

STRATEGIC ADVISORY GROUP

2022 Summer Messaging Campaign



Oregon Coast Visitors Association



Table of Contents

- 01** — Strategic Advisory Group Intro.
- 02** — Initial Goals and Budget
- 04** — Spotify Results
- 05** — Geofencing/Geoframing Results
- 06** — Oregon Coast Today

Introduction to the Strategic Advisory Group

The Strategic Advisory Group is one unified table that regularly convenes representation from coastal natural resource agencies (OPRD, ODFW, USFS, USFW, ODOT) to share information, resources and develop unified strategies, tactics and messaging aimed at reducing the impacts of visitation on natural resources while also promoting public safety.

These natural resource agencies help OCVA identify which visitor impacts to focus on according to the following criteria:

1. Relevant across multiple agencies who are all experiencing similar impacts.
2. Concrete, documented impacts, not theoretical or potential impacts.
3. Chronic, long term impacts and can be reasonably expected to occur each season.
4. Reasonably determined to be caused by visitors and not local residents of the area.
5. Have immediately apparent ways of dealing with the impact via strategic messaging.

For more information, please visit

<https://visittheoregoncoast.com/industry/industry-strategic-advisory-group/>



Initial Goals + Budget

The Strategic Advisory Group identified trash messaging as the top priority that we should actively message about for the summer of 2022 (Memorial Day to Labor day). Trash messaging is one of 15 key messages the land management agencies collaboratively message about. The below agencies contributed funds to this campaign:



Agency	\$ Amount	Key Contact
US Fish and Wildlife	\$500	Dawn Harris, Visitor Services Manager
Oregon Parks and Recreation Department	\$1000	Paul Reilly, Coastal Region Program Coordinator
US Forest Service	\$2,490	Dani Pavoni, Recreation, Lands and Heritage Staff Officer
Oregon Department of Transportation	\$5000	Jenna Berman, Active Transportation Liaison
Oregon Coast Visitors Association	\$10,000	Arica Sears, Deputy Director
Total Amount:	\$18,990	

Chosen Tactics + Budget

The Strategic Advisory Group decided to think outside of the box and chose the following mediums for getting the messages across to visitors:

Spotify Ads

\$7,500

Campaign goal is to target all ages of the Oregon Coast. Educate and strengthen better land use practices. The estimated total residential population in the target area is 180,000. This campaign will reach 13% of the target. The Spotify Format includes a 30 second audio, banner, clickthrough URL (<https://visittheoregoncoast.com/visitor-resources/stewardship/>)

Geofencing Campaign and Geoframing

\$8,000

We will be deploying two types of geofencing: Factual and Polygonal Targeting and Attribution (PTA). Factual will draw an invisible digital boundary around each of the 10 sites. When someone is inside of that digital boundary they will get ads on their phones. Ads pop up on apps like Fox News, Weather Apps, Oregon Live, Zillow, MyFitnessPal, Sudoku, Paint by Colors, KATU, etc. They are small ads that a person can click to find out more info. They will only receive ads when they are inside this boundary. We will be able to track how many people see the ads (impressions) and how many people click the ads to learn more.

Polygonal Targeting and Attribution (PTA) - This will be within the same geoframe. We can access a database of mobile devices captured in that geoframe up to one year back. Once you know the area you want to capture, we can set a 'lookback' window to capture devices within a certain time frame. The information we will be able to gather at the end of the summer are things like: age, gender, family make up, household income, permanent zipcodes, lifestyle interests.

Deployed at the following locations: Fort Stevens State Park, Neahkahnie ViewPoint, Nehalem Bay State Park, Alder Island Nature Trailhead, Otter Crest Scenic Viewpoint, City of Yachats, Sutton Lake Boat Ramp, Siltcoos Beach Day Use OHV Staging, Sunset Beach, Harris Beach.

