

TRAVEL OREGON CO-OP PROGRAM



TRAVEL
OREGON



03 About Madden Media

06 Program Goals

07 Research & Attribution

08 Paid Media

09 Email Marketing

10 Content Development

11 Creative Audit

12 Meetings & Conventions

14 Film Marketing

15 Strategy Development



40+ years strong. 200+ communities and counting.

We're the curious minds and creative co-conspirators who blend data and storytelling to help communities thrive through tourism. Our team's full of folks who've walked in DMO shoes, so we're not guessing—we're building strategies and campaigns that actually work.

Tourism is where we're rooted. It's not a vertical—it's our core. Since 1982, we've helped communities tell stories that matter, not to everyone, but to the right someone. We believe travel should do more than fill hotel rooms. It should boost local economies, spark community pride, and leave visitors craving a return trip.

Since 2023, our work has earned over 30 industry awards—but what matters more is why: because it's grounded in real community storytelling, crafted with care, and built to drive impact—economic, emotional, and cultural.

Creativity at Madden means goosebumps and scroll-stops. It's work that feels as human as it is strategic. Every campaign is rooted in place, shaped by story, and wired to stand out. And yeah, we'll have some fun along the way—because joy's not a bonus, it's a fuel.

Madden at a Glance:

- **Founded:** 1982
- **Headquarters:** Tucson, AZ (Fully remote workforce)
- **Company Size:** 225+ team members
- **Annual DMO Clients:** 200+ unique partnerships
- **Team Experience:** Over 25% of staff have worked inside DMOs
- **Awards:** 30+ industry awards earned since 2023

Madden Made

We're not here to check boxes. We're here to light sparks.

Being “Madden Made” means every idea is built with intention—crafted for impact, rooted in place, and driven by a belief that creativity should do more than look good. It should do good.

Our work doesn't exist in a vacuum. It reflects real people, real communities, and real outcomes. That's why we don't chase trends or decorate deliverables. We build moments that matter—economically, emotionally, and culturally.

Madden Made means:

→ **Story-first, always.**

We don't drop pins on a map—we surface what makes a place magnetic.

→ **Informed by data, Inspired by insight.**

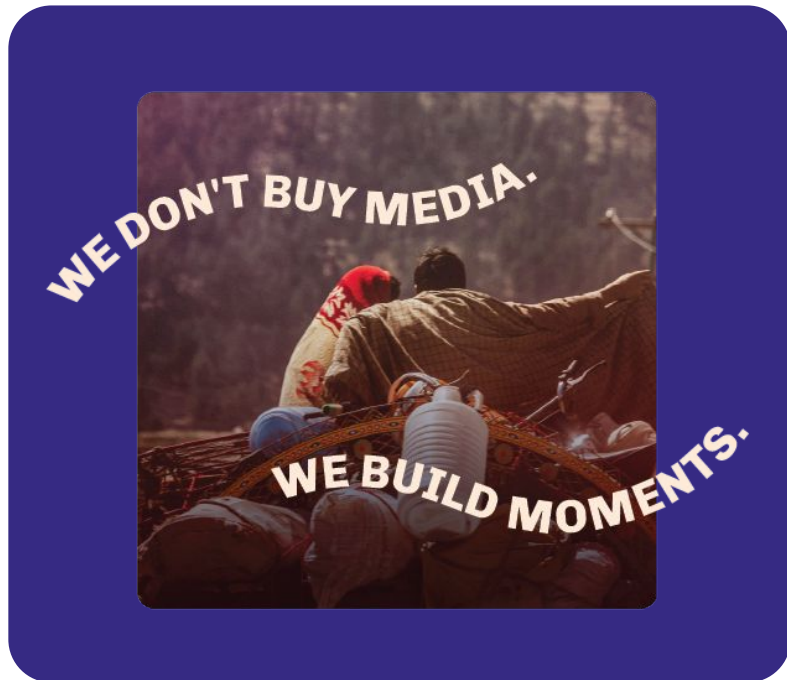
Our insights are co-created—with partners, stakeholders, and data side by side. The strategies we build honor the nuance behind the numbers, turning shared understanding into smart, meaningful action.

→ **Designed to feel.**

From a billboard to a 6-second pre-roll, we craft campaigns that move people—then move them to act.

