



Oregon Coast Visitors Association 2021

Co-Op Winter Campaign Recommendation

Presented to:

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The People's Coast

Presented by:

Tina Klassy-Coleman & Kristin Spear

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
- Maximize investment and leverage in-kind support to generate greatest impact



Oregon Coast Visitors Association Campaign

Customized Overlay Tag

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





OCVA 2021 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

<i>Recommended Television Schedule – KATU</i>			
<i>Flight Dates: TBD January-March, 2021</i>			
<i>15-second messages</i>			
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
Mon-Sun	5a-5a	KATU In-Kind	4x
Mon-Sun	6a-11p	MeTV In-Kind (Comcast 302)	10x
		Total:	50x
<i>Digital Campaign Elements -</i>			
<i>85,000 Video Pre-Roll Impressions on KATU.com and Extended network targeting travelers</i>			

Behavioral Targets:

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

Campaign Reach (Adults 18+): 1,798,000

Value: \$13,000

Net Investment: \$5,000





Oregon Market - \$2,500 Option

Television Schedule – Portland DMA

Recommended Television Schedule – KATU

Flight Dates: TBD January-March, 2021

15-second messages

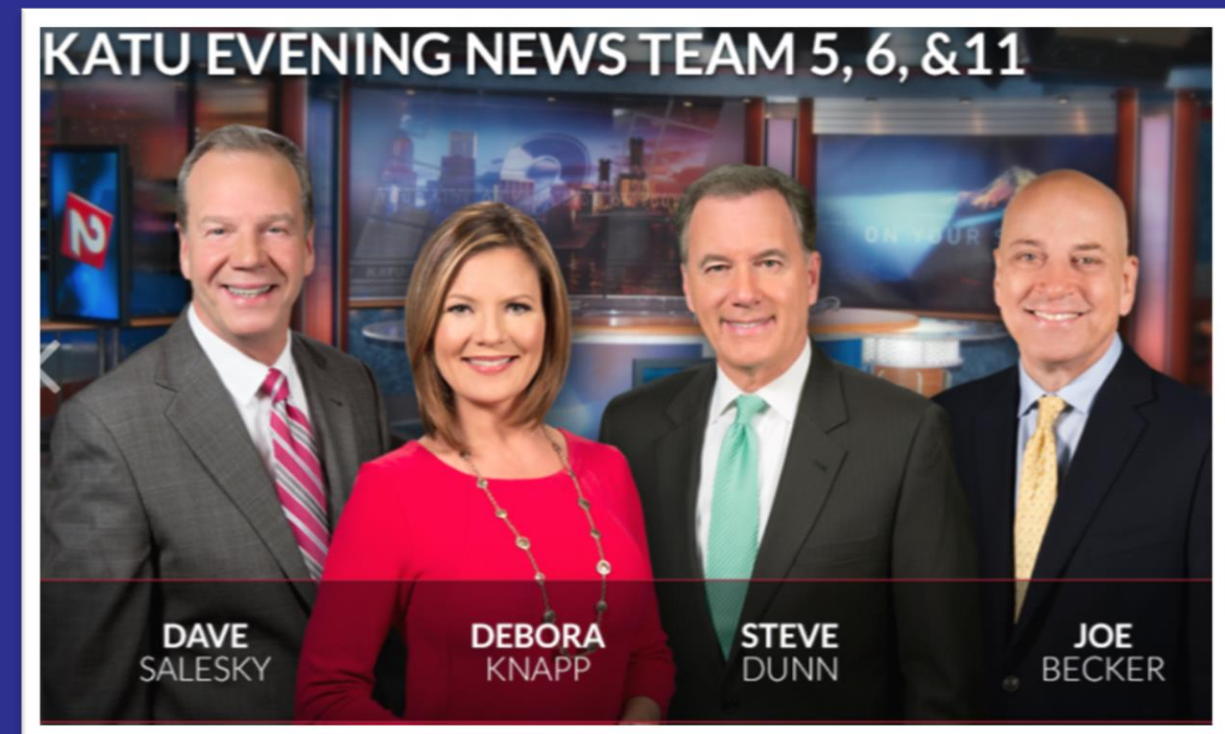
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		Total:	50x

