
- Madden will create the partner adverts where needed, with no Travel Oregon branding or match.
- 2, 4, 6 and 9 month options for partners to choose from.
- Madden will provide monthly reporting to both Travel Oregon & the partners.
- Depending on the level of buy chosen, we will place adverts on both the Google Display Network & Facebook.
- There is also a Google Prospecting & Responsive Display option. Google combines these together at the same cost. Prospecting utilizes display ads served to our desired target audience through the Google Display Network. Responsive Display harnesses Google's Machine Learning to automatically generate the best combination of partner image, headline, video & text for each particular consumer we target.



Why Madden?

We Know Oregon

In the recipe for marketing success, knowing the destination, it's challenges, the politics, and the industry are key ingredients. Having worked with your partners for many years to deliver digital and print cooperative campaigns that increase awareness and stretch their budgets, we can confidently say that we know Oregon.

Travel & Tourism Experience

Madden has decades of tourism marketing experience and has evolved from a print publisher into a full-service agency exclusively serving DMOs. One of our specialties, as you know, is creating cooperative opportunities that benefit both our clients and their partners. We use the latest technologies, trends, and tactics to deliver successful campaigns and we'd have it no other way.

Data-First Strategies

Everything we do is driven by data. From research your team has gathered and conducted to providing performance measures for your stakeholders, we consider all available information at every stage of your program. A Travel Oregon RM co-op campaign will be optimized throughout the year based on the actionable insights data provides. We're so passionate about data that we provide a customized reporting dashboard for our partners called Madden Voyage, available 24/7.



Why Madden continued

Proactive Support

Creative, innovative, strategic, and quirky—Team Madden provides the highest level of customer service and has fun in the process. We don't sleep at the office, but we do work tirelessly to perfect campaigns that inspire consumers and lead to travel. You and your partners will have access to a team of self-proclaimed marketing nerds who love travel and tourism.

Our Work to Promote Tourism

Madden attends a wide variety of conferences to support our partners across the state and often work with our partners to petition policy and law makers to help them understand the value of what our industry does. We attend both the Governor's Conference on Tourism and the ODA Annual Conference, and we are in-market often to meet with partners & key constituents.

If you want a partner who specializes in the destination marketing vertical, shares your passion for travel, and delivers smart solutions to your marketing needs, Madden's got you covered.



Remarketing

Your Remarketing Ad Co-op uses the power of your brand and audience to help your partners increase site traffic and increase Oregon visitation. Partners can choose from 4 different options, starting at a 2 month campaign up to a 9 month campaign.. Depending on the buy, we will place ads through Google & Facebook, with a strategic focus on actual click “conversions” rather than just impressions.

| Duration | Deliverables | Total Cost |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 2 months | Google Display RM - 1.26m+ impressions. 1 Ad set (Service fee = \$1,200, Creative \$800, total media \$3,000) | \$5,000 |
| 4 months | Google Display RM - 1.55m+ imp Facebook RM - 7,500+ clicks 2 Ad sets (Service fee = \$2,971, Creative = \$1,600; total media = \$7,429) | \$12,000 |
| 6 months | Google Display RM - 2.5m+ imp Facebook RM - 11,880+ clicks 2 Ad sets (Service fee = \$6,000, Creative = \$1,600, total media = \$12,400) | \$20,000 |
| 9 months | Google Display RM - 4.8m+ imp Facebook RM - 20,750+ clicks 3 Ad sets (Service fee = \$10,000, Creative = \$2,400, total media = \$22,600) | \$35,000 |



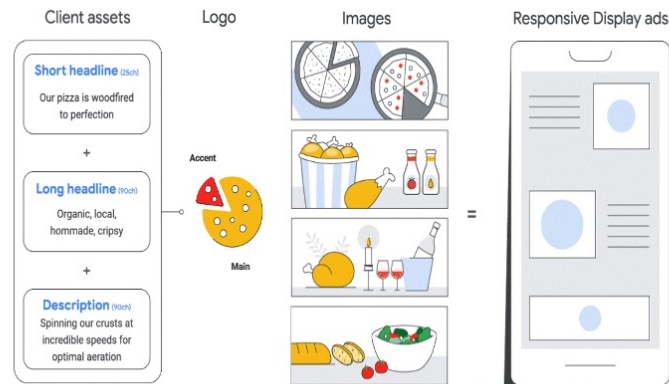
Google Prospecting & Responsive Display

Prospecting Display Ads on Google appear on web pages along the top, the side, or the bottom in an effort to catch consumers' eyes and encourage them to click through to your website. These ads reinforce brand identity & are strategically designed to guide our desired audience (based on geo's & interests) further down their path to arrival

| Duration | Deliverables | Total Cost |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------|------------|
| 2 months | Google Pro & Responsive - 1.74m estimated impressions 1 ad set (Service fee = \$1,200, Creative \$800, total media \$3,000) | \$5,000 |
| 4 months | Google Pro & Responsive - 4.3m estimated impressions 2 ad sets (Service fee = \$2,970, Creative = \$1,600; total media = \$7,430) | \$12,000 |
| 6 months | Google Pro & Responsive - 7.2m estimated impressions 2 ad sets (Service fee = \$6,000, Creative = \$1,600, total media = \$12,400) | \$20,000 |
| 9 months | Google Pro & Responsive - 13.1m estimated impressions 3 ad sets (Service fee = \$10,000, Creative = \$2,400, total media = \$22,600) | \$35,000 |

With **Google Responsive Display** (example below), we can upload your assets (images, headlines, logos, videos and descriptions) and Google will automatically generate ad combinations for websites, apps, YouTube and Gmail.

This is a great way to get broad exposure with native-feeling advertising across Google's inventory.



A person in a dark jacket and shorts stands on dark, wet rocks in the foreground, looking out at the ocean. The sun is setting or rising, creating a warm, orange and pink glow across the sky and reflecting on the water. The sky is filled with soft, white clouds. In the distance, a dark, rocky coastline is visible on the right side.

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Madden is a **full-service destination marketing agency** on a mission to spark imagination, nurture curiosity, and connect consumers to communities.

Our **diverse** team develops unique, collaborative, creative-driven solutions for destinations to open minds, remove biases, help **strengthen communities**, and lead to a vision of a better future.

