

STRATEGIC ADVISORY GROUP



2024 SUMMER MESSAGING CAMPAIGN

OREGON COAST VISITORS ASSOCIATION

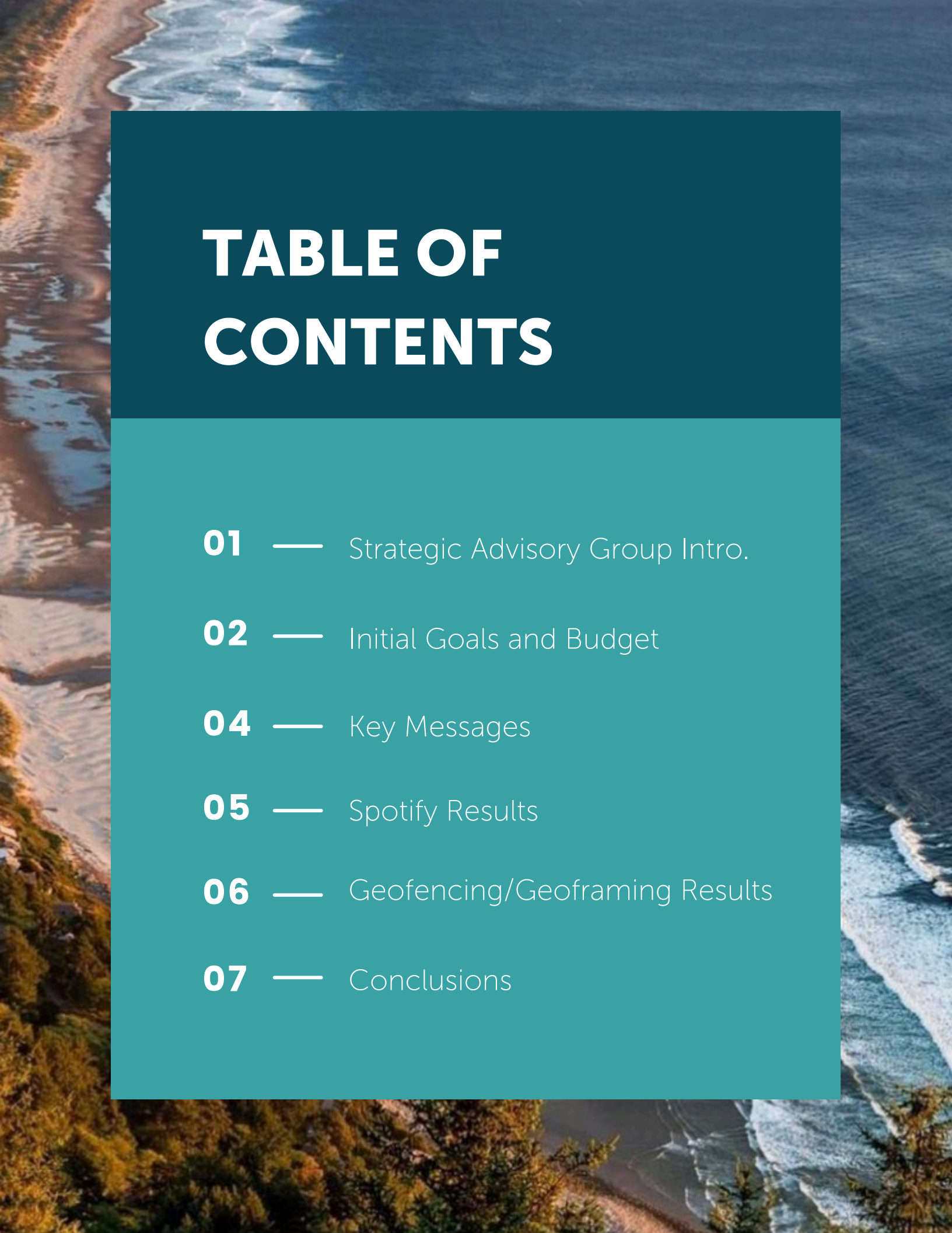


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INTRODUCTION TO THE STRATEGIC ADVISORY GROUP

The Strategic Advisory Group is one unified table that regularly convenes representation from coastal natural resource agencies (OPRD, ODFW, USFS, USFWS, 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 2024: 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
Oregon Department of Forestry	\$1,500	Clarissa Parker, Community Engagement Coordinator
US Fish and Wildlife (USFW)	\$500	Dawn Harris, Visitor Services Manager
Oregon Coast Visitors Association (OCVA)	\$9,700	Arica Sears, Deputy Director
Total Amount:	\$11,700	

CHOSEN TACTICS + BUDGET

Following the success of the 2023 campaign, the Strategic Advisory Group continued the use of existing tactics to communicate key messages to visitors:

Spotify Ads

\$5,700

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

\$6,000

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.

Total Cost:

\$11,700

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

KEY MESSAGES

The following three key messages were chosen and approved by group members from an existing list of 15 key messages/

Dogs on Leash

Audio Script

Dogs love the coast as much as we do, though beach rules need to be followed. Always be ready to leash up your dog if needed. Know that certain beaches require leashes at all times, and others are closed entirely to dogs.

Always pick up after your pup, and keep them away from shorebirds, and nesting seabirds... especially the snowy plover. Marine mammals, including harbor seals, are federally protected and must be left alone at all times. Have fun, and stay safe with your pup! Click to discover more! Read the Visit Responsibly tab at visit the Oregon Coast dot com.

