



FALL BRAND CAMPAIGN 2025 RESULTS

January 15, 2026
TSOC Board Meeting



CAMPAIGN GOALS

- 1 Inspire off-season travel for fall 2025 (into early winter)
- 2 Click through to TSOC website & to new **fall itinerary** (through retargeting ads)
- 3 Drive Video Views
- 4 Generate engagement & leads through partnerships & contest

OCTOBER 2025

[View as webpage](#)



EPIC ADVENTURES ALONG OREGON'S SOUTH COAST



FALL COLOR HIKES, COZY STAYS

Here's our roundup of color-fall hikes, inviting fireside pubs, and super cozy lodging. Plus, we're giving away a 2-night trip and a beach bucket of fun gear!

GET COZY AND WIN >

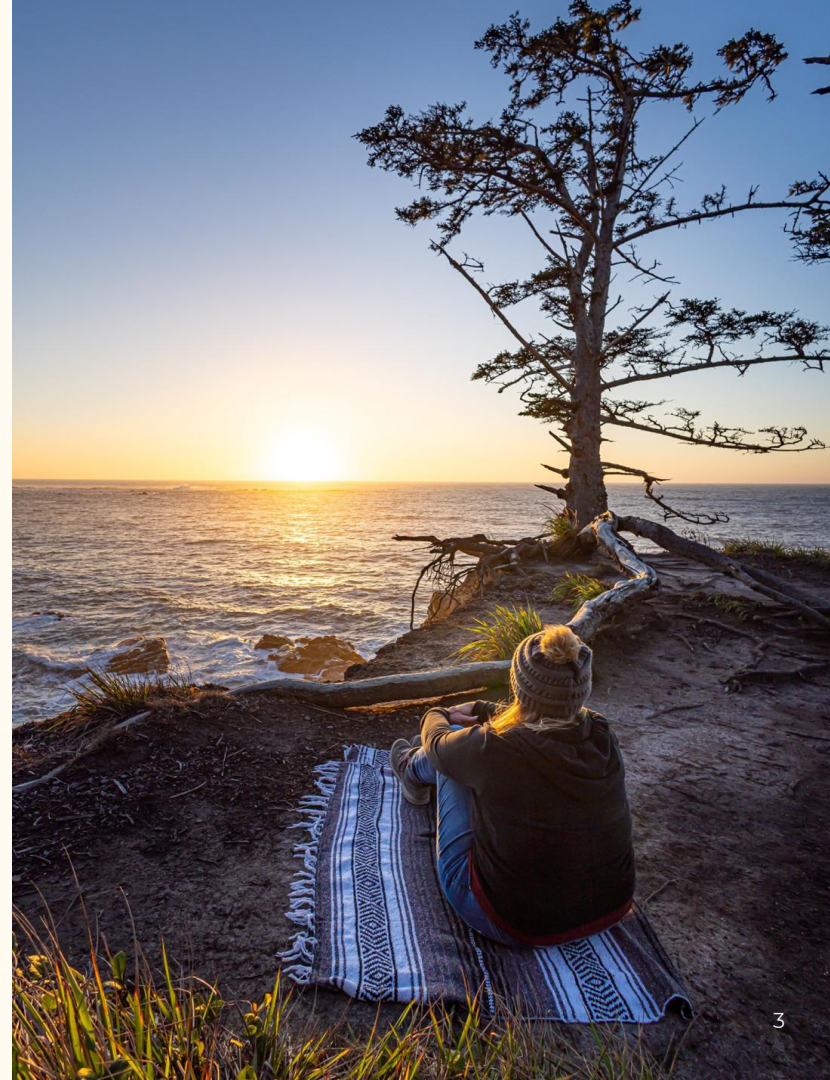




FALL RV ROAD TRIP FROM REEDSPORT TO BROOKINGS

CAMPAIGN PARAMETERS

- **Dates:** 09.22.25 to 11.02.25
- **Channel(s):**
 - ◆ Cross-Device Display (website ads)
 - ◆ YouTube
 - ◆ Online Video/Pre-Roll
 - ◆ Google Paid Search
 - ◆ Meta
- **Objective:** Awareness/Engagement
- **What action(s) do we want audiences to take?:**
 - ◆ Click through to our website fall itinerary
 - ◆ Sign up for enews (contest with Kissing Rock)
 - ◆ Video views
- **KPI/Benchmarks:** Click through rate (CTR), Video completion rate (VCR), etc.
- **Budget:** \$48,050
 - ◆ \$14,550 Meta
 - ◆ \$33,500 Digital/Video/Search



CAMPAIGN PARTNERSHIPS

- Wild Rivers Coast (Curry County)
- Kissing Rock Coffee, Gold Beach
- The Wildflower Inn, Gold Beach
- **Cozy South Coast Getaway Contest:**
Generate engagement in fall campaign through exciting contest that builds leads & expands destination awareness through partner channels
- Partner toolkit provided with logos, images, sample copy



KISSING ROCK COFFEE PARTNERSHIP

Objective:

- Add **local, authentic** vibe to our biggest annual brand campaign
- Grow leads database (e-news)
- Lend credibility to our destination & support local businesses

Kissing Rock Coffee Partnership:

- We pitched KR the idea of creating a new, signature coffee we could use in the campaign
- KR produced SOUTH COAST ROAST, celebrating the Southern Oregon Coast
- TSOC designed the co-branded label & wrote copy in collaboration with KR team