→ **Built in partnership.**

We show up in boardrooms, on the ground, and in the work. You won't find us phoning it in.



How We Build What Matters

We don't sell services—we design experiences, build movements, and solve real problems with creative precision. When communities work with Madden, they're not getting a vendor. They're getting a team that's all in: from the big idea to the fine-tuned rollout.

Here's how we think, make, and move:

Marketing can be a force for good

It can drive real impact and real change. It can shift how a place is seen—from the outside, and from within. That's the work we do. That's the work we're proud of.

We plan with purpose

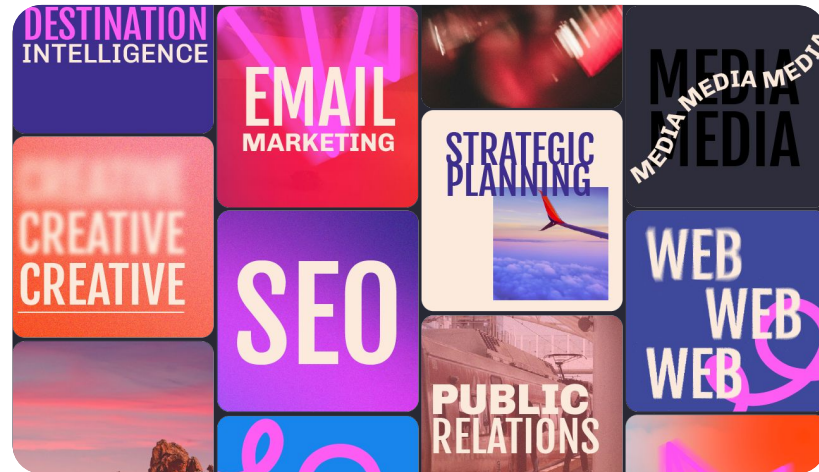
Strategy isn't a slide deck—it's how we turn "what ifs" into "hell yes." We use our marketing expertise for something bigger: building plans that adapt on the fly and drive real change for real communities.

We create to connect

We don't create for aesthetics. We create for impact. It's soul-stirring, story-first design and strategy that reflects the people who live in a community—and draws in those who'll appreciate it most.

We turn insights into action

Numbers tell stories—but only if you're listening for what matters. We help communities cut through the noise, find what matters, and act on it—with confidence, not guesswork.



Our Capabilities

(Yes, we do all of this—and it's all in-house.)

- Strategy
- Data Analytics & Research
- Creative Production (Design, Video, Copy, Branding)
- Media (Paid Search, Social, Display, OTT, Influencer)
- Web (UX/UI, Dev, Content, Optimization)
- SEO (Technical, On-page, Content, Local)
- Email (Strategy, Copy, Design, Testing)
- PR (Story Development, Media Outreach, Partnerships)

Co-Op Goals

We've developed a comprehensive co-op program designed to empower Travel Oregon's tourism partners with a full suite of modern marketing tools—from strategic paid media and cutting-edge attribution tools to influencer programs, video, and social content. Our model is built to be flexible and scalable, providing standalone opportunities and significant value to communities of every size.

- **Scalable & Tailored Solutions:** The program is not a one-size-fits-all solution. We offer flexible buy-in levels and customizable packages, allowing partners—from large regional DMOs to local tourism committees—to select the standalone opportunities that best fit their specific goals and budget.
- **Turnkey Expert Execution:** We provide end-to-end management for all co-op programs, from strategic planning to vendor negotiation and final reporting.
- **Accessible Top-Tier Marketing:** Our co-op model levels the playing field by making top-tier marketing services affordable. This allows even the smallest chambers and communities to participate in sophisticated paid media, video production, and influencer campaigns that would typically be out of reach.
- **Amplified Reach & Maximized ROI:** By participating in state-aligned campaigns, partners leverage our agency's scale and expertise. This approach provides access to more impactful media and content opportunities that amplify local stories and voices with national power and expertise.