Oregon Coast Today

\$1,800

The ad reaches readers in the Portland suburbs, with a distribution of 30,000 copies per quarter via Pamplin subscription newspapers, reaching an estimated 69,000 readers in communities including Beaverton, Hillsboro, Tigard, Tualatin and West Linn. Distribution also includes 17,500 copies per quarter via subscription copies of the Idaho Press, reaching an estimated 40,250 readers in Boise and throughout Southwest Idaho in Gem, Payette, Owyhee, Canyon and Ada counties.

Total estimated reach: 109,250 readers

Total Cost:

\$18,990

- Includes cost of ad design and development for Spotify and Geofencing.

Spotify Messaging

30-second ads targeted all coastal zip codes and select inland zip codes with the above copy.

142

Oregon Zipcodes

315K

of Ads Heard

50K

Unique Listeners

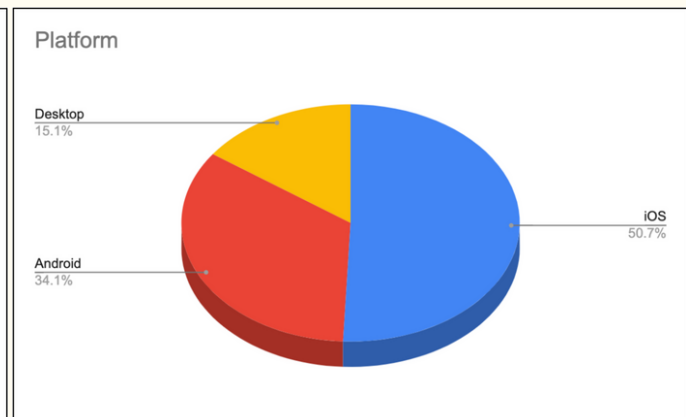
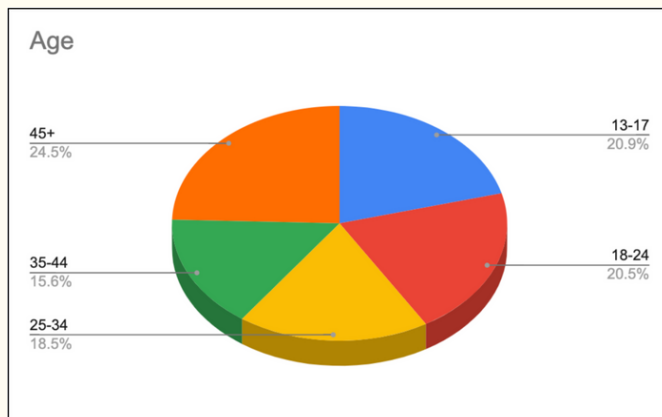
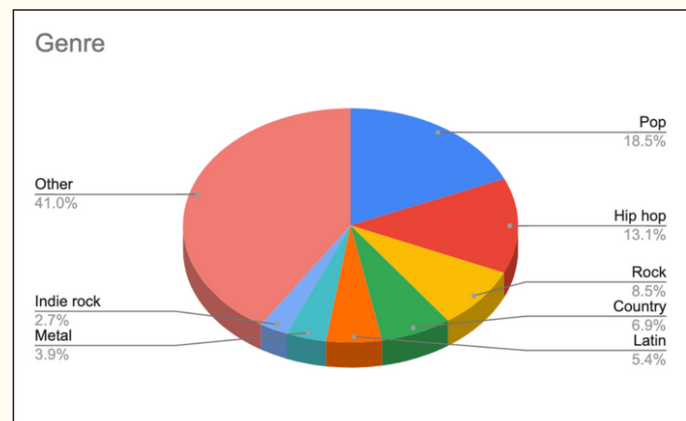
Copy Example:

The Oregon Coast is a treasure for both visitors and the community! Together, when we keep the Coast clean, we preserve natural beauty, and keep wildlife wild! Wildlife thrive when relying on their OWN diet, free from human food-scrap. Human food is detrimental to many species, and can even be deadly! Always remove human-made garbage and debris. Pick it up and pack it out if possible...even if you weren't the person responsible. Keep it clean out there! For more information, click the "Visit Responsibly" tab at: Visit The Oregon Coast dot com!