Campaign Reach (Adults 18+): 1,713,000

Value: \$9,000

Net Investment: \$2,500

PORTLAND'S MOST WATCHED TV STATION!¹



KATU IS MARKET LEADER FOR NEWS

Weekday Morning News:

- A18+: +35%
- A25-54: +12%
- A50+: +38%
- **#1** across all demos²
- Double digit growth A25-54

**Highest
A25-54 local
news growth³!
+65%**

Early News:

- **#2** at 4p across all demos
- **#1** at 5p across all demos
- **#1** at 6p across all demos

Late News:

- **#1** among A50+
- **#2** among A18+, A35+
- **+154%** among A25-54

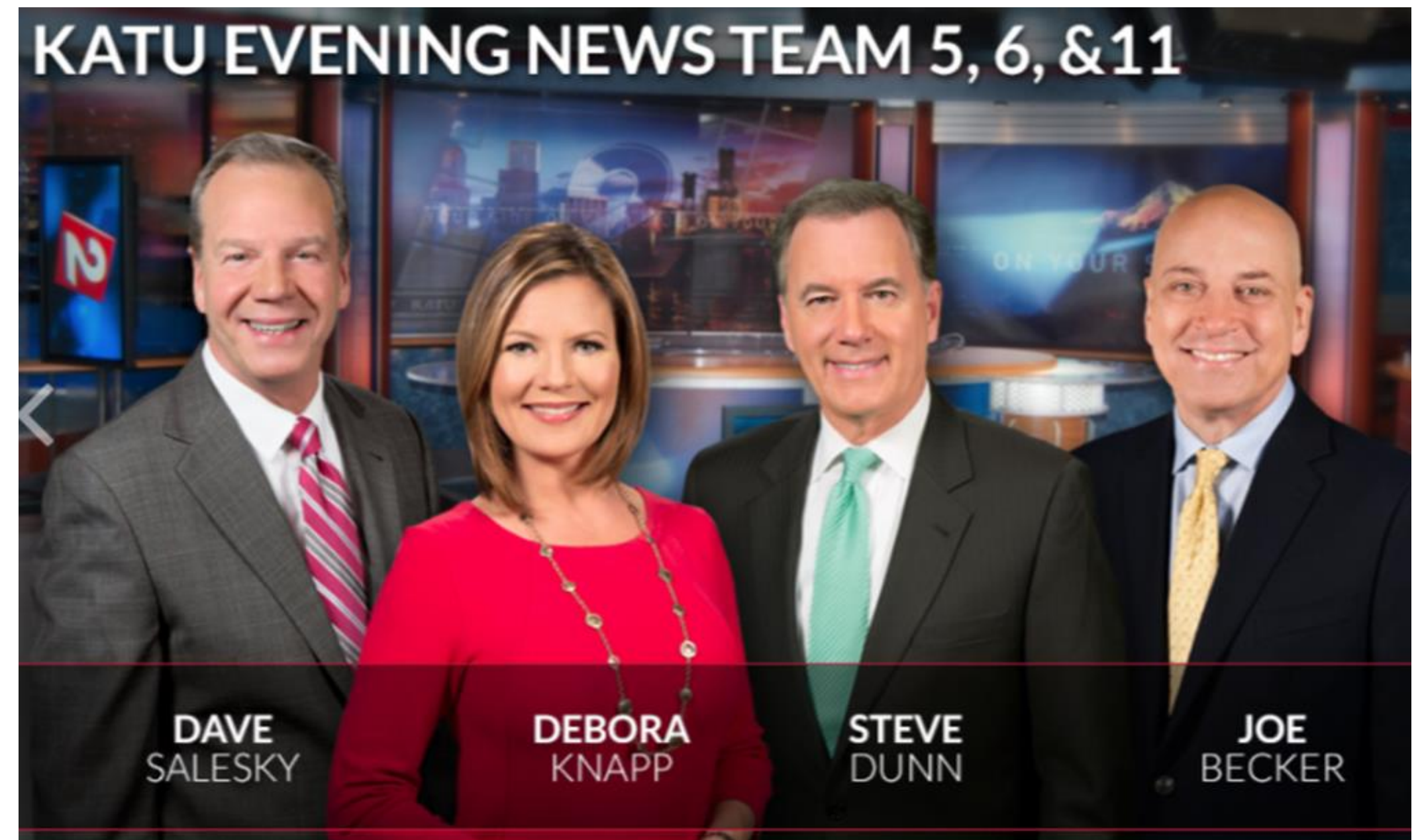
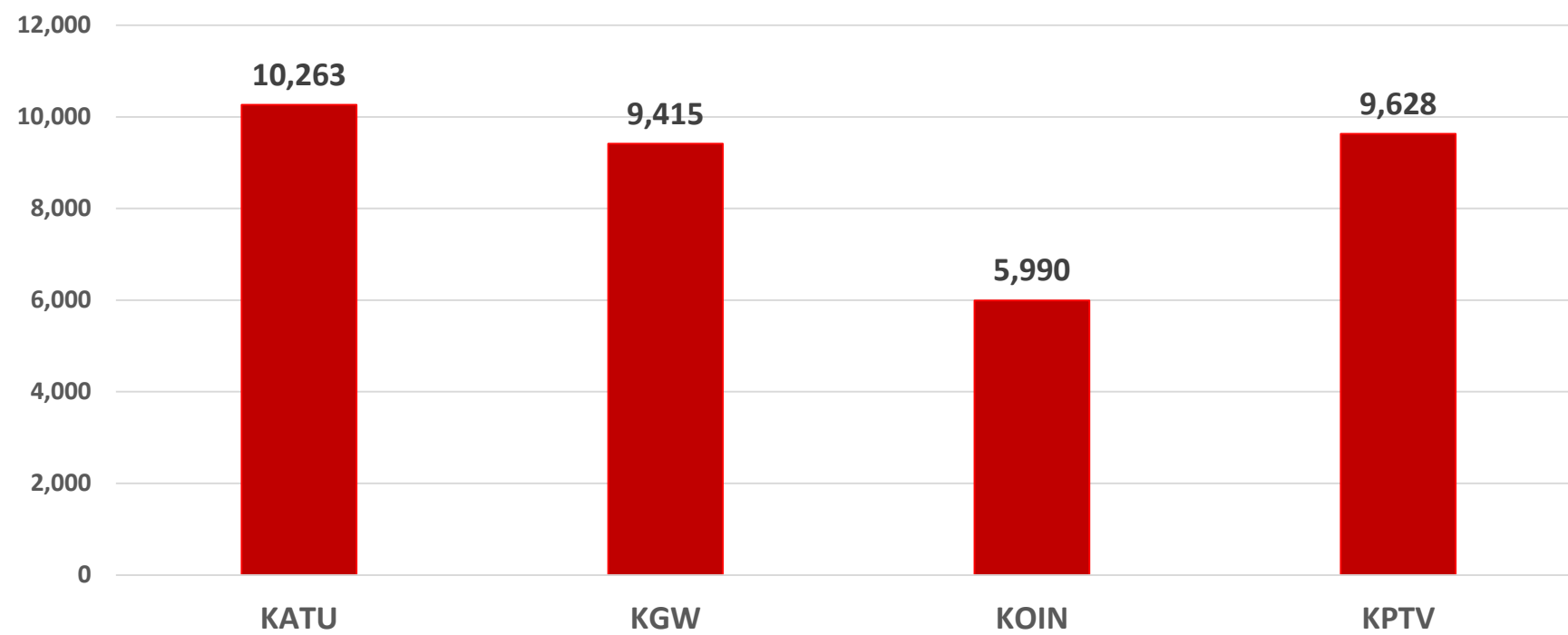