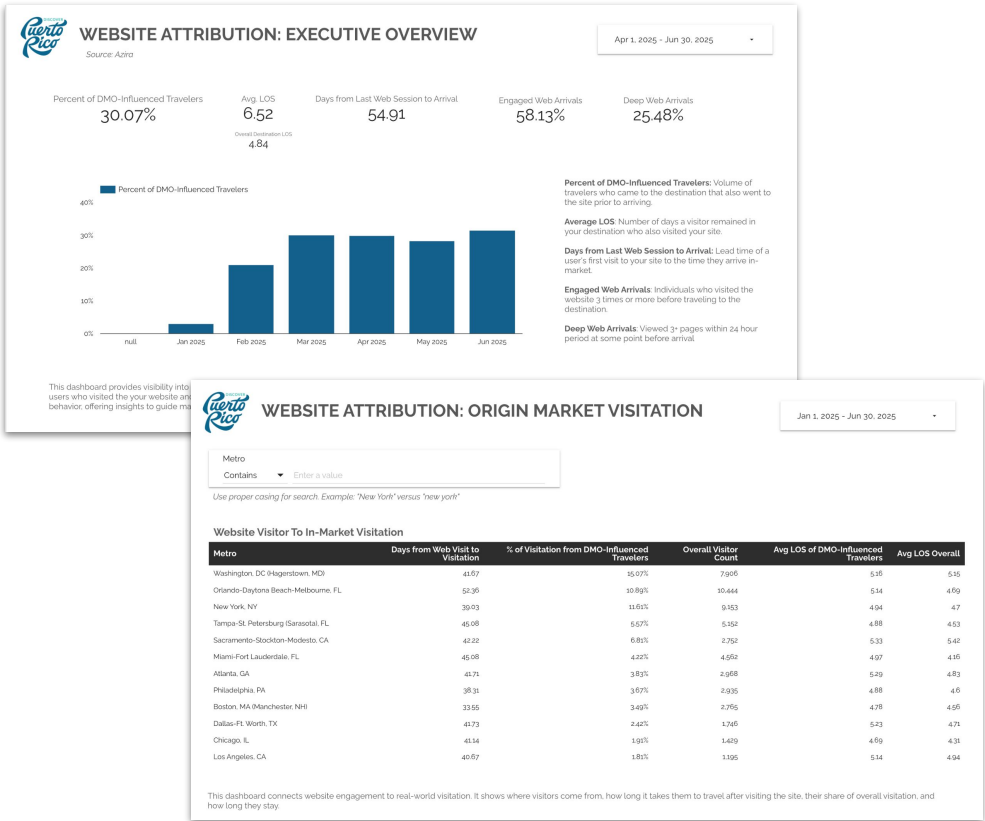
Research & Attribution

Madden offers destination attribution services that **connect your website activity to real-world visitation**.

By placing a pixel on your site, we can track if people who engage with your content eventually travel to your destination. Using data provided by Azira, our attribution and visitation partner, we feed this intelligence into your dashboard monthly — helping you understand the true impact of your marketing across channels.

Attribution is measured over time, allowing for realistic trip planning windows and deeper performance analysis.

Cost: \$10,000 per year



Media

We've developed inclusive co-op packages that allow all types of partners the opportunity to participate. Packages are structured to meet the specific goals of our partners. Whether they are marketers who desire high traffic or partners that are seeking efficient solutions to go to market, we've provided a way in.

IDEAL FOR	DELIVERABLE	DURATION	COST
SEASONAL BOOST			
Seasonal campaigns focused on awareness	Display, Meta 3.3M impressions and 9.5k clicks; (\$3k Madden Media Mgmt)	1-3 months	\$15,000
ENGAGEMENT PUSH			
Video and creative engagement	Display, Meta, SEM, Google PMAX 2.3M impressions and 17k clicks; (\$5.5k Madden Media Mgmt)	2-4 months	\$22,000
TRAFFIC FOCUSED			
Site traffic, bookings, newsletter sign ups	Meta Retargeting, Display Retargeting, SEM, Google PMAX, Meta lead gen 1.4M impressions and 35k clicks; (\$8.4k Madden Media Mgmt)	3-5 months	\$30,000
FULL-FUNNEL			
Comprehensive awareness and site traffic	Display, Meta, Meta Retargeting, Google Search, Google PMAX 5.6M impressions and 42k clicks; (\$9.6k Madden Media Mgmt)	4-6 months	\$42,000

Email Marketing

We've developed email marketing packages that combine strategy, hands-on support, and custom email templates to help partners build, grow, and optimize their email programs for maximum engagement and results.

