

**TRAVEL**



**OREGON**

**ADVERTISING CAMPAIGN UPDATES  
ANTHEM REPORT & FALL 2023 UPDATE**

**9.13.2023**

**In order to achieve  
our 10 year  
strategic vision,  
we needed to  
evolve the way we  
market the state.**

## **MARKETING OBJECTIVES**

- + Ensure that as a travel destination, Oregon is "welcoming to all"**
- + Create more consistent and relevant ways of reaching new audiences throughout the year**
- + Drive stronger more personal connections to the state and its residents**
- + Point people to areas in the most economic need and avoid overuse of others**
- + Drive traffic to [TravelOregon.com](https://TravelOregon.com) and travel bookings to Oregon**

# Key strategic shifts needed to evolve the way we market

From:  
**Destination Marketing  
Organization**



To:  
**Destination  
Management  
Organization**

*We have an active responsibility as stewards of Oregon to promote travel through the lens of racial equity, regenerative tourism, and economic prosperity.*

From:  
**2 campaign  
pushes a year**



To:  
**Inspiring year  
round travel intent**

*Moving away from anthem campaigns to an always on approach requires an evergreen brand platform that can be nimble and stretch our dollars.*

From:  
**Relying on landscapes  
to motivate travelers**



To:  
**Connecting travelers  
to guides**

*“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*

To achieve this new vision, we created a campaign as ambitious as we are.



HIKING, BIKING,  
& CAMPING

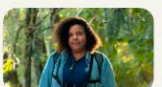
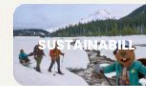
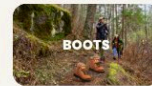
ARTS &  
ENTERTAINMENT

