



**TRAVEL**

**OREGON**

Advertising Update – December 14, 2022



# SITUATION

## **We're evolving in how we market the state.**

To be more responsible, pointing people to the areas most in economic need, and avoiding overuse of others. To place a greater value on sustainability and stewardship. To welcome travelers who, though interested, may not have felt like Oregon was for them.

# THE TASK

## ASSIGNMENT

**Bring the diversity\*  
of Oregon to a  
diversity of travelers.**

By creating a non-traditional campaign that makes the state relevant and accessible to new audiences. An evergreen platform that spans 4x seasons, comes to life in many ways, can be pointed at destinations most in need.

*\*Diverse geographies, experiences, interests, communities, and values.*

## PROBLEM

**People know of Oregon,  
but they don't really  
know Oregon.**

While there's an overall positive association with us, there's not a deep knowledge of what it's like or what there is to do here. Making us likable, but not quite lovable.

# 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



# OUR ROLE

## BRAND IDEA

# Guiding travelers through our Northwest Wonderland.

Travelers need guides. It's no longer enough to show people pretty landscapes and encourage them to figure it out from there. Let's abbreviate the leg work and make it super easy to enjoy all that Oregon has to offer. All through the lens of the people\* that love it. And the places they call home.

How do we make visiting Oregon feel less like a journey into the unknown, and more like a trip with a new friend?

*\*Engaging with actual residents for inspiration.*

# 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 PLATFORM

## OUR AMBITION

**We want to shine a light  
on Oregon's character.**

It's unique ability to make you feel welcome.

To do so, we'll embrace our role as 'guide' in a way we never have before. Offer travelers a helpful hand, in a memorable way. And in the process, make heroes out of the real guides doing the work all across the state.



Previous campaigns created a voice and identity for  
Oregon unlike anything in the travel category.



A man with a grey beard and glasses, wearing a dark jacket and a grey beanie, stands next to a young girl with brown hair and glasses, wearing a red sweater and dark pants. They are both holding baskets of raspberries. They are standing in a field of raspberries. In the background, there is a red barn, a windmill, and a hill with orange trees. The sky is a mix of pink and orange, suggesting sunset. The text "But we have an opportunity to expand what this state has to offer" is overlaid in the center of the image.

But we have an opportunity to expand what this state  
has to offer



A photograph of a waterfall in a forest. The waterfall is the central focus, cascading down a dark, moss-covered rock face. The surrounding area is lush with green foliage and trees. The water is white and frothy as it falls. The overall scene is serene and natural.

We can create a campaign that is “a live” and free to  
reinvent itself throughout the year based on shifting  
goals and needs.



A large flock of birds, possibly geese or swans, is captured in flight across a clear blue sky. The birds are scattered throughout the upper two-thirds of the frame, with some appearing closer and larger, while others are small specks in the distance. Below the sky, a dry, grassy hill rises on the right side, its slopes covered in sparse, brownish vegetation. In the foreground, a flat, golden-brown field stretches across the bottom of the image. At the very bottom edge, a line of birds is visible, some standing and others in motion, suggesting a large gathering or migration. The overall scene conveys a sense of vastness and natural movement.

It's tricky to ask people to go off the beaten path when  
they're already in an unfamiliar place.



There is something magical about these lesser known,  
tucked away spots.





A scenic photograph of a snowy mountain trail. Two hikers, one in a blue jacket and one in a red jacket, are walking away from the camera on a path covered in snow and ice. The path is bordered by a rope on the left. The surrounding landscape is a dense forest of snow-covered evergreen trees. In the background, a bright sun or light source is visible through the clouds, creating a rainbow effect in the sky.

So who is going to take you...  
How about a guide.



A person wearing a bright yellow jacket and dark shorts stands on a large, dark rock in the middle of a river. The river is flowing rapidly, creating white water rapids. The surrounding forest is dense with tall trees, and the sun is shining brightly from behind the trees, creating a strong lens flare and illuminating the scene. The text "This state has incredible guides" is overlaid on the image in a white, serif font.

This state has incredible guides



A scenic view of a rugged coastline. In the foreground, the dark blue ocean stretches across the bottom. To the right, a steep, rocky cliff rises from the water, topped with green grass and some trees. The cliff face is dark and craggy. In the background, more green hills are visible, partially shrouded in a light mist or fog. The sky is filled with large, white, billowing clouds that catch the light, creating a dramatic effect. The overall atmosphere is serene and majestic.