Banner Ad led to

<https://visittheoregoncoast.com/stewardship/>
when clicked



GeoFencing and GeoFraming

30-second ads targeted all coastal zip codes and select inland zip codes with the above copy.

589K

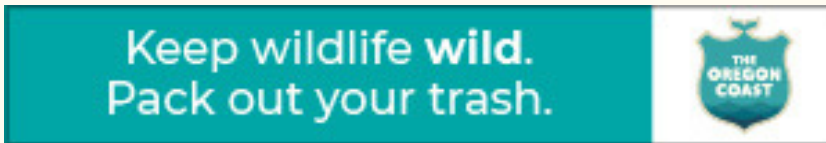
Impressions

738

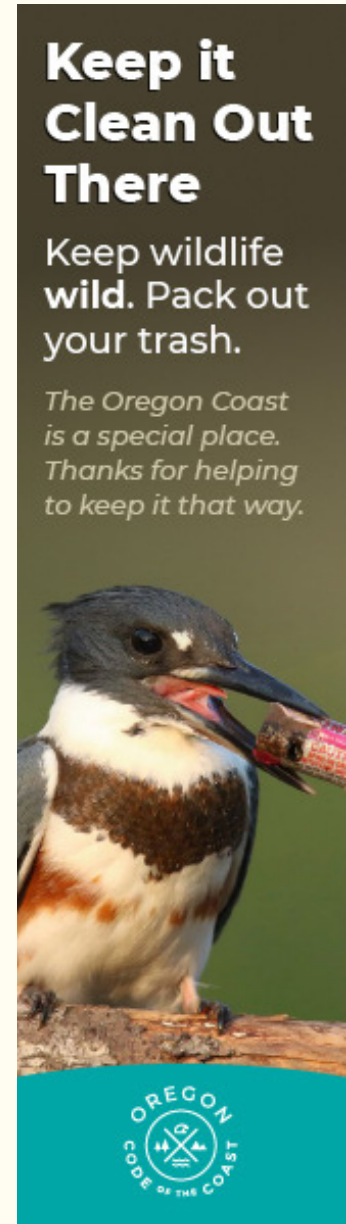
Clicks

0.13%

Click Through Rate



Examples of Banner Ads that people would click. They would lead to <https://visittheoregoncoast.com/stewardship/>



Geoframing results, which can help us modify and tailor our messaging in the future:

[Sunset Beach](#)

[Alder Island Nature Trailhead](#)

[Fort Stevens State Park](#)

[Harris Beach State Park](#)

[Sutton Lake Boat Ramp](#)

[Nehalem Bay State Park](#)

[Otter Crest State Scenic Viewpoint](#)

[The Drift Inn Hotel and Restaurant \(City of Yachats\)](#)

[Neahkahnie Viewpoint](#)

[Siltcoos Beach Day Use OHV Staging](#)

Oregon Coast Today Ad

Printed full-page ad.

109,250

Total Estimated Reach



Print-ready version of the ad.

The ad reaches readers in the Portland suburbs, with a distribution of 30,000 copies per quarter via Pamplin subscription newspapers, reaching an estimated 69,000 readers in communities including Beaverton, Hillsboro, Tigard, Tualatin and West Linn. Distribution also includes 17,500 copies per quarter via subscription copies of the Idaho Press, reaching an estimated 40,250 readers in Boise and throughout Southwest Idaho in Gem, Payette, Owyhee, Canyon and Ada counties.

Total estimated reach: 109,250 readers

Conclusion

The 2020 Summer Campaign Co-op between coastal land management agencies and the regional tourism organization, OCVA, was a success.

Takeaway 1 We can reach visitors during their travels by accessing new technology like geofencing and geoframing.

Takeaway 2 We can better understand who our visitor is, which can inform our messaging strategies in the future.

Takeaway 3 By co-oping messaging between land management agencies and the regional tourism entity, we can provide a more unified message and louder voice to communicate with visitors.