SUSTAINABLE  
TOURISM &  
NATURE

WATER  
ADVENTURES

OREGON STARRY  
NIGHT  
ADVENTURES

SEASONALITY &  
TRENDS



**Flexible enough to deliver on vastly different advertising goals across the year**

**Recognizable enough to create consistency across efforts in tone, look, and feel**

**Nimble enough for us to be able to create more creative, more efficiently**

**Scalable enough to allow for more specificity in our messaging and goals**

**HOW DOES IT REACH OUR  
AUDIENCE?**

# TOWTO ROLLOUT



AUG

SEPT

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

**ANTHEM**

**BEHIND THE SCENES**

**TRAVEL OREGON  
OFFICES**

**TRAVEL OREGON  
OFFICES**

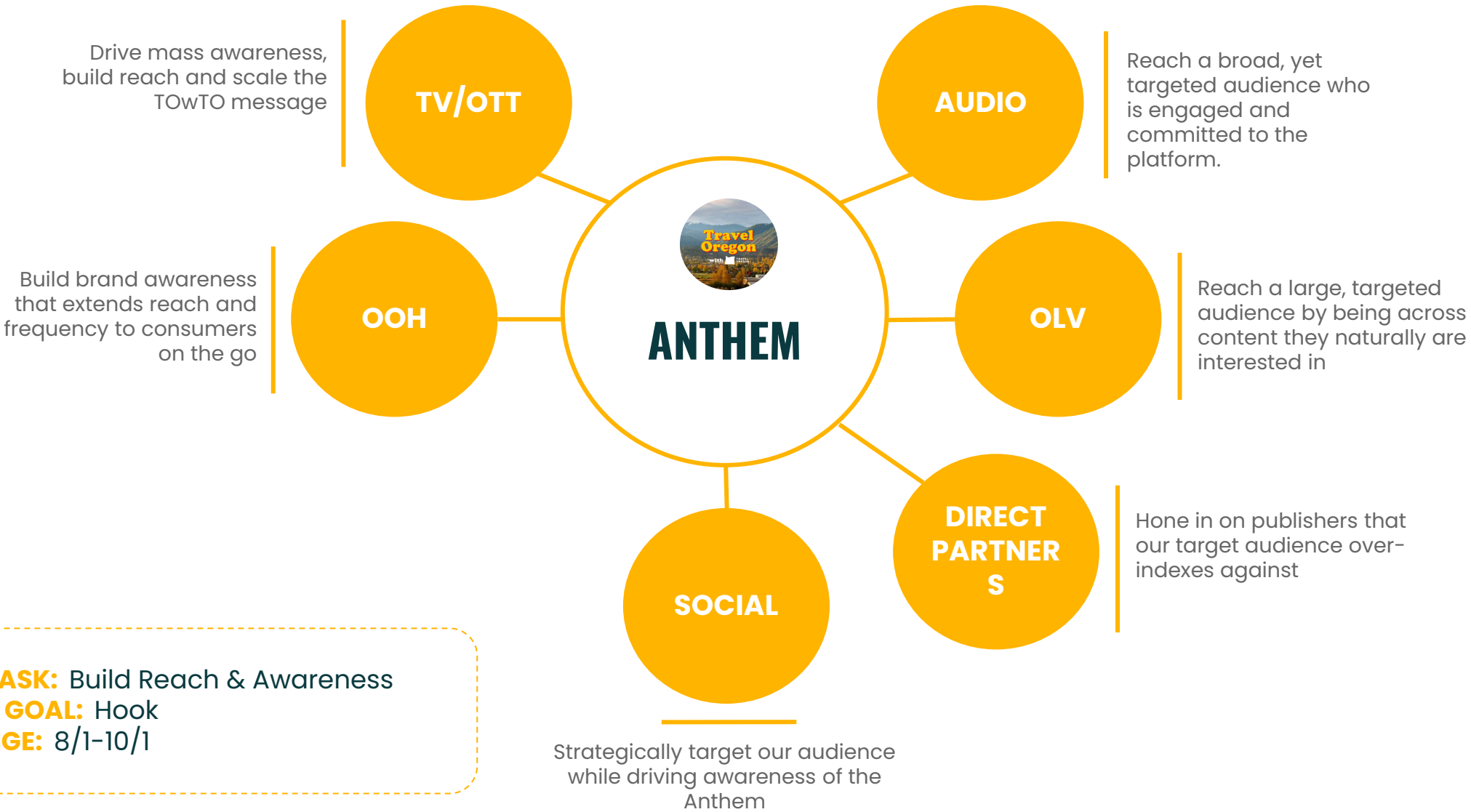
**SOCIAL + REGIONAL CONTENT**

**WINTER**

**SUMMER**

**DISPLAY & SEO**

# ANTHEM



# TRAVEL OREGON OFFICES

Further contextualize the Sidekicks and their personalities

**SOCIAL MEDIA**

**OLV**

Continue to drive awareness and begin to introduce sidekicks through retargeting pools



**TRAVEL  
OREGON  
OFFICES**

**COMMS TASK:** Encourage year round travel intent  
**CREATIVE GOAL:** Hook & Engage  
**DATE RANGE:** 9/12-11/30



# REGIONAL CONTENT

Create engaging content for the feed that inspires and educates our audience, bringing them further into the trip consideration phase.



**COMMS TASK:** Drive engagement + site visits  
**CREATIVE GOAL:** Engage  
**DATE RANGE:** 9/12-11/30

# 2023 TRAVEL OREGON LOCAL MARKET APPROACH

## PRIMARY

*Tried and true West coast markets*

### **Oregon**

*Bend  
Eugene  
Medford  
Portland*

### **Boise**

### **Seattle**

### **Spokane**

### **Los Angeles**

### **San Francisco**

### **Vancouver B.C.**

## OPPORTUNITY

*Markets that have proven to have high visitation and strong potential to drive bookings*