- KR produced **1,200 bags of South Coast Roast**, selling it online & in store
- Using our toolkit, all partners used their own channels to cross promote the destination and the contest
- Online sales continue to thrive! KR will continue to produce SCR as part of their offerings
- Of interest: Top online sales come from PDX





TARGETING

Geotargeting:

Vancouver, WA

Portland, Bend, Eugene, Corvallis, Salem, Ashland, Medford, Roseburg, Astoria, Seaside, Cannon Beach, Florence, Lincoln City, Newport

Sacramento, CA, Chico, Redding, Crescent City, Eureka, Red Bluff, CA

Audiences:

- Working Professionals, Dual Income No Kids (DINKS), Friend Groups, Millennials + Gen X
- Visits in 4 seasons - Year-round travel
- Interests: Passionate outdoors people, authentic culture/foods, Skiing, Fishing, Mountain Biking, Cycling, Shopping, Hiking, Breweries, Foodies, Water Sports (Rivers/Kayaking/SUP), Travel with Friends, Couples Travel / Getaway, spending on things they love (experiential, events, concerts, guided adventures)

CREATIVE - EXAMPLE DIGITAL ADS (placed on targeted websites)



Themes:

- Fall getaways
- Friends getaway
- Fall coastal hikes
- Lack of crowds
- Local seafood
- Cozy lodging
- Adventure

CREATIVE - VIDEO AD

[Link](#)



Video

CREATIVE - SOCIAL MEDIA ADS (examples)

**Southern Oregon Coast**
Sponsored · 🌐

Want this?!? Enter to win a Cozy South Coast Getaway. 2 nights for 2 at the Wildflower Inn & a bucket of fun from [...See more](#)



Win a Getaway to the Southern...
Get cozy!
[Sign up](#)

Hike the Dunes!
Go wild

👍❤️😂 Southern Ore... 7 comments 2 shares

👍 Like 💬 Comment ➦ Share

**Southern Oregon Coast**
Sponsored · 🌐

If you're looking for the perfect fall getaway, we've got one-of-a-kind cabins, cliff-top treehouses and luxury lodges on [...See more](#)



Books, Board Games &...
Cozy coast dre...
[Book now](#)

Happy I the Bon
Cozy cc

👍❤️😂 Southern Or... 14 comments 4 shares

👍 Like 💬 Comment ➦ Share

**Southern Oregon Coast**
Sponsored (demo) · 🌐

Fall hikes to secret beaches, cozy cabins, crab shacks & coastal breweries. Take a work from anywhere week on the OR Coast.
📱 @kenhagen @antonkrugo @dylanvanweelden



