

STRATEGIC ADVISORY GROUP



2023 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
- 07** — Conclusions

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, ODF, ODOT, NOAA) 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 our [website](#).



Initial Goals + Budget

The Strategic Advisory Group identified three priority messages for the summer of 2023: keeping dogs on leash, staying off sea stacks, and keeping distance from wildlife.

The below agencies contributed funds to this campaign:

Agency	\$ Amount	Key Contact
National Oceanic and Atmospheric Administration (NOAA)	\$2,500	Donielle Stevens, Product Management & Digital Communications Specialist
US Fish and Wildlife (USFW)	\$500	Dawn Harris, Visitor Services Manager
Oregon Coast Visitors Association (OCVA)	\$18,925	Arica Sears, Deputy Director
Total Amount:	\$21,925	

Chosen Tactics + Budget

Following the success of the 2022 campaign, the Strategic Advisory Group expanded on existing tactics to communicate key messages to visitors:

Spotify Ads

\$9,000

These 30 second audio ads appeared on streaming services like Spotify and Pandora. The campaign goal was to target all ages of the Oregon Coast to educate and strengthen better land use practices. The estimated total residential population in the target area is 180,000. The Spotify Format included a 30 second audio, banner, clickthrough URL (<https://visittheoregoncoast.com/visitor-resources/stewardship/>)

Geofencing and Geoframing Campaign

\$11,125

These ads are mobile ads that target users within a specific geographic boundary. We deployed two types of geofencing: Factual and Polygonal Targeting and Attribution (PTA).

- Factual draws 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 appear within apps like weather apps, Zillow, MyFitnessPal, etc. Users only receive ads when they are inside this boundary.
- Polygonal Targeting and Attribution (PTA) applies within the same geoframe. We can access a database of mobile devices captured in that geoframe up to one year back. Once the area has been chosen, we set a 'lookback' window to capture devices within a certain time frame. The information we were able to gather at the end of the summer included: age, gender, family make up, household income, permanent zipcodes, and lifestyle interests.

Ads were deployed at the following locations: Seaside, Gold Beach, Haystack Rock, Lincoln City, Pacific City, Charleston, Coos Bay, Waldport, Coquille Point, and Seal Rock.

Oregon Coast Today

\$1,800

This print 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:

\$21,925

The total cost includes the price of ad design and development for Spotify and Geofencing.

Spotify Ads

3 unique 30-second ads targeted all coastal zip codes from July to August 2023

50+

Oregon Zipcodes

53% increase from 2022

483K

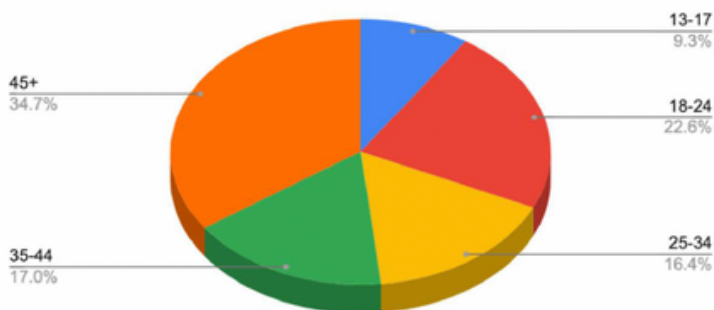
of Ads Heard

132% increase from 2022

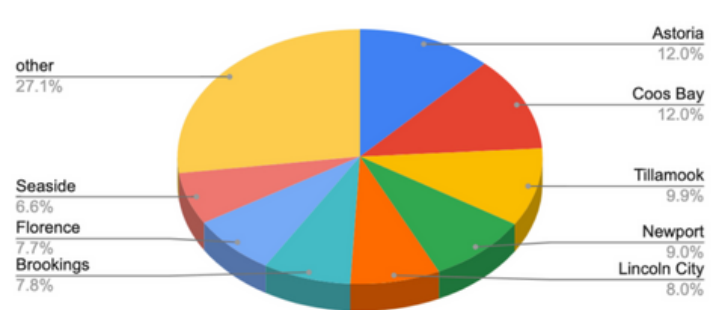
116K

Unique Listeners

Ages



Location



Copy Example:

Welcome to the Oregon Coast: a world teeming with wildlife! As you explore, look for harbor seals and sea lions. It's June: and that also means adorable seal pups! If you come across a solitary seal pup, don't worry: it's just waiting for mom to return with dinner. Please maintain a distance of at least one-hundred yards - about a city block. Remember, disturbing wildlife isn't just harmful, it's also illegal. Help keep wildlife wild! Click to discover more, and read the "Visit Responsibly" tab at "Visit The Oregon Coast dot com."