### **Dallas**

### **Houston**

### **Phoenix**

### **San Diego**

## TEST

*Expand audience and geographical reach by testing new DMAs*

### **Chicago**

# LAUNCH CONTENT AND RESULTS

**The Anthem work  
that we just launched  
is the first step in  
evolving how we  
market the state.**



# Welcome to Oregon

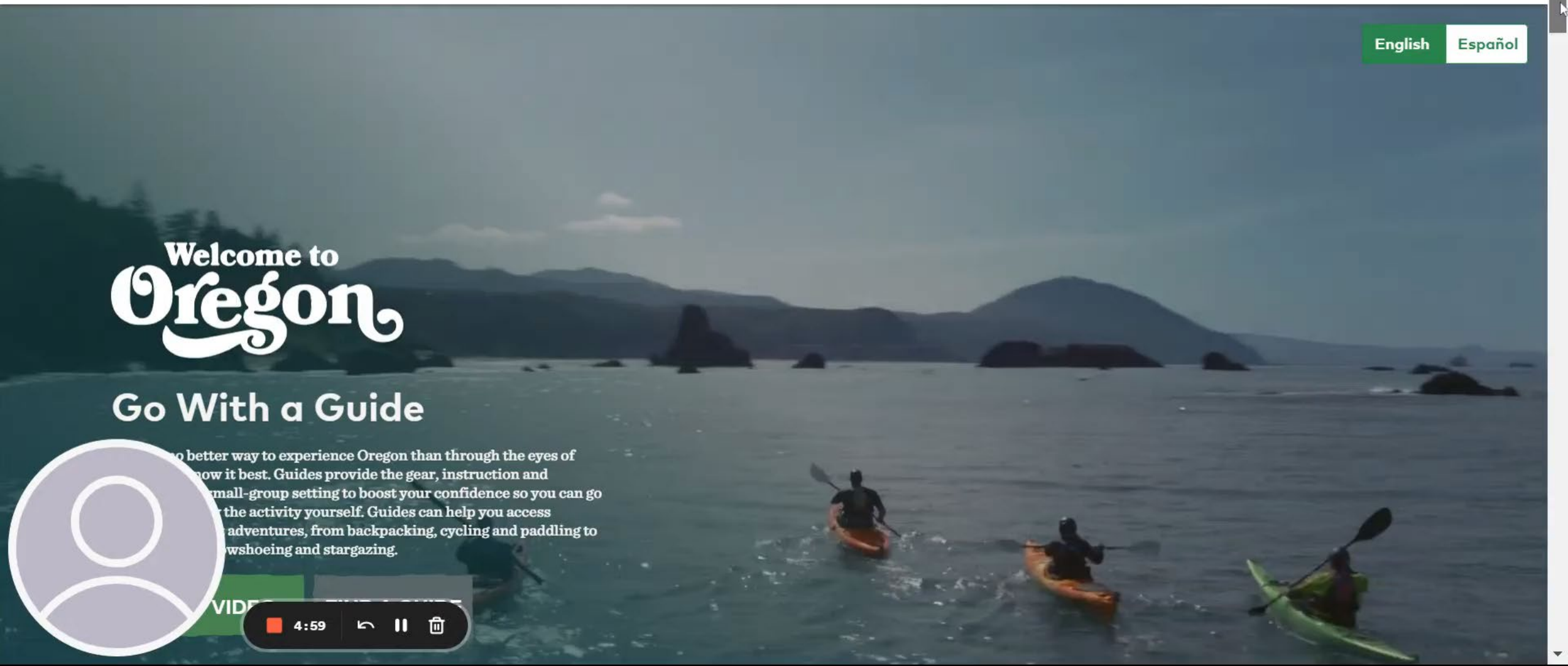
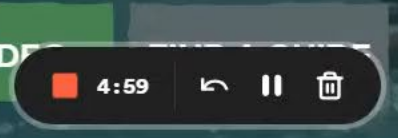
## Go With a Guide

No better way to experience Oregon than through the eyes of a guide. Guides provide the gear, instruction and support in a small-group setting to boost your confidence so you can go out and enjoy the activity yourself. Guides can help you access some of the best adventures, from backpacking, cycling and paddling to wine tasting, snowshoeing and stargazing.



