

OREGON
Dungeness Crab
COMMISSION

MARKETING CAMPAIGN
2019

A MIX OF OLD AND NEW IDEAS

Traditional

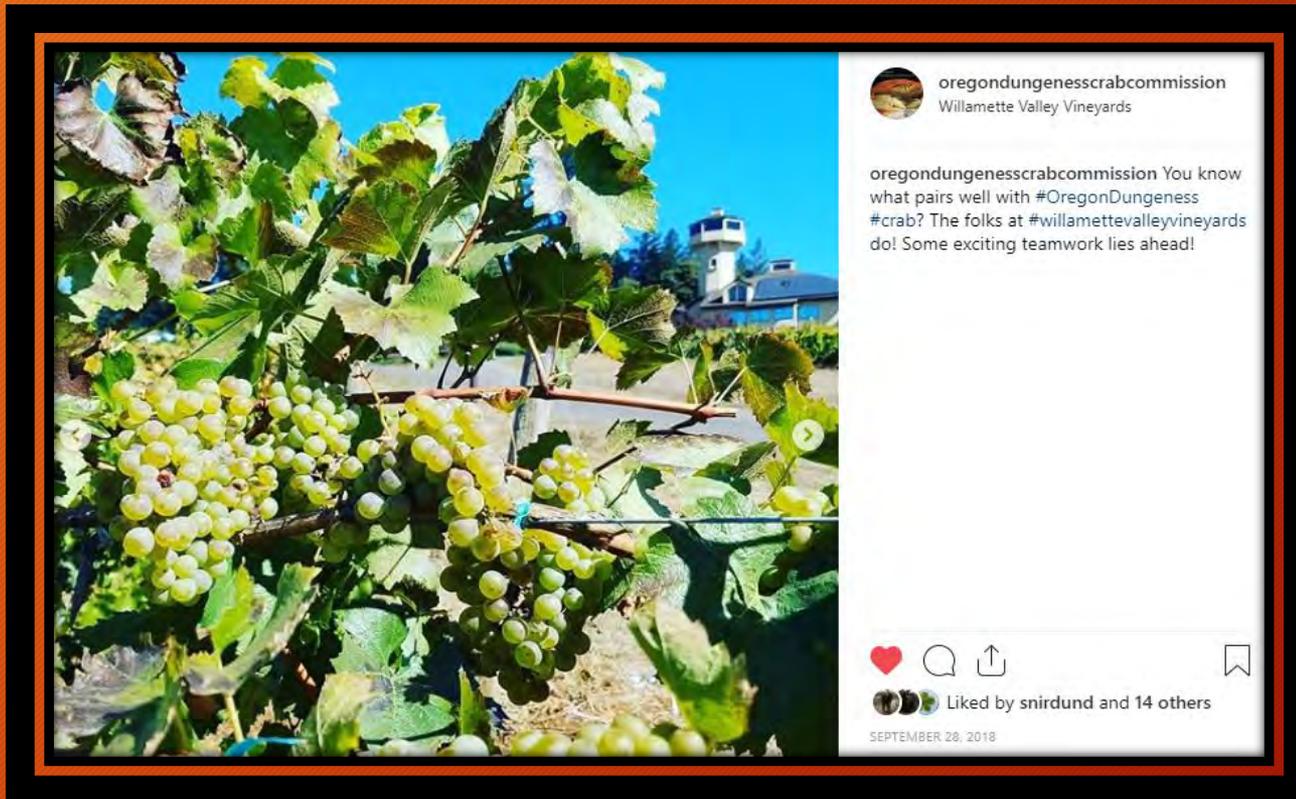
- EXPANDED # OF TV STATIONS
- MORE SPOTS IN RADIO/TV
- SPECIAL EVENTS

NEW IDEAS

- PDX WINTERHAWKS
- VINEYARD
- SAVOR CANNON BEACH
- EXPAND DIGITAL

GROWING NEW PARTNERSHIPS

IN ADDITION TO OUR MEDIA MARKETING, WE BRANCHED OUT TO TRY ENHANCING OUR BRAND THROUGH NEW EVENTS AND PARTNERSHIPS.



SAVOR Cannon Beach

- SAVOR Cannon Beach organizers first reached out to us last June about getting Oregon Dungeness somehow involved in their existing celebration. Over the course of the next few months, several back-and-forth phone meetings were held and emails sent before we found a way to highlight our product and their restaurants in the best possible light.
- In the end, Oregon Dungeness became a featured part of a month-long event in the Cannon Beach area in March. It is prominently displayed in their advertising campaign and will be featured on menus around town.

“At this month-long celebration, each participating restaurant will offer one or more Dungeness Crab preparations intended to present this great local product in the hands of talented chefs when at its freshest and most abundant.”

SAVOR CANNON BEACH FESTIVAL SPONSORS

Savor Cannon Beach is partially funded by the City of Cannon Beach Tourism and Arts Fund and generous support from our sponsors



The Ocean Lodge



Information & Tickets
503.717.1122
savorcannonbeach.com

Willamette Valley Vineyards

Another great new pairing is taking root.



- WVV approached us, about the same time, to brainstorm some ideas.
- We found that we share a similar target market, and several ideas started taking shape (including the addition of Oregon Dungeness Crab wine charms to our marketing arsenal).
- We assisted them on their 21st annual Mo's Crab & Chowder Festival! We also provided crab and logos for a new Oregon Dungeness photo for their National Sales promotion which is running Jan-Mar. of 2019. Dozens of their team members are also wearing our crab pins at events throughout the first quarter of 2019. That may continue beyond.

TV & Radio Ads

- We increased our marketing budget for this season, from @ \$57,000 to over \$110,000, before running into an all-too-familiar issue: when would the season actually start?



- Once the season did open, we were able to commence our campaign on television and radio, adding new stations in Portland and Eugene - while increasing our reach through the number of spots across the board.
- We are in the midst of the campaign, at this time. We have approved additional budget for a smaller, secondary, digital campaign.

Tv & Radio Ad Campaign extras



Oregon Dungeness Crab Day!

Oregon Dungeness get's crackin' on the ice with the Portland Winterhawks!



CRAB + LOGO ON THE MODA CENTER SUITE-LEVEL DIGITAL RING & SCOREBOARD RING

At every one of our 2018-19 home games played in the Moda Center we will show a fun little crab towing the Oregon Dungeness Crab Commission logo around the suite-level digital ring. This eye-catching messaging will appear a minimum of three times per game for approximately .10-.15 seconds per appearance.

In addition, during two of our Moda Center games the crab and commission logo will be on the Lower Scoreboard Ring for the entire game! Game dates TBD.



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OPPORTUNITIES

While we keep our eyes open for new opportunities, others keep presenting themselves to us:

- A recent AgriTourism Conference that we attended led to a introduction to someone who is working on creating a 10-day mobile festival on the south coast, and they would like to incorporate Dungeness into that which would include whatever advertising they would be doing for that event.
- Advertorial content in “Here and Now” publication found in lodgings up and down the Oregon Coast.



Final Thoughts...

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”

- Steuart Henderson Britt