No need to tell your boss you're workin...
Fall Vacation Ideas
[Learn more](#)

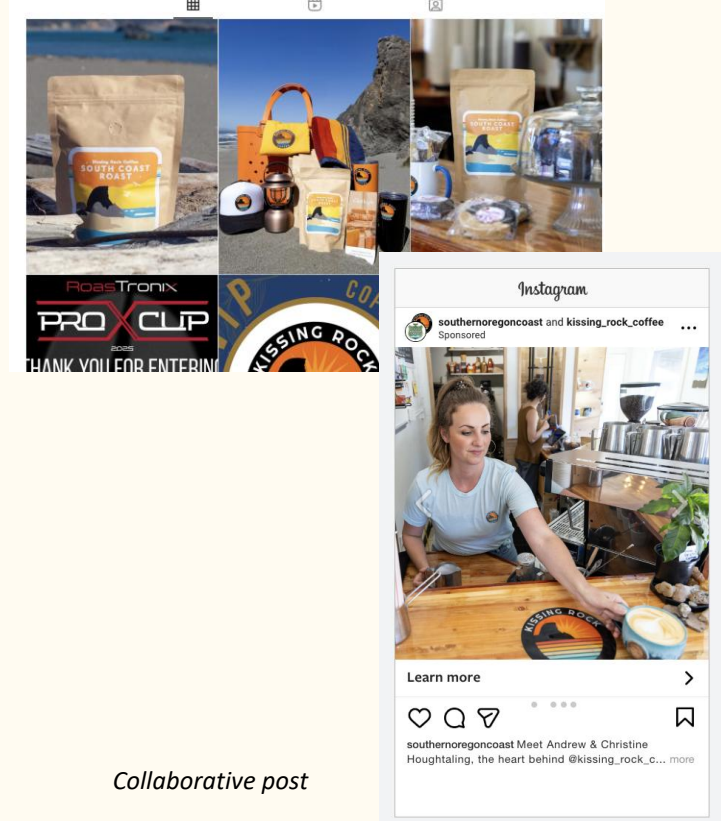
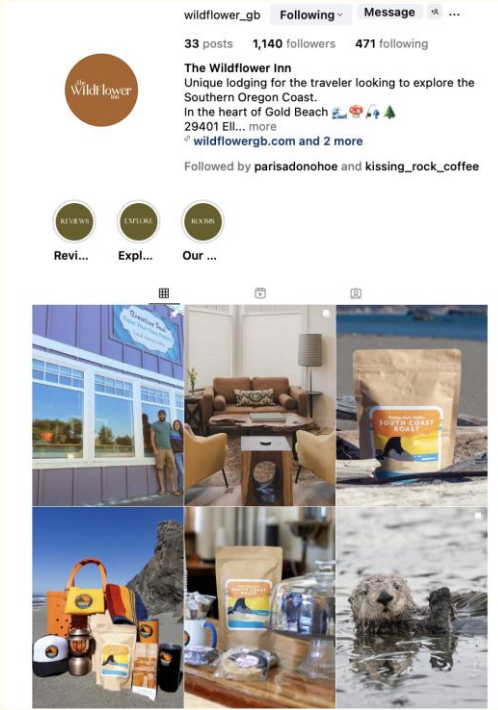
No need to tell your boss you're workin...
Fall Vacation Ideas
[Learn more](#)

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Fall V

👍 Like 💬 Comment ➦ Share

Collaborative post

PARTNERS AMPLIFY CAMPAIGN



Collaborative post

CAMPAIGN RESULTS - DISPLAY, PRE-ROLL, YOUTUBE, SEARCH

Overall, the 2025 campaign performed better than the 2024 Fall campaign, delivering 3.76MM impressions with an average 0.34% CTR.