VIDE

4:59



[English](#)[Español](#)

# Welcome to Oregon

## Go With a Guide

A better way to experience Oregon than through the eyes of a camera. Guides provide the gear, instruction and a small-group setting to boost your confidence so you can go out and do the activity yourself. Guides can help you access some of the best adventures, from backpacking, cycling and paddling to snowshoeing and stargazing.

VID



4:59



# CONTENT

## RECOMMENDATIONS FROM FEATURED GUIDES

### GUIDED TRIP IDEAS



#### Travel Oregon with Cedar Yelvington and Adventures Without Limits

At Adventures Without Limits, fans of the outdoors can take a guided adventure in Oregon regardless of background or ability level. [MORE](#)

Allison Hartz



Guides Cedar Yelvington and Anika Morkowski set off on an adaptive snowshoeing trek near Mt. Hood with a snow-loving beaver, SustainaBill. Photo by Katie Falkenberg

#### What do you do at Adventures Without Limits and why is it rewarding?

I guide people in all sorts of outdoor activities, from rock climbing to whitewater rafting to snow sports. I grew up in a family that spent time outdoors together, and I had regular access to playing outside as a kid, so I feel more connected to others and myself when we're outside sharing these activities together. I'm particularly drawn to instructing or outdoor guiding that facilitates community and personal exploration and growth, especially when people are experiencing the outdoors in a way that they haven't before.

# CONTENT RELATED TO CAMPAIGN THEMES

## RESPONSIBLE RECREATION & OREGON 101

See More →



Ten Essentials for Hiking in Oregon



Do Good While You Have Fun Outside in Oregon



Eco-Friendly Lodging in Oregon



Guide to Volunteering in Oregon



How to Give Back to Your Favorite Oregon Hiking Trails



Oregon's Sustainable Breweries



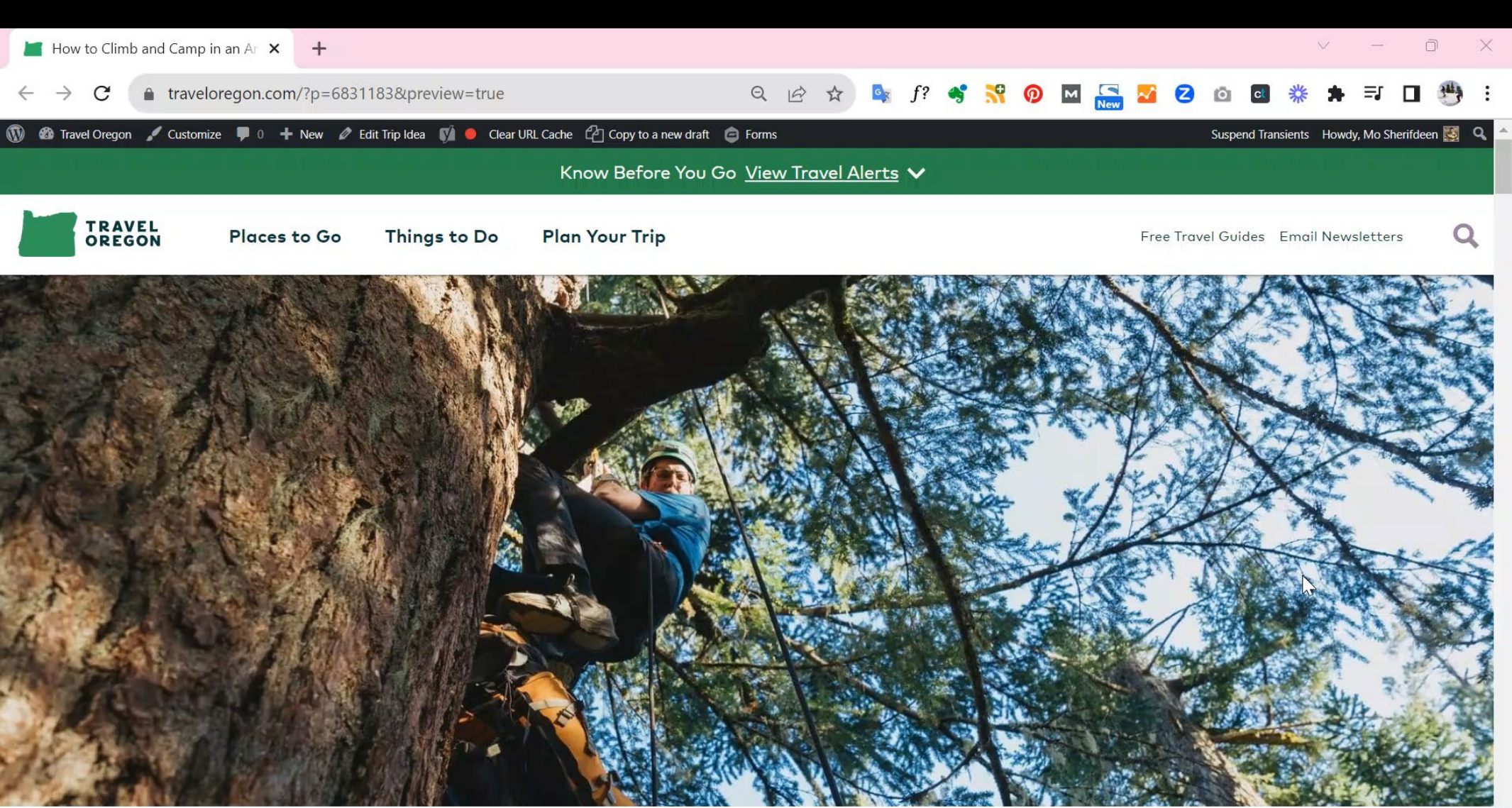
The Meanings Behind Oregon's Place Names



