

**TRAVEL**



**OREGON**

**STATE OF OR**

**MARCH 9, 2026**



Creative

# Travel Oregon's 'The State of OR' Invites the World to Explore Its Contrasts



r/PacificNorthwest · 5d ago  
your\_freshness

This campaign for OR is incredible



OREGON TRAVEL MASTERPIECE: NEW "STATE OF OR" CAMPAIGN UNVEILS A WORLD OF LIMITLESS CONTRASTS AND DESERT-TO-COAST WONDERS

Published on February 10, 2026

@viewtiful\_jones 5 days ago

Not even exaggerating, the best tourism ad I've ever seen. Bravo.

15 1 Reply

@AndyAskren 1 day ago

Nice, simple (and honest) creative idea, wonderfully executed. ❤️

2 1 Reply

@aaronallcaps 3 days ago

omg this just played after the super bowl... my fav commercial by far!!

9 1 Reply

ericomplex · 2d ago

Fucking chills

1 1

hereitcomesagin · 4d ago

Beautiful, intelligent, sweet. Thank you!

2 1

Travel Oregon, W+K Portland, Director Janssen Powers Unveil A State of Contrast

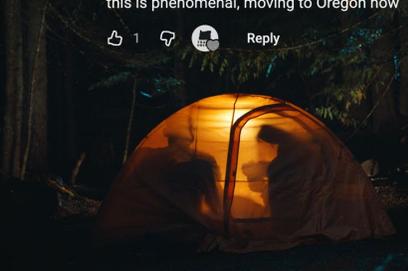
BY SHOOT WEDNESDAY, FEBRUARY 11, 2026



Wow

this is phenomenal, moving to Oregon now

1 1 Reply



SHOOT.

## The Best Work You May Never See: Travel Oregon, W+K Portland, Director Janssen Powers Unveil A State of Contrast



Travel Oregon, in partnership with creative agency Wieden+Kennedy Portland, has launched "The State of OR," a campaign designed to entice new travelers to visit the state, while also reminding existing Oregonians what makes the state so remarkable. At the center of the campaign is the idea that Oregon is a diverse and expansive state full of contrasts, spread across seven distinct regions all in one place: cities or forests, relaxation or adventure, outdoors or nightlife, local charm or big city flair, the rugged or refined.

B

Little Black Book

Created by Wieden+Kennedy Portland, produced by Slime Mold Productions, and directed by Janssen Powers, the cinematic platform repositions Oregon through contrast, culture and connection



Home Newsletters

AdAge

### Travel Oregon

The tourism group teamed with Wieden+Kennedy Portland on a new campaign called "The State of OR," built around the idea that Oregon's biggest draw is its mix of contrasts, from cities and nightlife to forests and wide-open adventure. Directed by Janssen Powers, a 60-second film was shot entirely in-state with mostly Oregon-based talent; debuted Feb. 8 across priority markets, including select Super Bowl pregame placements. It will air for the next 12 weeks.

The State of Oregon



Watch on YouTube

shots

work

## Not a case of either (Travel) Oregon

The West Coast US state's tourist authority Travel Oregon releases a breathtaking new campaign highlighting the incredible diversity of choice available in the region.

