



Oregon Coast Visitors Association

Co-Op Winter Campaign Recommendation

Presented to:
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The People's Coast

Presented by:
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KATU



Oregon Coast Visitors Association Campaign

Campaign Goals

- Reach leisure travelers A25-64 in the Portland DMA and throughout the region
- Showcase the power & beauty of the Oregon Coast during the winter season
- Inspire travel to Oregon Coast during the winter months
- Coordinate co-op packages to feature specific destinations and properties

Our Mission

- Reach the largest concentration of Oregon Coast travelers using Broadcast Television
- Use spectacular Uncage the Soul video on high reaching News and programming indexing well for reaching leisure travelers tagged to feature partners - new tag option (see production page for more information)
- Incorporate digital pre-roll to served to highly targeted travel intenders locally and regionally
- NEW – In-content “Shout Out” in AM Northwest providing an opportunity to highlight destinations and special events
- Maximize investment and leverage in-kind support to generate greatest impact



Oregon Coast Visitors Association Campaign

Customized Tag Creative

NEW IN 2020 - Feature your destination throughout the entire 15-second message!

Select the Uncage the Soul creative that aligns best with your destination and you will be featured through out the entire message with a lower third overlay and end tag.

Sample Overlay Graphic



Sample End Tag





Oregon Coast Visitors Association Campaign

**OCVA 2020 Winter CO-OP PACKAGES:
Oregon (Portland DMA plus statewide digital)**



Oregon Market - \$5,000 Option

Television Schedule – Portland DMA

Targeted Video Pre-Roll - Statewide Coverage

Recommended Television Schedule – KATU

Flight Dates: TBD January-March, 2020

15-second messages

Days	Times	Program	Total Spots
Wed-Fri	6-7a	KATU News This Morning 6am	5x
Wed-Fri	7-9a	Good Morning America	4x
Wed-Fri	9a-5p	KATU Daytime Rotation	13x
Wed-Fri	5-7p	KATU News 5-7pm	2x
Wed-Sun	5a-12a	KATU Run of Station	10x
Sa-Su	6-9a	KATU Weekend News This Morning	2x
<i>Mon-Sun</i>	<i>5a-5a</i>	<i>KATU In-Kind</i>	<i>4x</i>
<i>Mon-Sun</i>	<i>6a-11p</i>	<i>MeTV In-Kind (Comcast 302)</i>	<i>10x</i>
		Total:	50x

Digital Campaign Elements -

85,000 Video Pre-Roll Impressions on KATU.com and Extended network targeting travelers

Behavioral Targets:

Travel, Adventure,
Hiking, Food, Sports,
Sightseeing, Outdoor,
In-Market getaways,
vacations

Campaign Reach (Adults 18+): 1,957,200

Value: \$13,000

Net Investment: \$5,000

Package includes \$100 for production fee to tag message





Oregon Market - \$2,500 Option

Television Schedule – Portland DMA

Recommended Television Schedule – KATU

Flight Dates: TBD January-March, 2020

15-second messages

Days	Times	Program	Total Spots
Wed-Fri	6-7a	KATU News This Morning 6am	5x
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Mon-Sun	5a-5a	KATU In-Kind	4x
Mon-Sun	6a-11p	MeTV In-Kind (Comcast 302)	10x
		Total:	50x

Campaign Reach (Adults 18+): 1,875,200

Value: \$9,000

Net Investment: \$2,500

Package includes \$100 for production fee to tag message



KATU - IN-CONTENT 'SHOUT OUT'



**Weekdays
9-10am**

***Portland's favorite
local talk show
for 43 years!***

Helen Raptis
Host, *AM Northwest*



AM Northwest features the best in local and national entertainment, discussion about family and relationships, health and beauty tips, home and garden design plus delicious recipes and craft ideas. AM Northwest is a great way to connect with viewers!

To help promote winter travel at the Oregon Coast, KATU will work with your team to create a "Shout Out" mention in AM Northwest.

This long form mention will be specific to your destination and feature what's happening in your area and can include B-roll/images to showcase your destination.

- A "Shout Out" is about 60 seconds in length. AM Northwest host highlights what's happening in the area and can encourage visiting the Oregon Coast in the winter months – everything to highlighting key destination to upcoming events ("Shout Out" will air on mutually agreeable day).
- "Shout Out" will be shared on social media with an AM Northwest Facebook post.
- "Shout Out" will be made available for your own marketing purposes (can feature on website, social media channels, etc).

AM Northwest has a long tradition of creating successful in-content partnerships that move the needle for our partners!