Search was another top performing channel, with CTR performance increasing 1.7% YoY, and performing 72% higher than industry average.

Digital Display Ads
Impressions: 2,636,899
CTR:
0.10%
Down 0.01% over 2024
Outperformed 0.09% industry benchmark

Pre-Roll
Impressions: 509,009
Video Completion Rate:
88.72%
Up 2.74% over 2024
Outperformed 70-75% industry benchmark

YouTube
Impressions: 523,010
Video Completion Rate:
51.71%
NA due to ad format change
YouTube doesn't have industry benchmarks, but outperformed our internal 40-50% benchmark

Paid Search
Impressions: 89,098
CTR:
11.03%
CPC:
\$0.89
Outperformed averages across industry of CTR of 6.42% and CPC \$4.66

CAMPAIGN TAKEAWAYS - DISPLAY, YOUTUBE, SEARCH

1

YouTube Shorts generated the most clicks, while in-stream video kept viewers watching. This shows each format plays a different role: Shorts spark quick interest, and long-form video holds attention. Using both formats helps us reach more people.

2

Paid Search exceeded performance for both CTR and CPC. This confirms that paid search is one of the strongest channels for capturing high-intent users.

3

Seasonal terms like “fall getaways for couples” and general travel terms like “vacation ideas” were top performers. Keeping a mix of seasonal and broad keywords helps us reach travelers at different stages of planning.

4

All Display creatives outperformed industry averages, showing strong engagement with the creative. For 2026, we recommend testing Social to Display, which simply takes your social posts and extends their reach through ads across the web.

CAMPAIGN RESULTS - META

The Fall 2025 Meta campaign expanded TSOC's reach with over 2 million impressions and strong engagement across regions.

TOTAL IMPRESSIONS

2.3M+

The total number of times
our ads were on screen.

POST ENGAGEMENTS

108K+

The total number of actions
that people took involving
ads across Meta.

LANDING PAGE VIEWS

43K+

Users who reached the site and
allowed the page to load.

CAMPAIGN RESULTS - META

CPC and CTR outperformed both prior campaigns & tourism benchmarks.

CPM (COST PER 1,000
IMPRESSIONS)

\$6.28

This is the average cost for
1,000 impressions.

CPC COST PER CLICK

\$0.13

The average cost for each
click across all ads.

Industry benchmark: \$.63

CLICK-THROUGH RATE

4.79%

The % of impressions where a
click occurred out of the total.

Industry benchmark: 1.78%

CAMPAIGN TAKEAWAYS - META

1

Lodging creatives within carousel ad sets were very strong performers, consistently steady and cost-effective.

2

Reels-style content held attention longer, and should be prioritized in future campaigns.

3

Natural, scenic, and authentic “people outdoors” imagery performed best.