By Covid Center on 12 February 2026



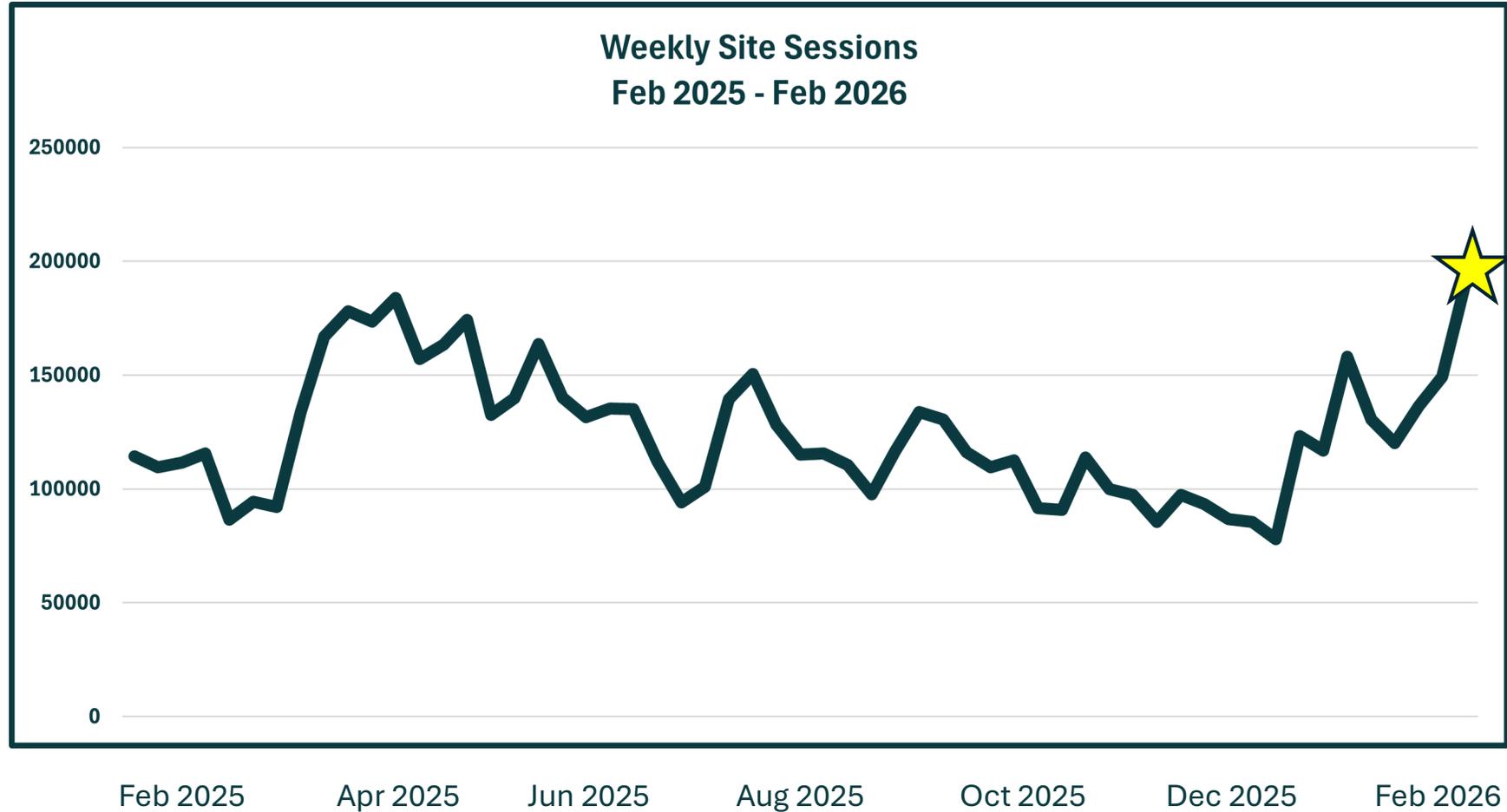
# SPRING MEASUREMENT FRAMEWORK

BUSINESS GOALS		BRAND GOALS	
Increase demand & travel to Oregon		Sentiment + Perception of Oregon	
CAMPAIGN OBJECTIVES & PERFORMANCE			
Drive large scale awareness & inspire travel to Oregon			
DRIVE ATTENTIVE AWARENESS	DRIVE IMPACT IN CULTURAL MOMENTS	REACH PEOPLE IN TRAVEL PLANNING MINDSET	
<ul style="list-style-type: none"><li>• Media delivery &amp; engagement</li><li>• CPCV / Impressions / Reach</li></ul>	<ul style="list-style-type: none"><li>• Media delivery &amp; engagement</li><li>• Creative + message response</li></ul>	<ul style="list-style-type: none"><li>• Search lift</li><li>• Site visits</li><li>• Clicks / Conversions</li><li>• Trips + Visits</li></ul>	

# RESULTS

**1.2 million +  
organic**

**18 million video  
completes**



**CHANNEL**

**FEBRUARY**

**MARCH**

**APRIL**

**LAUNCH MOMENT**



**NATIONAL TV**

2/9 Oregon Ducks v Indiana Hoosiers

2/21 Oregon Ducks v USC Trojans

3/7 Oregon Ducks v Washington Huskies

3/22 Portland Timbers v LA Galaxy

4/11 Austin FC v LA Galaxy

4/11 Portland Timbers v LAFC

3/1-4/12 (TBD)



**LOCAL TV**

2/12 Portland Trail Blazers v Utah Jazz

2/20 Portland Trail Blazers v Denver Nuggets

2/22 Portland Trail Blazers v Phoenix Suns

3/13 Portland Trail Blazers v Utah Jazz

3/22 Portland Trail Blazers v Denver Nuggets

3/27 Portland Trail Blazers v Dallas Mavericks

3/31 Portland Trail Blazers v LA Clippers

4/6 Portland Trail Blazers v Denver Nuggets

4/10 Portland Trail Blazers v LA Clippers

4/12 Portland Trail Blazers v Sacramento Kings

2/9-2/15

2/9-2/22

3/6-3/15

**OTT**

2/9-4/12

**OLV**

2/9-4/12

**SOCIAL**

2/9-3/1 3/2-4/12

**SEM**

2/9-4/26

# NEXT STEPS



Oregon Wine Month

Geotargetting

Here is Oregon

Always On – Social Media

Always On – Paid Search

Always On - TripAdvisor

Thank you