Source: ¹Nielsen Media Research, NLTV Portland, OR DMA. July 2020, Avg Weekly Cume Sun-Sat 5a-2a, A18+. ²Key demos = A18+, A25-54, A35+ and A50+. ³YTD 2020 vs YTD 2019 Growth vs July 2019

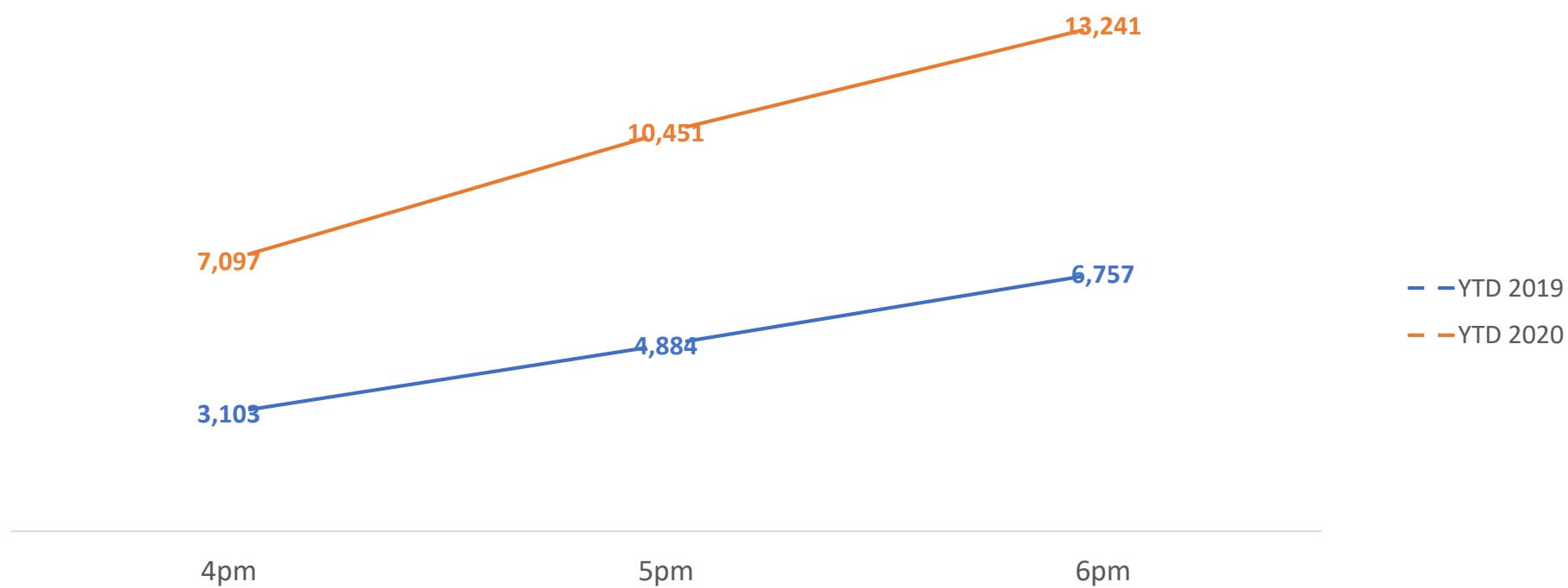
PORTLAND'S #1 Early LOCAL News Choice

July 2020

Early News Aggregate 25-54 Imp



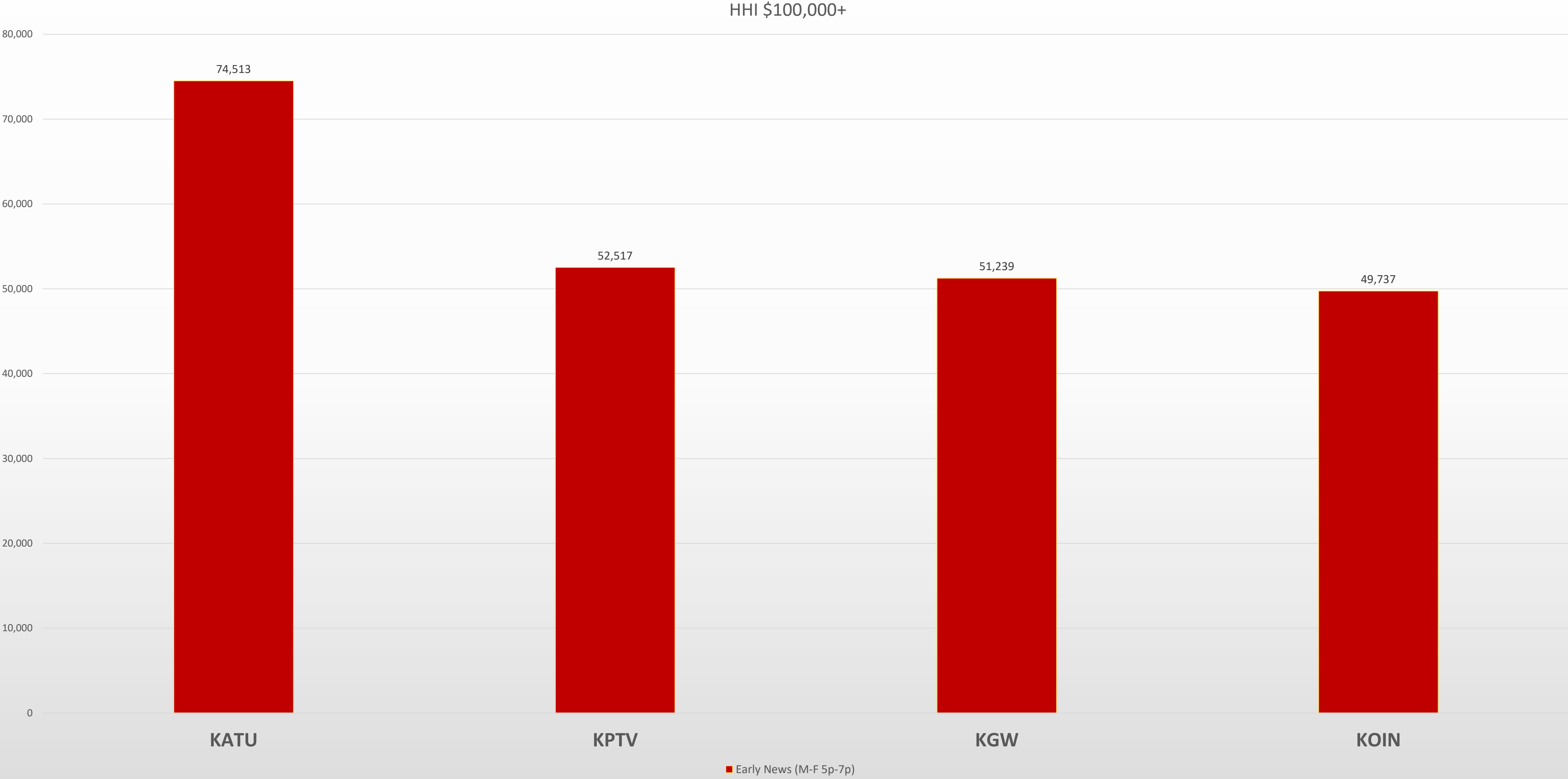
KATU A25-54 GROWTH



**KATU Early News Viewership
+109% Among A25-54!**

Source: Nielsen Media Research, NLTV Portland, OR DMA July 2020 A25-54. Early News Aggregate is avg 4p, 5p, 6p. Growth YTD 2020 vs. YTD 2019

KATU Early News Delivers The Most Upscale Viewers 42% More Than The Nearest Competitor!



Source: Comscore Portland DMA, August 2020 Early News Viewership Among HH with Annual Income of \$100,000K+





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