Real, diverse guides to show a real, diverse Oregon



A group of hikers is seen from behind, walking along a snow-covered trail in a forest. The hikers are wearing winter gear, including backpacks and trekking poles. The trail is flanked by snow-covered trees and bushes, and the overall atmosphere is serene and wintry.

Guides like ...


Emilee, a real guide from South Coast Tours

Dan, from Go Wild USA in Eagle Cap Wilderness

Alysia Littleleaf, a fly fishing guide on the Lower Deschutes River

Chevonne, a real wine guide from Dirty Radish



A creature with dark, shaggy fur and small, curved horns sits on a grassy dune, looking out over a turbulent ocean. The sea is filled with white-capped waves crashing against several large, dark rock formations (sea stacks) in the distance. The sky is a pale, hazy blue, and the overall lighting suggests a late afternoon or early morning setting. The creature is positioned on the left side of the frame, with its back to the viewer.

Plus fictional characters audiences will notice



A group of Muppet characters are gathered in a park-like setting. In the center, a green Muppet wearing a brown jacket and a black hat is gesturing with both arms outstretched. To its left, a blue Muppet with a brown hat and a yellow Muppet in blue overalls with a '38' patch are looking towards the center. To the right, a pink Muppet dressed as a firefighter in a purple uniform and helmet is also looking towards the center. In the background, there are red brick pillars topped with pink spheres, and a large arched metal gate. The scene is brightly lit with a soft, slightly hazy atmosphere.

## Characters like...

**Telephone Pole**, who is covered in flyers and in-the-know about everything happening in entertainment

**Sustina - Bill**, a beaver who is passionate about sustainable travel practices

**Kayakavich**, a paddling enthusiast who was born to be on the water

And **Boots**, an avid hiker who can't get enough trails



A man with glasses is working on stop-motion puppets in a studio. He is holding a small puppet in his hands. To his left is a large, ornate puppet of a woman in a dark, textured dress and a tall, elaborate hat. To his right is a puppet of a man in a grey suit and a tall, white top hat. The puppets are on a checkered floor. The background is dark and industrial, with various equipment and cables visible.

And all of our fictional characters will be  
created by Oregonians



A photograph of two hikers walking away from the camera on a narrow dirt path through a dense forest. The hiker in the foreground is wearing a blue jacket, dark pants, and a backpack. The hiker behind them is wearing an orange jacket. The forest is lush with green ferns and moss-covered tree trunks and fallen branches. The lighting is soft and diffused, typical of a forest interior.

the real strength behind this approach is flexibility.



A person in a black wetsuit stands on a sandy beach, holding a white surfboard with black fins. They are facing away from the camera, looking out at the ocean. The sky is filled with large, billowing clouds illuminated by a warm, orange and yellow light, suggesting a sunset or sunrise. A large, dark rock formation is visible in the distance on the left side of the frame. The overall mood is serene and adventurous.

You can

# Travel Oregon

with Emilee



You can

# Travel Oregon

with Dan





You can

# Travel Oregon

**with Boots**





A man wearing a hat and a jacket is looking at a map. He is in a room with a bulletin board on the wall. The text "You can" is written above the main title.

You can

# Travel Oregon

**with Sustaina-Bill**



A woman with dark hair in a braid, wearing a red long-sleeved shirt, grey fishing waders, and a grey baseball cap with a red logo, stands in a river. She is holding a fishing rod in her right hand and a net in her left. The river has blue water with white rapids. The background shows a rocky riverbank with green trees and a cloudy sky.

You can

# Travel Oregon

with Alysia



You can

# Travel Oregon

with Telephone Pole





You can

# Travel Oregon

with



TRAVEL  
OREGON





WELCOME TO

*Oregon!*



# GUIDES ANTHEM SCRIPT

Gorge, Coast, Eastern,  
Southern, Central,  
Central, Portland

*This whole spot is all about introducing real Oregon tour guides and the amazing experiences/expertise they provide. We open on a big, friendly 'Welcome to Oregon' sign in The Dalles. The camera pushes past it as we adventure through all different parts of real, live action Oregon. Along the way we are introduced to our real life tour guides in the midst of their expertise with their sidekicks and other adventurers.*

