Problem
How does Travel Portland convince residents of nearby markets that the city is a great destination to visit year-round?

Solution
Craft a localized campaign with OOH distributing mini-guidebooks of the city to showcase the many attributes the city has to offer in all seasons.

Background
Travel Portland launched its winter campaign with the goals to spread the uniquely Portland culture and entice residents of nearby markets to visit. While Portland is a popular travel destination, summer is the peak tourist season given the numerous outdoor activities and sunny weather. The Zine program launched to remind people that Portland can be a great destination year round and to boost tourism in the quieter months of the year.

Objective
Travel Portland’s goal was to distribute a collection of localized mini-guidebooks that were unique to Portland in 4 key North West markets during Q4 2015. Each guidebook, called a “Portland Zine,” would be designed by a locally based artist and contain a variety of themes to be circulated via a focused street-level campaign. Budgets were low as the team looked to develop custom “Zine Boxes” to be placed in locations that were permit-able around each city and would also fit within the context of the brand. Travel Portland was requesting a hyper-local campaign that would run from November 2015 – March 2016 and with inventory managed and metrics trackable for under $100,000.

Strategy
The strategy was to scout each market to secure venues that were located in a high-traffic area to reach the A25-64 target audience, could be easily found if posted through social media, and remain accessible throughout the campaign. The team worked through a non-traditional partner to build out the “Zine Boxes” and develop a method for distribution and tracking that would remain in budget and on time. The team recommended aligning an 8-week “Zine” distribution campaign with the November 9th media launch to generate buzz and capitalize on frequency. Budgets levels allowed for the construction and distribution of 1 Box per market and the team recommended supplementing each box with permission based drops in hand selected local establishments that fit within the...
Plan Details
Markets: Eugene, OR; Seattle, WA; Bend, OR; and Vancouver, BC
Flight Dates: November 2015 - March 2016
OOH Formats Used: Handpainted ural, Non Traditional Wrapped Newspaper Boxes “Zine Boxes”
Target Audience: Adults 25-64
Budget: $55,000 OOH Budget

Results
Roughly 17k printed for distribution across 4 markets
93% of Zines allotted permission based were distributed
80% of total Zine inventory distributed to our key markets (14k)
1 Stolen Zinebox Insert - Seattle of course!
Top Zines: Donutcopalyse, Octicorn Guide and Things to Do in the Rain were among the most popular (boasting large print runs 700+ paired with 98%+ distribution)

Audience Metrics
Additional Relevant metrics: 93% of Zines allotted permission based were distributed // 80% of total Zine inventory distributed to our key markets (14,000) // 1 Stolen Zinebox Insert // Top Zines: Donutcopalyse, Octicorn Guide and Things to Do in the Rain were among the most popular (boasting large print runs 700+ paired with 98%+ distribution) //