



## COOS BAY-NORTH BEND-CHARLESTON VCB MARKETING AND ADVERTISING ACTIVITIES AND TIMELINES

The Coos Bay-North Bend-Charleston Visitor & Convention Bureau (VCB) is the marketing organization for the destination we know as **Oregon's Adventure Coast: Coos Bay, North Bend, Charleston**. It is the primary goal of our marketing and advertising programs to **bring overnight visitors** to the area from more than 50 miles away. We focus our primary advertising and marketing campaigns on the tourism assets and events with the highest propensity to meet that goal. The VCB is also tasked with ensuring the integrity of the Brand, Oregon's Adventure Coast, and we do so by ensuring all messaging, look, and feel about our tourism area is consistent, accurate, and inviting. These two priorities guide every decision we make in our marketing efforts. Please contact Janice Langlinais ([Janice@VisitOAC.com](mailto:Janice@VisitOAC.com)) with questions about this timeline.

### WEBSITE CALENDAR AND COOS BAY VISITOR CENTER READER BOARD

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| <b>Description:</b>               | The VCB's website, <a href="http://www.OregonsAdventureCoast.com">www.OregonsAdventureCoast.com</a> , Calendar page lists the events happening in our community that would be of interest to our visitors once they are in our area. The Reader Board at the Coos Bay Visitor Center also provides minimal information that fits on one screen. |
| <b>Materials Due:</b>             | <b>Minimum 4 weeks in advance</b> of the event; a longer lead time is better, however.  |
| <b>Required Materials:</b>        | Who, What, Where, When, Why and Cost of your event<br>Descriptive explanation/narrative of the event. If recurring, how long it has been going on.<br>Graphic or high resolution photograph for your event.<br>You can send a poster, but we need the individual photo or graphic separately as well.   |
| <b>Other Information:</b>         | Events listed on the Coos Bay Visitor Center Reader Board must meet the criteria set forth in the policy document, <a href="http://www.oregonsadventurecoast.com/img/reader-board-policies-2019.pdf">www.oregonsadventurecoast.com/img/reader-board-policies-2019.pdf</a> .   |
| <b>Where to send information:</b> | <a href="mailto:info@visitOAC.com">info@visitOAC.com</a>  |

### WEBSITE EVENTS PAGE

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| <b>Description:</b>        | The VCB's website also boasts an Events page listing the major events each year that have a high propensity to attract overnight visitors. Events such as Holiday Lights, BBQ, Blues & Brews on the Bay, OCMA Festival, Blackberry Arts, and many others are included on this page with a greater amount of detail than is found on the Calendar page. |
| <b>Materials Due:</b>      | <b>Minimum 12 weeks in advance</b> of the event; a longer lead time is better, however.  |
| <b>Required Materials:</b> | Who, What, Where, When, Why and Cost of your event<br>Descriptive explanation/narrative of the event. If recurring, how long it has been going on.<br>Graphic or photograph for your event.<br>You can send a poster, but we need the individual photo or graphic separately as well.  |
| <b>Other Information:</b>  | The VCB will determine which events fit into the definition of major event for this page. On occasion, events that have been on this page in the past no longer fit the definition, and events that have been happening for many years are added. To   |

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|                                   | discuss your event's placement on this page, please contact the VCB's Executive Director, Janice Langlinais. |
| <b>Where to send information:</b> | <a href="mailto:janice@visitOAC.com">janice@visitOAC.com</a>   |

### SOCIAL MEDIA POSTS - FACEBOOK AND INSTAGRAM

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| <b>Description:</b>        | The VCB's social media platforms, including Facebook and Instagram, allow us to promote more events and activities than our major ad campaigns. On occasion, we will also boost posts or set up ad campaigns within our social media platforms. <i>*(see below for more information on social ads)</i> |
| <b>Materials Due:</b>      | <b>Minimum 4 weeks in advance</b> of the event; a longer lead time is better, however.   |
| <b>Required Materials:</b> | Who, What, Where, When, Why and Cost of your event<br>Descriptive explanation/narrative of the event. If recurring, how long it has been going on.<br>Graphic or high resolution photograph for your event.<br>You can send a poster, but we need the individual photo or graphic separately as well.  |
| <b>Other Information:</b>  | We cull information from our Calendar and Events pages as well as feature our tourism assets for these posts. To be included in social posts, please ensure you have provided information as noted in the above two categories.  |