**VO:**                **Welcome to Oregon. It's a great place to be**  
                         **We've got lots of people with lots of expertise**

*We cut into Emilee, a real guide from South Coast Tours, carrying a kayak toward the water. She waves to camera. The kayak comes to life and sings.*

**Kayak:**           **Kayak with me!**

*We cut to a pair of hiking boots walking up a trail. We cut wide and see our sidekick Boots with Dan, a real guide from Go Wild USA, leading a group of backpackers in Eagle Cap Wilderness.*

**VO:**                **If you wanna backpack**  
                         **Dan is someone you should meet**

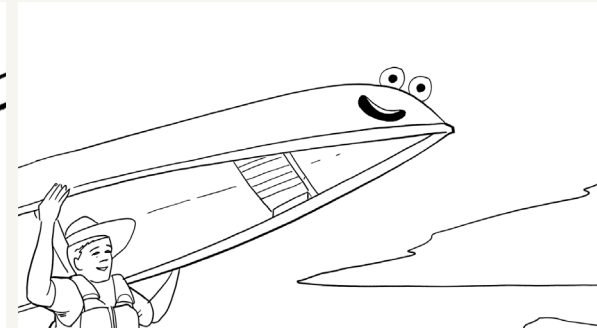
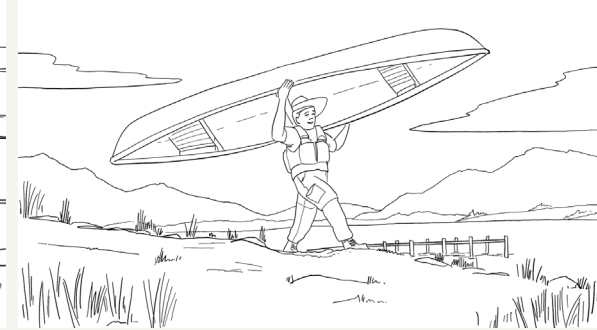
*We cut to a real guide from Oregon Mountain Rides leading a group of biking adventurers on the North Umpqua Trail.*

**VO:**                **Mountain biking tours are Wyatt's expertise.**

**Dark sky tour guides!**

**ALT: Take a tour of our dark skies!**

*Cut to a park ranger leading a dark sky excursion in Prineville Reservoir State Park. Our dark sky character comes to life and speaks.*





# GUIDES ANTHEM SCRIPT Cont'd

**DARK SKY:**        come contemplate the meaning of life!

*Cut to Alysia Littleleaf, a real fly fishing guide, fly fishing with Sustaina Bill on the Lower Deschutes River. Alysia is showing an adventurer how to put a fly on their fishing line. We cut in close on a fly at the end of the reel.*

**Bill:**                Sustainability's our deal.

**Fly:**                And I'm a fly on this reel!

*We go through a vineyard in the Willamette Valley. Chevonne, a real wine guide from Dirty Radish identifies local plant life with a group of wine-drinking adventurers. Our character Rosa and her friends come to life.*

**Rosa:**             What's trending? Wine viticulture!

**VO:**                Look! A red breasted sapsucker!

*We see an expert birder Sam DeJarnette pointing her binoculars up to the sky. Through the viewfinder we see a giant telephone pole handing out flyers to curious travelers that have been stapled all over him.*

**TP:**                Sapsucker is a pretty cool band, they put on an amazing show.  
                      They're playing here next week, do you wanna go?

*We see all of our Oregon guides sing together as we zoom out, revealing more people who came to join them on their Oregon adventures.*

**All:**                There's more to Oregon than meets the eye  
                      When you see it with an expert guide