Additional Net Investment: \$500

"Shout Out" must be combined with co-op package purchase

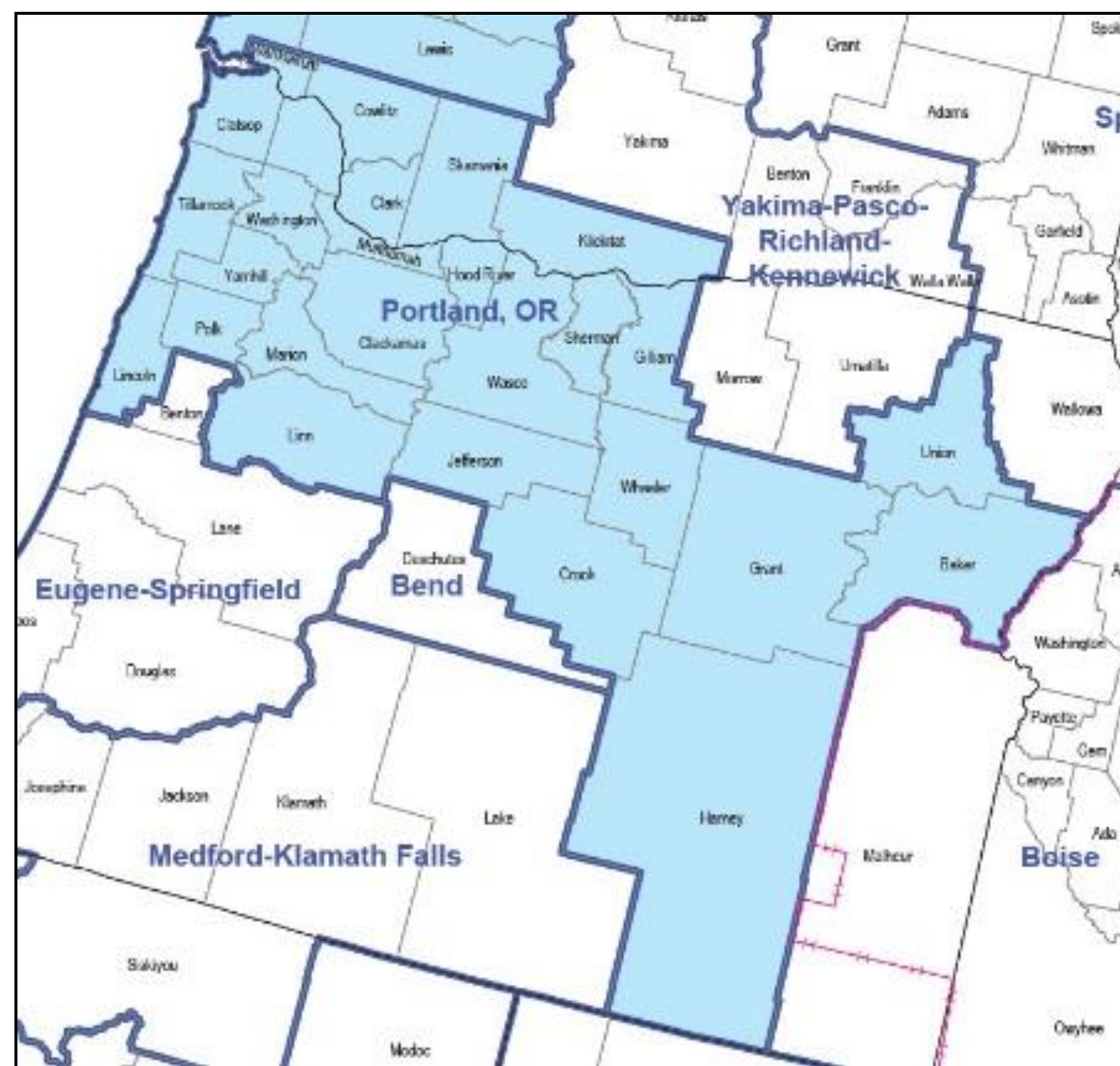
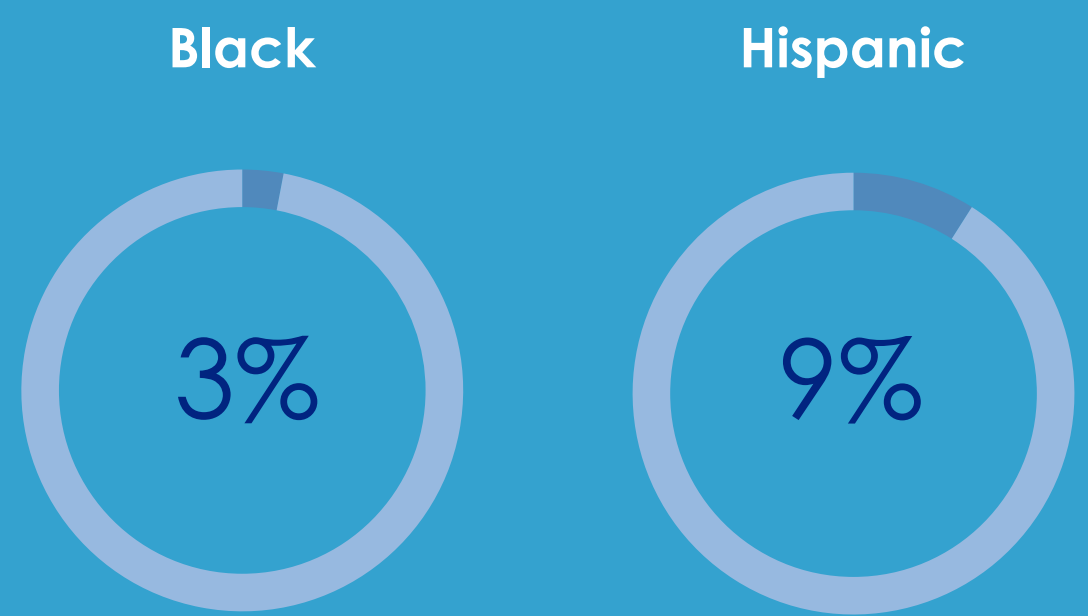
Option to purchase multiple "Shout Outs" - up to 1x per month