Beginner's Guide to the Outdoors in Oregon



# CONTENT SHOWCASING GUIDED EXPERIENCES



# PODCASTS



Glennon Doyle, Abby Wambach & Amanda Doyle discuss topics of love, relationships, parenting, mental health, recovery and more.



Matt Rogers & Bowen Yang bring listeners on a journey to the heart of the hottest pop-culture moments



Best Friends Nicole Byer & Sasheer Zamata explore what it means to have a strong relationship, warts and all



Hosts Gene Demby, B.A.Parker & Lori Lizaraga explore race and identity with unique voice, nuance and humor



Mythical Chefs Josh Scherer and Nicole Enayati discuss, debate, and dissect the web's most hilariously controversial culinary quandaries.



Amateur Traveler covers a different destination every week with an emphasis on culturally rich travel.



Asian Boss Girl shares their experiences and explore topics as 20/30 something Asian American women working, dating, and living in LA, CA.



Splendid Table is a leading culinary program at the intersection of food, culture and lifestyle.



Daily current topics, information and above all, healthy fun that the whole family can enjoy on their way to work or school.

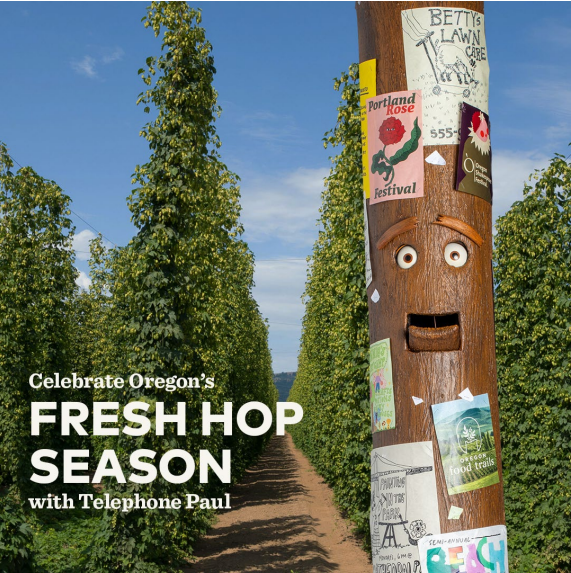


An ongoing series of long-form conversations with individuals at the forefront of exploration and adventure