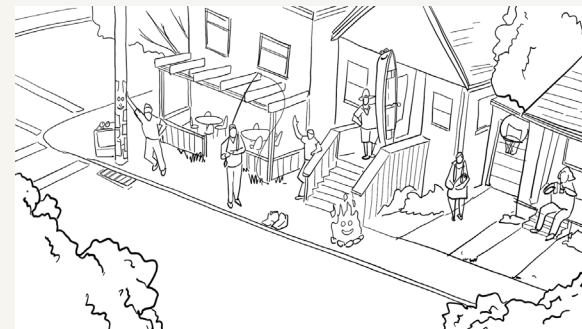
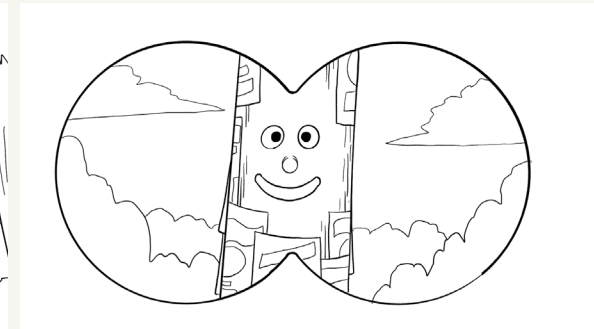
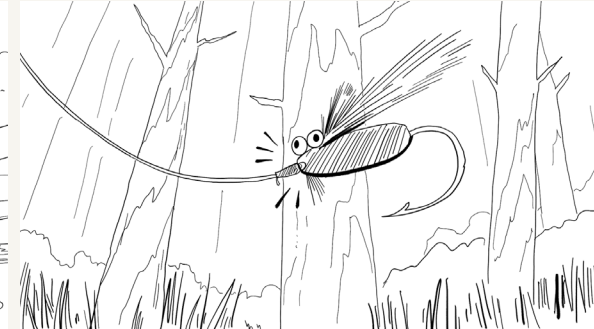
*Sustaina Bill pops up on-screen and speaks.*

**BILL:**             Learn more at [traveloregon.com](http://traveloregon.com).

**ALT:**              Learn more at [www.traveloregon.com](http://www.traveloregon.com).

*He stares at camera for an awkward beat. A super appears over picture.*

**SUPER:**         Take a Touregon with Travel Oregon







# **MEDIA APPROACH & CAMPAIGN STRUCTURE**





# ANTHEM

ANTHEM PIECE THAT INTRODUCES THIS CAMPAIGN, OUR CHARACTERS, THE STATE OF OREGON, AND TRAVEL OREGON TO THE MASSES



# ADS

SHORT FORM CONTENT THAT POINTS PEOPLE TO BOOK THEIR TRIP AND TO MORE IN- DEPTH CONTENT FROM OUR EXPERT GUIDES



# IMMERSION

IRL STUNTS, EPISODIC CONTENT, ACTIVATIONS, SOCIAL, AND MORE WHERE PEOPLE CAN DEEP DIVE INTO SPECIFIC AND DETAILED OREGON EXPERIENCES FROM OUR TOUR GUIDES AND TRAVEL OREGON

# HOOK



# ENGAGE



# DELIGHT + INFORM



# MEDIA ROLE

**Connecting our stories  
with the right audiences  
at the right time.**

We know our Active Adventurers well - but we have an opportunity to go deeper with niche groups within the broader audience to connect our stories, inspiration & information with their experiences and needs.



# MEDIA STRATEGY

**Evolving the media approach** to authentically connect with our audience and encourage travel intent throughout the year.

Align Travel Oregon with key pulses and cultural moments throughout the year rather than focusing on creating impact with one big beat.

Understand our audience and tailor messaging to effectively drive reach and memorable impact.

Continue to craft nimble approaches for paid media and foster strategic partnerships that drive bookings and awareness.



2023

SPRING

SUMMER

FALL

WINTER

ANTHEM

LAUNCH



ADS



TBD SUMMER  
GUIDE/ ACTIVITY

TBD FALL  
GUIDE/ ACTIVITY



IMMERSION







THANK  
YOU



# AUDIENCE

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

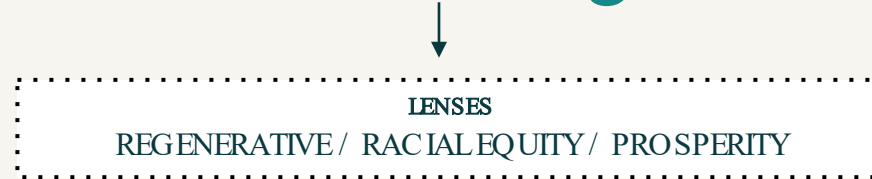
- Creative
- Impressions
- Authenticity



# CREATIVE EXPLORATION

NORTH STAR (BRAND IDEA)

## The role of a guide



**Strategic Territory**  
Starting point for creative teams

**Creative Platform**  
Messaging, Brand behavior, Etc.



# 22/23 CALENDAR

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