

STRATEGIC ADVISORY GROUP



2025 SUMMER COAST LIKE A LOCAL MESSAGING CAMPAIGN

OREGON COAST VISITORS ASSOCIATION

REPORT PREPARED OCTOBER 2025

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

Agency	\$ Amount	Key Contact
Oregon Coast Visitors Association (OCVA)	\$10,000	Lynnee Jacks, Industry Communications
Total Amount:	\$10,000	

CHOSEN TACTICS + BUDGET

The Summer 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

\$4,000

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

\$5,500

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

Boosted Social

\$500

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

Total Cost:

\$10,000

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

KEY MESSAGES

Audio Script

Oops. Forgot your shellfishing permit — took a 'shortcut' through sensitive habitat — didn't check the tides — and now your dog is chasing shorebirds.

Don't be that visitor.

Locals know the best way to enjoy the Oregon Coast is by knowing where to go, what to bring, and how to respect the land.

So be the visitor who gets it— and get to know the coast the way we do! Explore tide info, permits, wildlife tips, stewardship opportunities and more at visittheoregoncoast.com/coast-like-a-local

Social Media Post A

Locals know the Oregon Coast is wild, beautiful, and unpredictable. When we explore, we come prepared. If you want to coast like a local, it's best to know before you go! This means knowing:

- ✓ Tide tables
- ✓ Tsunami evacuation plans
- ✓ Permits, restrictions, and hotlines for fishing, hunting, and fires
- ✓ Where dogs can and can't be off leash
- ✓ Rules for safe, respectful travel on our roads
- ✓ Where to stay on trails and off sea stacks
- ✓ How (and how not) to interact with wildlife
- ✓ How to be a good steward by packing it out and giving back to the places we love

You can coast like a local too, by coming prepared with all information you need for a safe, responsible trip. Learn more at visittheoregoncoast.com/coast-like-a-local

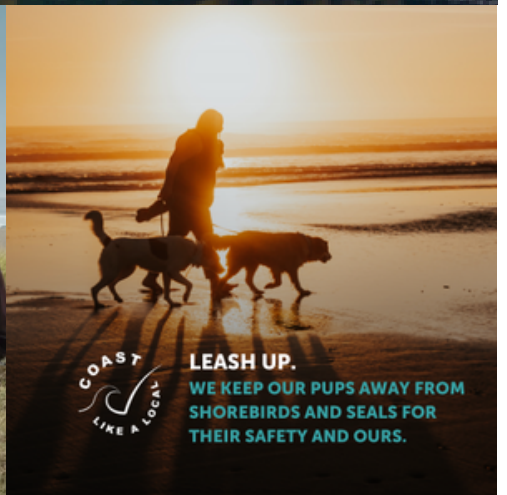
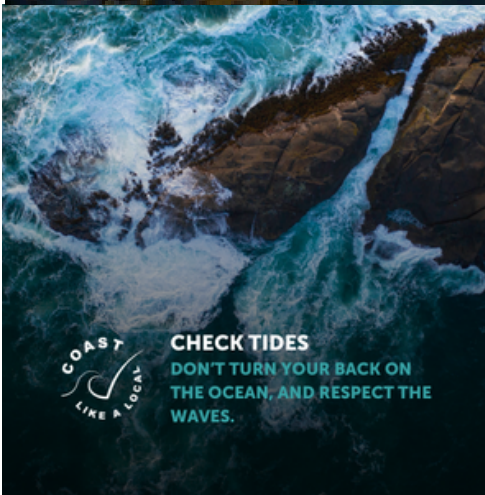
Social Media Post B

Locals know the best way to enjoy the Oregon Coast is by knowing where to go, what to bring, and how to respect the land.

This summer, be the visitor who gets it— and get to know the coast the way we do!

Explore tide info, permits, wildlife tips, stewardship opportunities and more at visittheoregoncoast.com/coast-like-a-local

CREATIVE ASSETS



SUMMER CAMPAIGN RESULTS

The primary campaign strategy was the audio ad. The messaging was be supported through our social and industry channels, and increased social media reach with the remaining budget.

199,033 ads delivered to 46,773 listeners

Audio Ad – \$4,000

- One 30-second ad delivered in English and Spanish to all coastal zipcodes
- One 30-second video ad delivered across streaming platforms
- 199,033 ads delivered, including video

394k impressions .12% click through rate

*Facebook had highest rate of interaction

Geofencing/ Geoframing Ad – 5,500

- 394k impressions across regions with 473 clicks
- Top cities: Seaside, Florence, Coos Bay

41k total reach 628+ clicks

2 social media posts + 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

20k total views 327 interactions

5 Collaborative Partner Reels with:

- Tillamook Estuaries Partnership
- Tillamook Coast Visitors Association
- Department of Land Conservation and Development
- Explore Lincoln City
- Oregon Marine Reserves

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

[View the industry story here.](#)

OCVA In-Kind donation – \$1,000

- OCVA industry newsletter sponsored story – 1,800 subscribers, targeted to regional and state tourism industry partners
 - Posted to OCVA’s industry news and LinkedIn page
- Campaign set up + design and admin