A parody-based comedy program that entertains audiences with bold humor, outlandish stunts, and signature "nacadas." Oswaldo Diaz is the voice behind three very different personalities

# REGIONAL CONTENT



**FRESH HOP FESTIVALS THIS FALL:**

**SEPTEMBER**

- Sisters Fresh Hop Festival  
Sisters
- Fresh Hop Pop-Up Beer Fest  
Portland
- Fresh Hops on the Pond  
Bend
- 2nd Annual Fresh-Hopped Fest  
Wilsonville

**OCTOBER**

- Hood River Hops Fest  
Hood River

# REGIONAL CONTENT

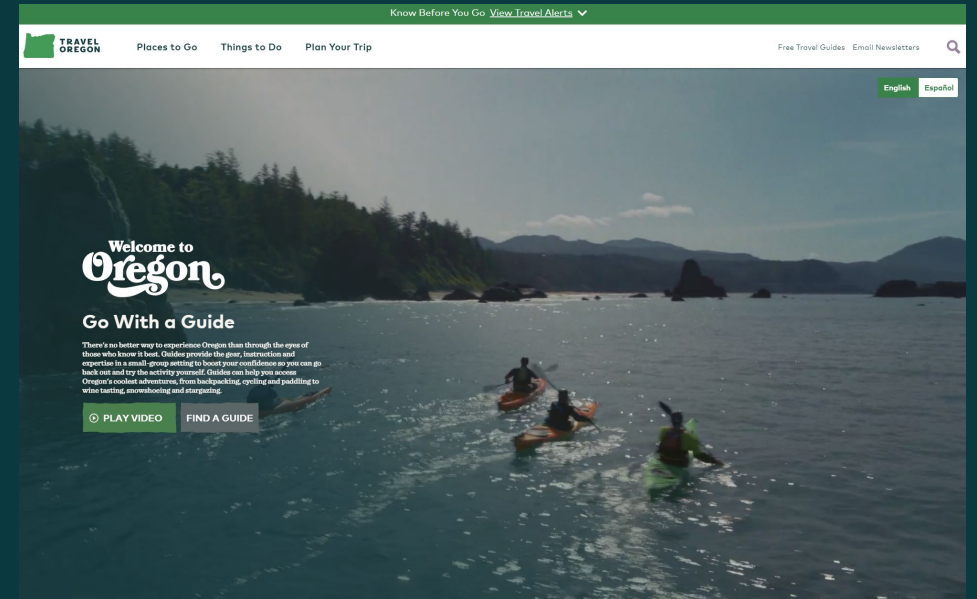


# VIDEO VIEWS (6s, 15s, 30s, 60s)



16.9 Million Views

# SITE TRAFFIC



194,880

# **What's Ahead: Fall and Spring Pulses**

# Fall and Spring Strategy

**Objective:**  
Building off our Anthem work, we will further engage our audience with new and relevant seasonal travel inspiration driving them to [TravelOregon.com](https://TravelOregon.com) to plan their trip and find a “guide”.

***Fall & Spring Creative***

# Travel Oregon Offices

**With each our Sidekicks having a specific area of Oregon expertise, in these spots our Sidekicks introduce who they are and the types of guided experiences they can connect travelers to on [TravelOregon.com](https://TravelOregon.com).**

**By broadly marketing the categories of interest that Oregon offers, our partners can easily ladder the more niche interests of their audiences under our efforts.**





**PLAY VIDEOS**

# Still In the Works: Winter



# Travel Oregon

*with*



TRAVEL  
OREGON



**Thank You**