

Brand Oregon



Brand Oregon Mission:

Build Oregon's economic health by applying unified branding practices to Oregon products, people and places.

What it's About:

Brand Oregon was created to establish an encompassing "umbrella" brand for Oregon to unify state communication and marketing efforts. A consistent look and feel, with appropriate messaging that fits the great state of Oregon. It is 1 of 12 objectives identified in the Oregon Business Plan, and the Brand Oregon team works with public and private organizations to achieve its goals.

An overall brand for Oregon leverages statewide marketing efforts to create more impact and bring about positive economic returns to Oregon businesses and the state's economy. The three strategies below will guide the Brand Oregon budget and marketing activities in the coming biennium.

Who is Brand Oregon?

Brand Oregon is staffed by the Oregon Economic & Community Development Department, with cooperation from the Department of Tourism (Travel Oregon), Department of Agriculture, and other state agencies as needed. The Brand Oregon Advisory Board, made up of representatives from both public and private industry, oversees the direction of the campaign. The Advisory Board is co-chaired by Randy Miller and State Senator Betsy Johnson.

Strategy #1

Recruit business by communicating Oregon's competitive advantages

Tactics:

- Use advertising to communicate Oregon's position as home to specific business clusters, and the advantages those clusters provide

Success: Increased advertising response rate from 2006 by at least 15%

- Use earned media to communicate success stories of relocations, startups and expansions

Success: 60% of news releases result in published news stories

- Utilize trade show appearances and other first-hand communication opportunities to promote Oregon, especially in the global marketplace. Work with other economic development organizations and other partners for consistent messaging

- Enhance site selector resources, making it as easy as possible for selectors to get the info they need

Success: Increase in positive feedback via website by 25%

Strategy #2

Add premium value to Oregon agricultural products by marketing under “Brand Oregon” identity, and building brand value.

Tactics:

- Oregon Bounty campaign through Travel Oregon
Success: Increase in response rates to campaign over last year, contest entries vs. last year, packages/room nights booked, traffic at wineries, cases sold at wineries

- Specific product promotion through commissions, such as Oregon Seafood (Seafood Commission), and Oregon Brewed (Oregon Brewer’s Guild)
Success: Significant increase in quantity sold during promotion, and matching partner dollars invested

Strategy #3

Increase number of tourists and tourism revenue. Keeping in mind many business executives’ first Oregon experience will be as a tourist. From there, we can compel them to do business in the state.

Tactics:

- Oregon Bounty campaign through Travel Oregon
Success: Increase in retail pricing and matching partner dollars invested

 - Work with Travel Oregon to support and tie in to other tourism projects
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