IDEAL FOR	DELIVERABLE	DURATION	COST
EMAIL EVALUATION AND STRATEGY - 3 MONTHS			
Ideal for partners with a new email platform who want to establish a strong foundation and develop a clear email marketing strategy.	This three-month program begins with an in-depth audit of your past email marketing strategy and current platform setup to identify quick wins and long-term opportunities. We will develop tactics to strengthen your approach and meet monthly to review performance, align goals, and set next steps. You will also receive content calendar feedback or creation support, along with best practice guidance on subject lines, preview text, and CTAs to maximize engagement.	3 months	\$3,750
EMAIL EVALUATION AND STRATEGY - 6 MONTHS			
Designed for partners who have an existing email program and want to take their strategy to the next level.	This six-month program includes the in-depth audit, content calendar and strategy in addition to ongoing support with up to two hours per month of asynchronous guidance via email for ad-hoc questions and feedback between meetings.	6 months	\$7,500
EMAIL TEMPLATE			
Ideal for partners who are looking to create a custom email template to be used for their leisure audiences.	Madden Media will design a branded, mobile-responsive email template that reflects your organization's visual identity and campaign goals. The template will be built and configured directly in your email marketing platform that supports a variety of content needs. *Requires partner to have an existing email marketing platform available for use.	3 months	\$3,075

Content Development

Need additional content support? Our expert content team is ready to bring your brand's story to life. All content is strategically curated to align with your brand voice and resonate with your target audience, providing the utmost value to your marketing efforts. There is more to content than just words—let us take the guesswork out of creating it.

CONTENT DEVELOPMENT	DELIVERABLES		INVESTMENT
Short Form Content	Short form content examples : Less than 1,000 words → Short blog post → Email copy → Campaign landing page article → Custom social post <i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i>		\$850.00 / piece *minimum 5 pieces
Long Form Content	Long form content examples: More than 1,000 words → Evergreen/Primary landing page/article → Detailed blog post → Long form articles <i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i>		\$2,000 / piece *minimum 3 pieces
	Short Form Content Package	Long Form Content Package	
Total Cost	\$4,250	\$6,000	

Creative Audit & Strategic Recommendations

Need a fresh perspective for your creative? This program provides a comprehensive creative audit and strategic recommendations. It includes analysis of existing assets and actionable insights for brand evolution.

Creative Audit Service	Full review of digital, print, video, and brochure assets → Evaluation of brand alignment, tone, and emotional resonance. → Assessment of visual consistency and storytelling cohesion. → Analysis of content structure and audience relevance. → Identification of opportunities to strengthen brand expression. → Actionable insights to guide creative evolution across all platforms. → This service includes two virtual strategy sessions: one at the start of the project to align on goals, priorities, and a second at the end to present findings, walk through recommendations, and map out clear next steps. Deliverable: Brand Audit and Strategy Report to Include: → Executive Summary of Findings → Brand Resonance Analysis → Virtual & Storytelling Assessment → Strategic Opportunity Roadmap → Actionable Recommendations & Next Steps
	Creative Audit Package
	Total Cost
	\$8,000-\$12,000

Meetings & Conventions

The "Digital Lead Generation" Co-op

- **Concept:** A sophisticated digital marketing campaign designed to capture the attention of meeting planners online and generate qualified leads for local partners.
- **How it Works:** Partners co-fund a targeted advertising campaign that runs on platforms where planners are most active, like LinkedIn, Meta lead gen ads and industry-specific websites (e.g., Northstar Meetings Group). The ads drive traffic to a central landing page that showcases all participating venues and hotels. Leads generated from the campaign are then qualified and distributed among the co-op partners, giving them access to a modern, data-driven lead generation engine.
- **What Madden Provides:** Madden would develop the overall campaign strategy, create all ad creative and landing page content, manage the media buy and ongoing campaign optimizations, handle the lead qualification and distribution process, and provide a comprehensive performance report to all partners at the conclusion of the campaign, detailing key metrics and ROI.