4

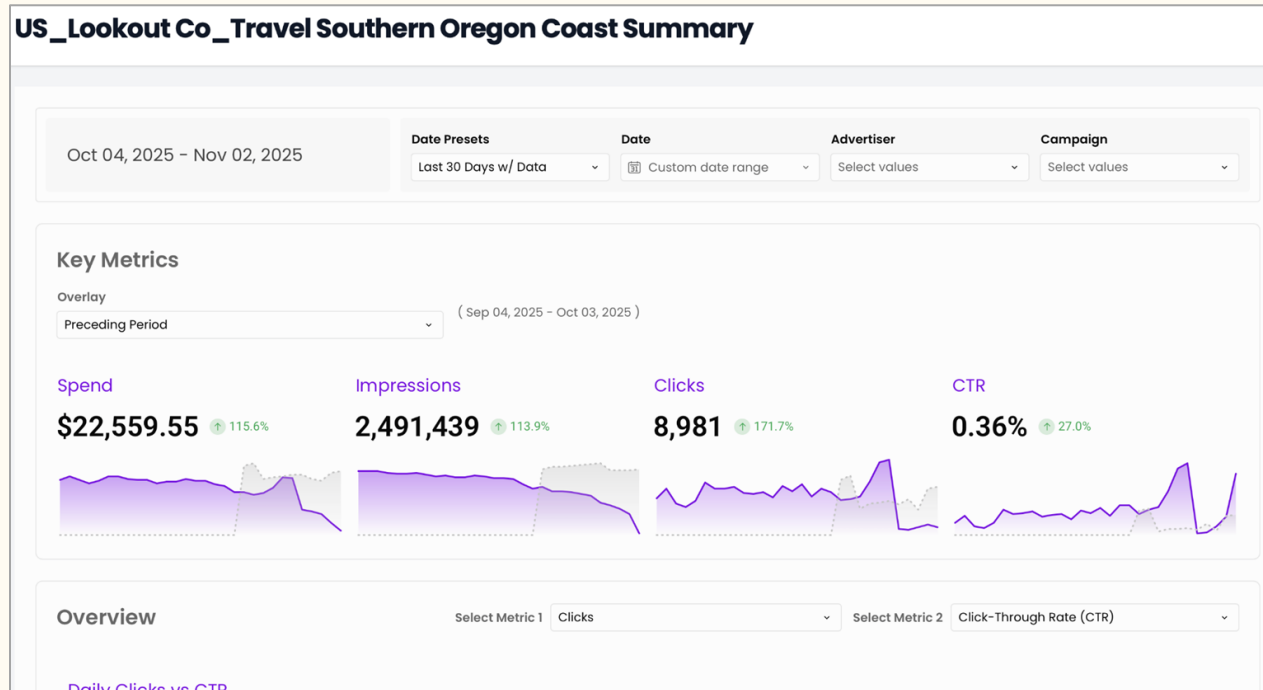
The Eugene, Corvallis and Salem region had the strongest clickthrough rate of all regions, and may be good markets for further investment.

TOP SEARCH TERMS

Keyword	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost
last minute vacation deals this weekend	Things To Do	1	2	50.00%	0.6	0.6
weekend getaway	Oregon Travel	257	1185	21.69%	0.62	160.03
best vacation spots	Oregon Travel	248	1152	21.53%	0.63	157.39
vacation ideas	Oregon Travel	249	676	36.83%	0.64	160.54
vacation destinations	Oregon Travel	85	286	29.72%	0.57	48.59
best places to travel	Oregon Travel	60	184	32.61%	0.64	38.64
oregon coast vacation	Oregon Travel	4	27	14.81%	0.8	3.21
cheap weekend getaways	Fall Travel	865	6247	13.85%	0.7	603.05
fall getaways for couples	Fall Travel	851	3968	21.45%	0.61	516.59
fall vacation ideas	Fall Travel	548	2824	19.41%	0.69	378.04
fall family vacations	Fall Travel	116	762	15.22%	0.67	78.01
cheap vacations for couples	Fall Travel	167	656	25.46%	0.64	106.64
fall trips	Fall Travel	114	622	18.33%	0.77	87.26
cheap vacations	Fall Travel	153	619	24.72%	0.66	100.26
best vacation deals	Fall Travel	149	469	31.77%	0.65	97.27
affordable travel	Fall Travel	81	196	41.33%	0.74	60.3
best fall vacations	Fall Travel	28	170	16.47%	0.69	19.45
cheap trips	Fall Travel	22	149	14.77%	0.54	11.94
fall weekend getaways	Fall Travel	12	63	19.05%	0.67	8.08
cheap travel deals	Fall Travel	11	59	18.64%	0.53	5.82
affordable luxury travel	Fall Travel	20	54	37.04%	0.79	15.79
cheap travel	Fall Travel	6	41	14.63%	0.88	5.25
affordable vacation	Fall Travel	11	38	28.95%	0.6	6.64
cheap vacation destinations	Fall Travel	10	30	33.33%	0.79	7.9
fall vacation packages	Fall Travel	6	26	23.08%	0.63	3.77

CAMPAIGN DASHBOARD

[Link](#)





THANK YOU