Portland Television Market

Nielsen Designated Market Area (DMA) Estimates

- #22 DMA Rank
- 1,180,980 TV Households
- 50% Cable Homes
- 34% Satellite Homes
- 16% Over the Air Only
- 86% Smartphones
- 31% SmartTVs

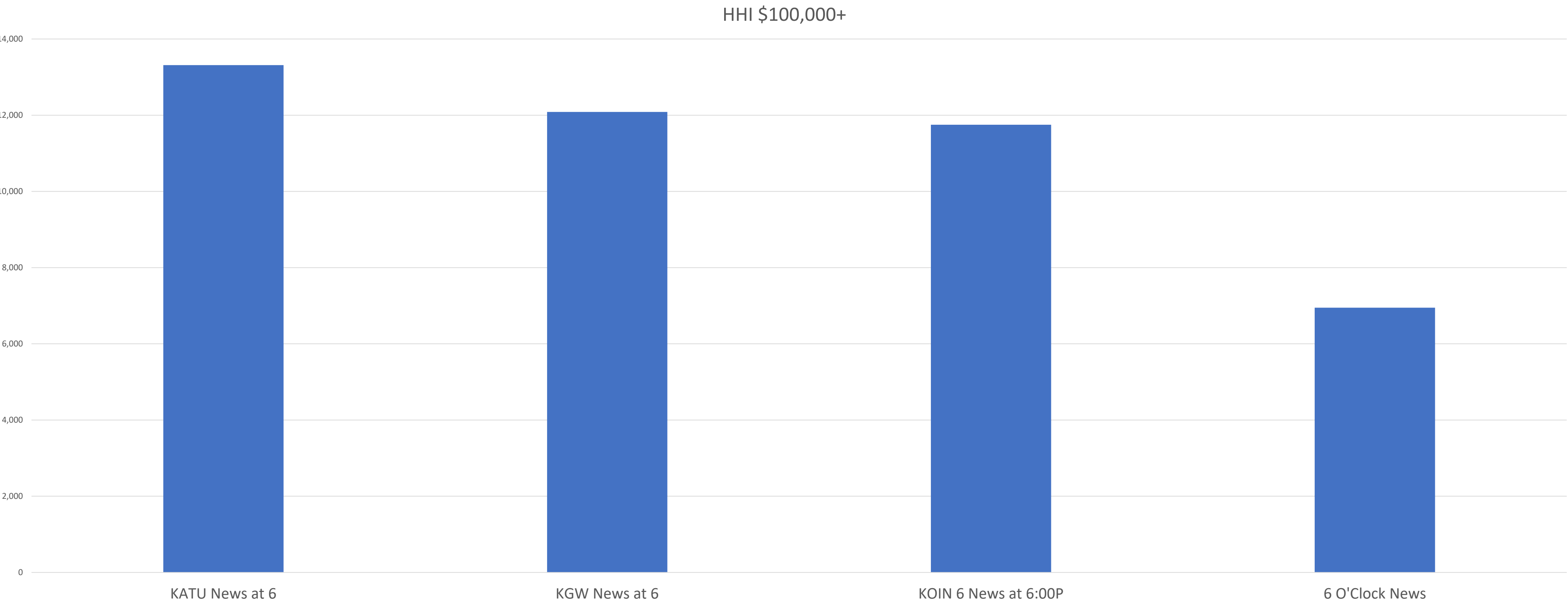


The Nielsen Designated Market Area (DMA) includes coastal counties, Portland/Vancouver metro, the Columbia Gorge and parts of Eastern Oregon.

Portland metro area is headquarters for Nike, Adidas and Intel.

Source: Nielsen ViP March 2018; Nielsen Local Watch Report 1Q 2017

Reach More High Income Homes on KATU



KATU News #1 in Breaking News Coverage!



2nd Year in a Row!

Beating Out the Other NW Regional
Television Stations



Dominating Daily News Coverage!

LINK TO STORY: https://www.youtube.com/watch?v=FGmC_gJlITg

THANK YOU!

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