Banner Ad led to
<https://visittheoregoncoast.com/stewardship/>
when clicked



GeoFencing and GeoFraming

Mobile ads that targeted users within a specific geographic boundary

43% increase from 2022

846k

Impressions

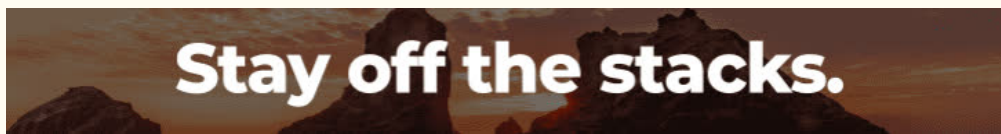
65% increase from 2022

1,229

Clicks

.15%

Click-through rate



Examples of Banner Ads that people would click.

They linked to <https://visittheoregoncoast.com/stewardship/>

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

Charleston

Gold Beach

Pacific City

Coos Bay

Haystack Rock

Seal Rock

Coquille Point

Lincoln City

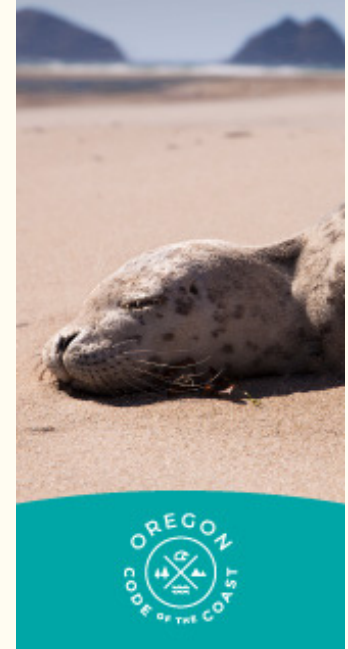
Seaside

Waldport

Keep the
“Wild” in
Wildlife

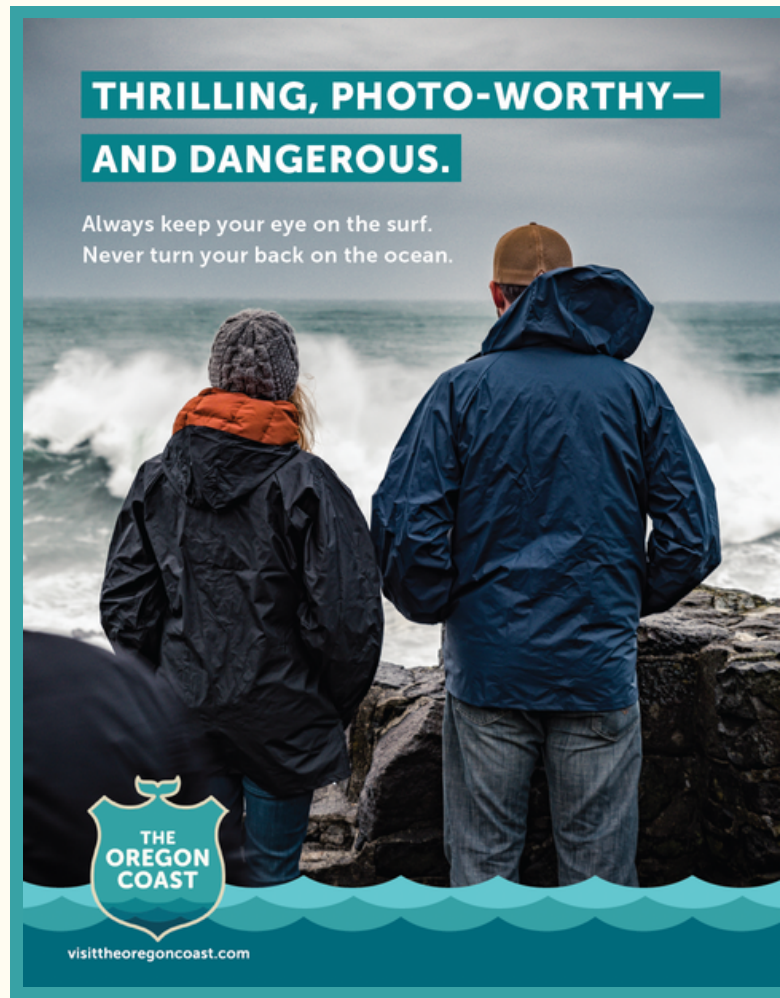
Don't feed
or approach
baby seals, elk,
or seabirds.

*The Oregon Coast
is a special place.
Thanks for helping
to keep it that way.*



Oregon Coast Today Ad

Printed full-page ads



Print-ready version of the ad.

109,250

Total Estimated Reach

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.



Conclusion

The 2023 Summer Campaign Co-op between coastal land management agencies and the regional tourism organization, OCVA, was a success.

We built on tactics that worked well in previous years, and with an increased budget, were able to increase reach across multiple platforms.

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.