### SOCIAL MEDIA POSTS - TIKTOK

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| <b>Description:</b>               | The VCB's TikTok channel is beginning to get a lot of attention and we are always in the market for new video clips that we can use on this platform. If you are willing to share video from your event, attractions, guide service, hotel, etc, we would love to share it in our videos posted to TikTok. |
| <b>Materials Due:</b>             | Anytime you have video clips you are willing to share!   |
| <b>Required Materials:</b>        | Raw video clips in a vertical format are best, however, we will share completed TikTok videos if you wish to share those as well.  |
| <b>Other Information:</b>         | We will need confirmation in an email that we have the rights to use this video on our TikTok channel.   |
| <b>Where to send Video Clips:</b> | <a href="mailto:info@visitOAC.com">info@visitOAC.com</a>   |

The following gives our partners a better understanding of how far in advance we plan and execute our advertising campaigns. Advertising campaigns are determined by the propensity to bring overnights guests to our destination.

### DIGITAL ADVERTISING

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| <b>Description:</b>                | Digital advertising includes but is not limited to ads found on websites, Google, streaming services, and other digital platforms.  |
| <b>Campaign Creation Timeline:</b> | Campaigns are created throughout the year, but materials are completed for each campaign at least <b>four weeks in advance</b> of placement. Materials are collected at least <b>8 weeks</b> in advance on average. |
| <b>Required Materials:</b>         | High resolution photographs, a page on our website that each ad links to, compelling copy and imagery to garner a viewer's attention.   |

## PRINT & BILLBOARD ADVERTISING

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| <b>Description:</b>                | Print and billboard advertising is specific to major events such as Holiday Lights and our top adventure such as fishing, storm watching, mountain biking, riding the dunes, to name a few. |
| <b>Campaign Creation Timeline:</b> | <b>12 to 16 weeks in advance of publication</b>   |
| <b>Required Materials:</b>         | High resolution photographs, QR code to link to our website, compelling copy and imagery to garner the reader's and driver's attention.   |

## BROADCAST/STREAMING ADVERTISING

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| <b>Description:</b>                | Broadcast and Streaming ads are your typical :30 or :60 ads you see when watching your favorite TV program. These again are specific to major events and our top adventures which draw visitors for overnight stays. We create :30, :60 and long format videos from all our commercial shoots. |
| <b>Campaign Creation Timeline:</b> | TV ads can take months to produce and are often begun <b>a year before we plan to launch</b> the campaign or air the spots.  |
| <b>Required Materials:</b>         | Videographer/photographer; talent - both voice over and model; assistance from local providers being highlighted in the specific ad; editing and re-editing for final ads and long format videos for our YouTube Channel.  |

## ANNUAL PRINT GUIDES ADVERTISING

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| <b>Description:</b>                | Print ads placed in annual visitor guides and other annual publications submitted once per year. Publications include but are not limited to The Oregon Coast Inspiration Guide, Travel Oregon's Visitor Guide, Mile by Mile Guide, and 101 Things to Do guides. |
| <b>Campaign Creation Timeline:</b> | Deadlines for these vary based on when the publication goes to print. We usually have those due dates upon signing contracts and plan our creative schedule accordingly. Materials are generally due to the publications at least <b>6 weeks in advance</b> .    |
| <b>Required Materials:</b>         | Completed ads based on the specifications for the ad size purchased; compelling photos, graphics, and copy; QR code that links to our website; final file in PDF for publication.  |

## FULL ADVERTISING CAMPAIGNS

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| <b>Description:</b>                | Our major advertising campaigns are planned at least one year in advance and include all elements mentioned above. Ad campaigns of this magnitude generally focus on our major tourism adventures that draw the most overnight visitors to our area. Past campaigns have included fishing, the dunes, Holiday Lights, Storm Watching and mountain biking. |
| <b>Campaign Creation Timeline:</b> | Materials are due to the various media outlets based on their lead times. Magazine ads and Billboards have the longest lead time of 2+ months, with digital campaigns and social campaigns the shortest lead time of 2 weeks or less.   |
| <b>Required Materials:</b>         | Print ads, TV ads, digital ads, billboard creative, social media creative, long format videos and more.   |