



Spring 2019 Oregon, Only Slightly Exaggerated Campaign Launches

Inspired by the viral success of the Only Slightly Exaggerated campaign last spring, Travel Oregon is launching part three of the animated campaign today in the target markets of Portland, Seattle, San Francisco, Boise, Tri Cities, Eugene and Bend. The media buy includes cinema, TV (launching during the Final Four), digital, billboards and on MAX Light Rail trains. Moreover, the campaign will be extended throughout the year through our annual visitor guide, downloadable wallpapers, posters, postcards, GIFs, shorter animation clips, and immersive new online content highlighting locations in the campaign that travelers can visit—the Oregon Caves, Steens Mountain and Clear Lake to name a few.

Information about ordering collateral items including tear off maps and postcards will be updated on the [toolkit page](#) throughout the campaign.

Regional images, videos, banner ads and a style guide are available in the [Oregon, Only Slightly Exaggerated Campaign Toolkit](#) for partners to use on websites, social media and newsletters to leverage the campaign across the state. What can you do?

- Access the toolkit and take advantage of the images and resources developed specifically for your region
- Share the campaign assets on your channels
- Make the most of this successful campaign to help inspire visitors to choose your destination for their next vacation

In addition to the sweeping outdoor animated imagery highlighted in the video, the viewer also gets a taste of Oregon's culinary bounty. In the restaurant scene, look for the bottle of [Oregon Solidarity](#) wine, a nod to

Upcoming Events

April 10 - 11, 2019

Washington D.C.

[Destination Capitol Hill](#)

April 14, 2019

Eugene, Ore.

[Oregon Tourism](#)

[Commission Meeting](#)

April 14 - 16, 2019

Eugene, Ore.

[Oregon Governor's](#)

[Conference on Tourism](#)

April 22, 2019

Portland, Ore.

[Guest Service Gold Training](#)

April 24 - 26, 2019

Portland, Ore.

[Oregon Active](#)

[Transportation Summit](#)

April 29, 2019

Portland, Ore.

[Intertwine Summit: Investing](#)

[In Nature](#)

April 30, 2019

Portland, Ore.

[Guest Service Gold Training](#)

May 5 - 11, 2019

Statewide

[National Travel and Tourism](#)

[Week](#)

May 13 - 14, 2019

Bend, Ore.

[2019 Oregon Outdoor](#)

[Recreation Summit](#)

Deadlines

May 1, 2019

[Strategic Plan Public](#)

[Comment Period Closes](#)

June 15, 2019

[Oregon Parks & Rec](#)

[Grant Applications Due](#)

the real-life collaboration between four Oregon wineries who came together to help the Rogue Valley wine region that was affected by the Southern Oregon wildfires last summer.

“The goal of this campaign is to welcome and invite everyone to experience a happier state of being while traveling in Oregon,” said Travel Oregon CEO Todd Davidson. “As people are overwhelmed with the distractions of modern life, experiencing the wonders of Oregon can be the answer for that. Whether that respite is on a beach, in a high desert, or under a forest canopy, there are abundant opportunities to unplug and reconnect with yourself and nature here in Oregon.”

Utilizing the strong creative teams from the 2018 campaign, which generated more than 10 million worldwide views and over 200,000 visits to TravelOregon.com, the new video was brought to life in collaboration with long-time advertising partner Wieden+Kennedy with animation by Psyop and Sun Creature Studio and the musical score composed by Jim Dooley.

“Our goal with Only Slightly Exaggerated, both last year and this year, is to visualize the emotional experience of visiting Oregon. By using animation, we are able to capture experiences that go beyond traditional travel films, while also feeling unique to our state, said Ansel Wallenfang, creative at Wieden+Kennedy.

Please direct questions about the toolkit or campaign to Industry@TravelOregon.com.

June 29, 2019

[Travel Oregon Competitive Small Grants](#)

Resources

Industry.TravelOregon.com

[Oregon Travel Barometer](#)

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