

# 2025-26 WINTER COAST LIKE A LOCAL

## MESSAGING CAMPAIGN



REPORT PREPARED JANUARY 2026

# 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](#).



# CAMPAIGN FUNDING

<b>Agency</b>	<b>\$ Amount</b>	<b>Key Contact</b>
Oregon Coast Visitors Association (OCVA)	\$5,000	Lynnee Jacks, Industry Communications
<b>Total Amount:</b>	<b>\$5,000</b>	

# CHOSEN TACTICS + BUDGET

The Winter 2025 Coast like a local campaign shared one unified message on multiple platforms, directing visitors to the coast like a local webpage for all info they need to plan their trip.

## Spotify Ads

**\$2,000**

30 second audio ads will appear on streaming services like Spotify and Pandora. The campaign goal is to target all ages of the Oregon Coast to educate and strengthen unified Coast Like a Local message. The Spotify Format includes a 30 second audio, banner, clickthrough URL (<https://visittheoregoncoast.com/coast-like-a-local>)

## Geofencing and Geoframing Campaign

**\$2,000**

These ads are mobile ads that target users within a specific geographic boundary. 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. Ads are deployed at the following locations: Seaside, Gold Beach, Haystack Rock, Lincoln City, Pacific City, Charleston, Coos Bay, Waldport, Coquille Point, and Seal Rock.

## Influencer collaboration

**\$500**

Influencer collaboration social media and Substack story with Alanna Kieffer of Shifting Tides.

## Boosted Social

**\$500**

Key social media posts will be boosted at regular intervals throughout the campaign duration to increase engagement on Instagram and Facebook.

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## Industry + PR

**In-Kind**

Industry stories and media pitching to OCVA audiences and contacts.

## Total Cost:

**\$ 5,000**

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

# CAMPAIGN HIGHLIGHTS

**10-minute news segment highlighting the difference between king tides and storm swells + safety when visiting**



**~80,000–120,000+ viewers**



**9 social media posts calling attention to king tides, storm swells, & safety**

**5 social media posts calling out the Oregon King Tides photo project**

**A viral reel educating on the difference between king tides and storm swells, shared by Surflife!**

**~100,000 + viewers**

## **Oregon King Tides Project Partnership**

**We were proud to partner with the Oregon King Tides project to align on safety messaging, amplify a citizen science opportunity, and invite industry partners to King Tide watch parties. The Oregon King Tides photo project was mentioned across:**

- 4 newsletters
- 2 media stories
- 6 Social media posts including collaborative posts
- Alanna Kieffer's Substack post

# KEY MESSAGES

## Audio Script

Winter on the Oregon Coast brings two big forces — King Tides and storm swells.

King Tides are the highest tides of the year, while storm swells are massive waves created by far-off weather systems.

When they collide, the ocean is powerful — and unpredictable. To coast like a local, stay safe by: Checking tides and weather before you go, knowing local tsunami routes, getting emergency alerts on your phone, and never turning your back on the ocean — sneaker waves strike fast.

Experience the power of Oregon's winter water from a safe distance. Learn more at [visittheoregoncoast.com/coast-like-a-local](http://visittheoregoncoast.com/coast-like-a-local)

## Social Media Post A

Coast like a local this winter! 🌊

King Tides are hitting the Oregon Coast on November 5 -7, December 4-6, and January 1-4. Locals know to keep a close eye on the water and never turn their back on the ocean. These high tides bring powerful sneaker waves and unpredictable currents, so stay alert.

Check tide schedules and weather before you go, and remember—risky days are best spent watching from a safe distance. Avoid standing near cliffs and don't climb on driftwood or rocks; the coast can be as dangerous as it is beautiful. Respect the waves, stay safe, and enjoy the coast like a true local. Learn more at [visittheoregoncoast.com/coast-like-a-local](http://visittheoregoncoast.com/coast-like-a-local).

Visit [oregonkingtides.net](http://oregonkingtides.net) to submit your King Tide photos, and learn more about King Tide science and safety!

#CoastLikeALocal #BeachSafety #OregonKingTides

## Social Media Post B

Each winter, visitors flock to the Oregon Coast to watch powerful waves crash against the shoreline — but not all big water is the same! King Tides happen just a few times a year, when the tide reaches its highest point of the year.

Storm swells, on the other hand, are driven by powerful weather systems far out at sea — they're what make for those massive, dramatic waves during storm season.

When King Tides and storm swells align, the ocean is at its most powerful — and it's important to coast like a local by staying safe and prepared.

📅 King Tide Dates: Nov 5–7, Dec 4–6, Jan 1–4

- ✓ Check tide and weather forecasts before heading out
- ✓ Know local tsunami evacuation routes
- ✓ Never turn your back on the ocean — sneaker waves strike fast
- ✓ Stay off driftwood, rocks, and jetties — they can be slippery and unstable
- ✓ Experience the magic of Oregon's winter waves — from a safe distance.

#CoastLikeALocal #OregonCoast #KingTides #StormWatching #CoastalSafety #KnowBeforeYouGo

# CREATIVE ASSETS

BIG WAVES IN THE FORECAST?  
BRING YOUR CAMERA AND

**COAST LIKE A LOCAL.**



[LEARN MORE](#) →

**EXPLORE SAFELY**



NEVER TURN YOUR BACK ON  
THE OCEAN  
SNEAKER WAVES STRIKE FAST



WATCH YOUR STEP  
STAY OFF DRIFTWOOD,  
ROCKS, AND JETTIES —  
THEY CAN BE SLIPPERY AND  
UNSTABLE

BIG WAVES IN THE FORECAST?  
BRING YOUR CAMERA AND **COAST LIKE A LOCAL**



[LEARN MORE](#) →

BIG WAVES IN THE FORECAST?  
BRING YOUR CAMERA AND



**COAST  
LIKE A LOCAL.**

**KNOW BEFORE YOU GO**



CHECK TIDES  
AND WEATHER FORECASTS  
BEFORE HEADING OUT



MAKE A PLAN  
AND KNOW YOUR LOCAL  
TSUNAMI EVACUATION  
ROUTES

# CAMPAIGN RESULTS

**85,000 ads delivered to 18,000 listeners**

## Audio Ad – \$2,000

- One 30-second ad delivered in English and Spanish to all coastal zipcodes
- One 30-second video ad delivered across streaming platforms
- 85,000 ads delivered, including video

**186k impressions .12% click through rate**

## Geofencing/ Geoframing Ad – \$2,000

- 186k impressions across regions with 219 clicks
- Top cities: Portland, Coos Bay, Florence

**100k + total reach 3,000 + interactions**

## 9 total social media posts + 2 boosts – \$500

- “Coast Like a Local” branded social media posts appeared on @thepeoplescoast on Facebook and Instagram
- Boosted posts targeted to outdoor recreation enthusiasts in all coastal zipcodes

**35k total views 1k+ interactions**

## Collaborative Partner Reel + Substack post with Alanna Kieffer

- Social media reach: 1k+
  - Reposted by Surflife to an audience of 2.5 million followers
- Substack reach: 450 engaged subscribers/ long-form readers

**[View all social media posts and assets here.](#)**

**[Industry story 1](#)**

**[Industry story 2](#)**

## OCVA In-Kind

- 1 OCVA consumer newsletter sponsored story – 35k subscribers
- 2 OCVA industry news stories – 1,800 subscribers, targeted to regional and state tourism industry partners
  - Posted to OCVA’s industry news and LinkedIn page
- Media pitching + secured 3 stories including a [Fox 12 NOW segment](#).
- Campaign set up + design and admin