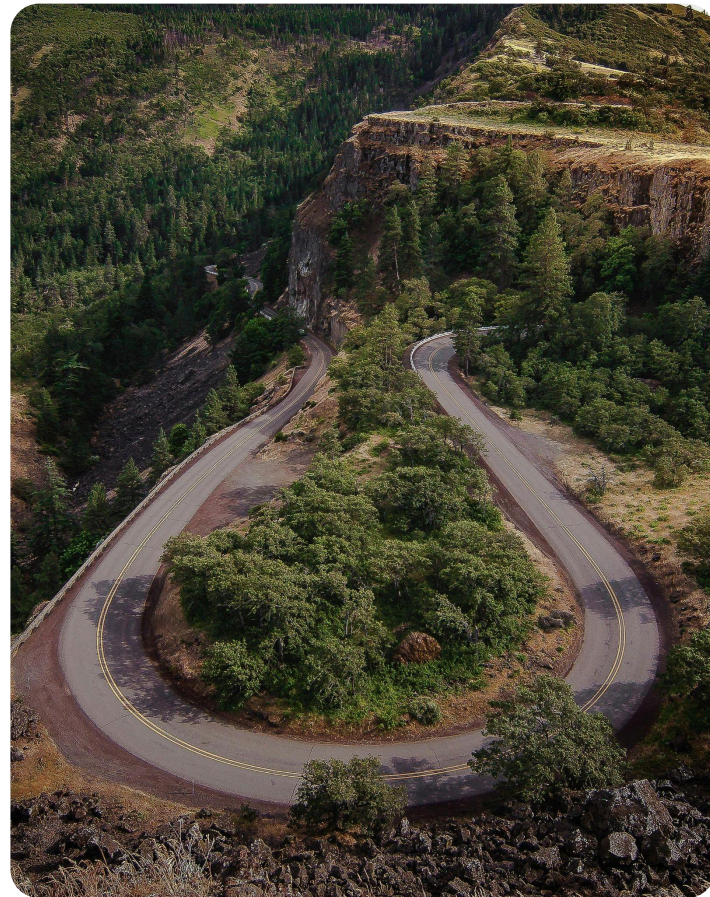
Starting at \$12,500



Meetings & Conventions

The Trade Show Co-op

- **Concept:** Instead of each partner funding a small, individual booth at major industry trade shows like IMEX or PCMA, the DMO secures a large, high-traffic pavilion under a unified destination brand (e.g., "Meet in [Your City]").
- **How it Works:** Local partners (hotels, convention centers, unique venues) buy into the co-op to get their own branded meeting pod or station within the larger, more impressive footprint. This gives them direct access to top-tier planners and the benefit of the increased visibility and prestige of the larger pavilion, all for a fraction of the cost of a standalone booth.
- **What Madden Provides:** Madden offers end-to-end management to ensure a professional and high-impact presence. This includes overall project management, negotiating and securing the pavilion space, designing the cohesive look and feel of the pavilion and individual partner pods, creating a pre-show digital marketing toolkit for all partners to promote their presence, and managing on-site logistics to ensure a seamless experience for both partners and planners.



Film Marketing & Film Friendly Communities Co-Op

Your Story, in Cinemascope + Our Director's Cut Approach.

Whether your community has a well-oiled film commission or you're still figuring out what that even means—we can help. From building the foundation from scratch to supercharging what's already working, we know how to make your location camera-ready. **Our approach is tailored to fit the unique needs and scale of your community, with foundational packages starting at \$10,000.**

Think of us as your behind-the-scenes crew—quietly brilliant, fiercely creative, and always rooting for your win.

- **Spotlight-Worthy Strategy:** From film commissions to curious communities, we help you roll out the red carpet with creative tactics that drive economic growth and screen-time success.
- **Production-Ready Foundations:** We build the toolkit—from incentives to local workforce pipelines—that makes your location the obvious “yes” for film and TV.
- **Marketing That Rolls Credits:** We craft your story with cinematic location photography and a rich content library, which then power unforgettable campaigns, PR, and collaborations to make your destination unmissable.
- **Industry Connections That Matter:** We put your name in front of studios, scouts, influencers, and press—then help you own the room at every pitch, party, and premiere.

Ready to roll camera? Because your community has main character energy—and we're here to make it undeniable.



Total Strategy Makeover

The Total Strategy Makeover: A Comprehensive Framework for Winning

Objective: To build a durable, comprehensive, and actionable organizational strategy that aligns your team, clarifies your purpose, and integrates cutting-edge AI tools to amplify your effectiveness.