Tidepool Etiquette

Audio Script

Oregon's tide pools are amazing... and also delicate ecosystems. Please walk carefully on dry rock to avoid harming these tiny worlds, keep dogs on a leash, and always watch out for slippery areas and sneaker waves. Marine plants, seaweeds, and animals must be attached to rocks to grow and survive. Please do not disturb your findings, and be sure to leave the environment as you found it. And remember, it is against the law to remove sea stars. Help keep the Oregon Coast magical! Click to discover more, and read the Visit Responsibly tab at visit the Oregon Coast dot com.

Leave No Trace

Audio Script

Help keep the Oregon Coast beautiful! Review "Leave No Trace" principles to help wildlife! Be sure to pack out your trash, and help pick up additional litter. Wildlife thrive when sticking to their own diet. Plus, food scraps attract animals that tend to also target the eggs and chicks of sensitive birds. The snowy plover, tufted puffins, and marbled murrelets all need your help. Help keep the coast, forest, and parks clean and safe for wildlife, visitors, and residents. Click to discover more! Read the Visit Responsibly tab at visit the Oregon Coast dot com.

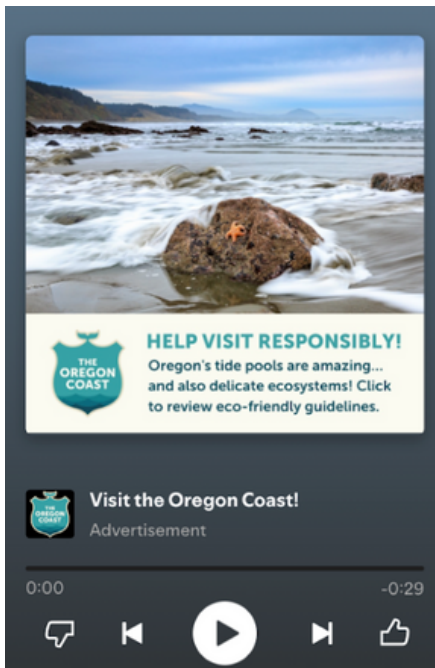
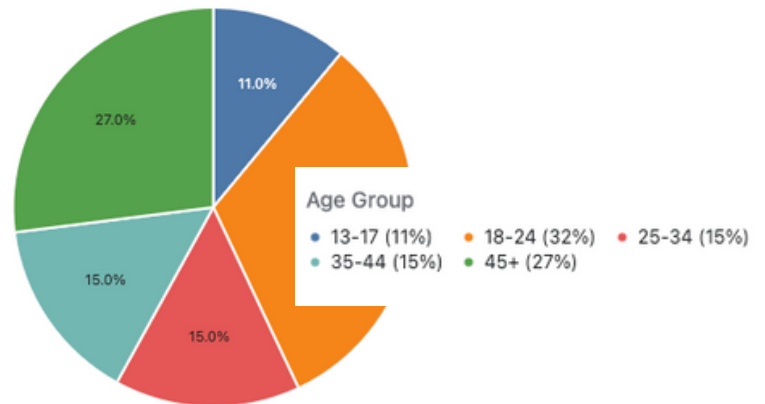
AUDIO ADS

3 unique 30-second ads targeted coastal zip codes from
July to August 2024

252K ADS DELIVERED TO 45 OREGON ZIPCODES

Top Cities:

Coos Bay 14%	Brookings 7%
Tillamook 14%	Seaside 7%
Newport 11%	Florence 6%
Astoria 10%	Depoe Bay 3%
Lincoln City 9%	Waldport 3%



Script Example:

Oregon's tide pools are amazing... and also delicate ecosystems. Please walk carefully on dry rock to avoid harming these tiny worlds, keep dogs on a leash, and always watch out for slippery areas and sneaker waves. Marine plants, seaweeds, and animals must be attached to rocks to grow and survive. Please do not disturb your findings, and be sure to leave the environment as you found it. And remember, it is against the law to remove sea stars. Help keep the Oregon Coast magical! 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

462k


Impressions

750

Clicks


.16%

Click-through rate



Walk this way.

Pick up after your pup, keep them away from wildlife, and be ready to leash up if needed!



Banner ads linked to <https://visittheoregoncoast.com/stewardship/>

Top Geographic Impressions



Coos Bay Oregon: 178,744
Florence Oregon: 59,969
Reedsport Oregon: 16,207
Portland Oregon: 12,586
Eugene Oregon: 8,614

Top Creative by Clicks

Walk this Way: 214
Pack it Out: 203
Tidepools: 83

Look, but don't touch!

Protect tide pools by staying on dry rock, leashing dogs, and leaving sea life in place.



CONCLUSION

The 2024 Summer Campaign Co-op between coastal land management agencies and the regional tourism organization, OCVA, was a success. With a decreased budget from 2023, we still were able to build on tactics that worked well in previous years, increasing the pool of data to inform future campaigns.

Takeaway 1

Data shows that Coos Bay, Florence, and Tillamook are top performing locations ads. Regional performance data will inform the allocation of future ad spend.

Takeaway 2

On ads that users could see and interact with (geoframing), users most often clicked on content about dogs and leave no trace guidelines, suggesting that the are high interest areas for visitors to learn more.

Takeaway 3

Based on feedback from the audio campaign, a single message over a longer period of time (2-3 months) is a more effective strategy because it gives more time to adjust and be most effective. This information will help inform future campaign strategy.

By co-oping messaging between land management agencies and the regional tourism entity, we can continue to provide a more unified message and louder voice to communicate with visitors. Future campaigns will leverage this data to determine the most effective means of communicating the messages that best amplify our joint stewardship goals.