What You'll Get: A unified workshop combining two powerful modules:

- **Part I: Strategic Foundations with "Play to Win"** A disciplined framework to make the five integrated choices that define a winning strategy:
 - ◆ **Winning Aspiration:** Define a clear and inspiring vision of success.
 - ◆ **Where to Play:** Identify the specific markets and audiences where you have the greatest advantage.
 - ◆ **How to Win:** Articulate your unique value proposition that sets you apart.
 - ◆ **Core Capabilities:** Map the essential skills and resources needed to deliver on your strategy.
 - ◆ **Management Systems:** Build the support structures and metrics to ensure execution.
- **Part II: AI-Powered Knowledge Workflows** A practical system for leveraging AI as a force multiplier for your team:
 - ◆ **Input:** Use AI for superior market research, brainstorming, and data gathering.
 - ◆ **Process:** Employ AI notebooks to analyze reports and synthesize complex information into clear insights.
 - ◆ **Output:** Master AI assistants to create compelling marketing copy, reports, and presentations with speed and precision.

Outcome: You will leave with a coherent strategic roadmap and the skills to build an "organizational learning machine" a team equipped to make smarter decisions and adapt faster in the evolving tourism landscape.

Total Cost: \$5,000 (Virtual) \$12,500 (In-person session)

AI for DMOs: The Knowledge Work Cycle

AI for DMOs: The Knowledge Work Cycle

Objective: To demystify Artificial Intelligence and provide your team with a practical, repeatable workflow for integrating AI into daily operations to enhance productivity, creativity, and strategic thinking.

What You'll Get: A hands-on introduction to leveraging AI as a strategic partner, focused on a simple, powerful framework:

→ 1. Input: Gathering Quality Information

- ◆ Learn to partner with AI tools (ChatGPT, Gemini) to conduct sophisticated brainstorming, generate survey questions, and create structured templates for strategic analysis.

→ 2. Process: Analyzing & Synthesizing at Scale

- ◆ Discover how to centralize your knowledge with AI-powered notebooks (NotebookLM) to analyze documents, extract key themes, and query complex data without AI "hallucinations."

→ 3. Output: Communicating Insights with Impact

- ◆ Master versatile AI assistants (Claude, ChatGPT) to draft high-quality marketing copy and reports. Learn to use tools like Gamma.app to create polished, professional slide decks in minutes.

→ 4. Feedback: Ensuring Accuracy & Alignment

- ◆ Establish simple best practices for validating AI-assisted work, ensuring human expertise and local knowledge provide the essential final judgment.

Outcome: Your team will gain the confidence and a practical framework to integrate AI effectively, unlocking new levels of productivity and allowing your staff to focus on high-value strategic work.

Total Cost: \$5,000 (Virtual); \$12,500 (In-person session)

Strategic Foundation: The “Play to Win” Framework

Objective: To equip your leadership team with a powerful, disciplined, and repeatable framework for developing a clear, coherent, and potent strategy that makes difficult choices easier and aligns the entire organization toward a single vision of success.

What You'll Get: A focused, intensive workshop that guides your team through the five core questions of this world-renowned strategic methodology:

- **1. What is your Winning Aspiration?**
 - ◆ Move beyond vague mission statements to define a clear and inspiring vision of your future success that motivates your team and connects with consumers.
- **2. Where will you Play?**
 - ◆ Make deliberate choices about the specific geographies, product categories, and customer segments where you will focus your resources to achieve a competitive advantage.
- **3. How will you Win?**
 - ◆ Determine how you will create unique value and sustainably deliver it to customers in a way that is distinct from and superior to your competitors.
- **4. What are your Core Capabilities?**
 - ◆ Identify and map the essential activities and competencies that are integrated, defensible, and critically underpin your strategic choices.
- **5. What Management Systems are required?**
 - ◆ Establish the structures, processes, and measures required to support, communicate, and execute your strategy effectively across the organization.

Outcome: You will leave with a clear and robust strategic cascade, a common language for discussing strategy, and a focused plan of action that is understood and owned by your leadership team.

Total Cost: \$5,000 (Virtual); \$12,500 (In-person session)

THANK YOU!



FOR QUESTIONS OR TO PARTNER CONTACT:

TONY MCDANIEL

MADDEN MEDIA DESTINATION STRATEGY DIRECTOR

TMCDANIEL@MADDENMEDIA.COM

618-560-8585