



WHISKEY RUN TRAILS CAMPAIGN TOOLKIT October 4, 2022

Travel Southern Oregon Coast (TSOC) is launching a multi-channel, year-long campaign to promote our epic Whiskey Run Mountain Bike Trails & the Southern Oregon Coast. The campaign launches **OCTOBER 4, 2022 with a 6 week big campaign burst, and then runs with additional content through JULY 2023.**

**WE'D LOVE YOUR HELP IN SHARING THE CAMPAIGN & GETTING
MORE VISITORS TO THE SOUTH COAST!**
To jump ahead to easy-to-use campaign assets, go to page 4.

CAMPAIGN ELEMENTS & CHANNELS

October 4, 2022 - November 5, 2023 - 6 week media plan launch; continuing content and promotions throughout the year, leading up to WHISKEY RUN DISCOVERY WEEKEND (Media/Influencer/Community Event) in JULY 2023.

FALL MEDIA PLAN - LAUNCH FOR IMPACT:

- 6 weeks beginning October 4th
- **9 million** estimated impressions
- Video and banner ads on Basis Ad Network (Hulu, etc.), Connected TV, YouTube, Boosted Social ads on Instagram & Facebook
- 3 co-op partners: Bandon Chamber, Oregon's Adventure Coast & Travel Curry Coast

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- Markets:

<ul style="list-style-type: none">○ Sacramento, CA○ Santa Rosa, CA○ Redding, CA○ Portland Metro/Vancouver WA○ Salem○ Eugene○ Grants Pass○ Medford	<ul style="list-style-type: none">○ Bend○ Ashland○ Newport○ Florence○ Reedsport○ Coos Bay/North Bend○ Port Orford○ Gold Beach○ Brookings
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ADDITIONAL CAMPAIGN ELEMENTS:

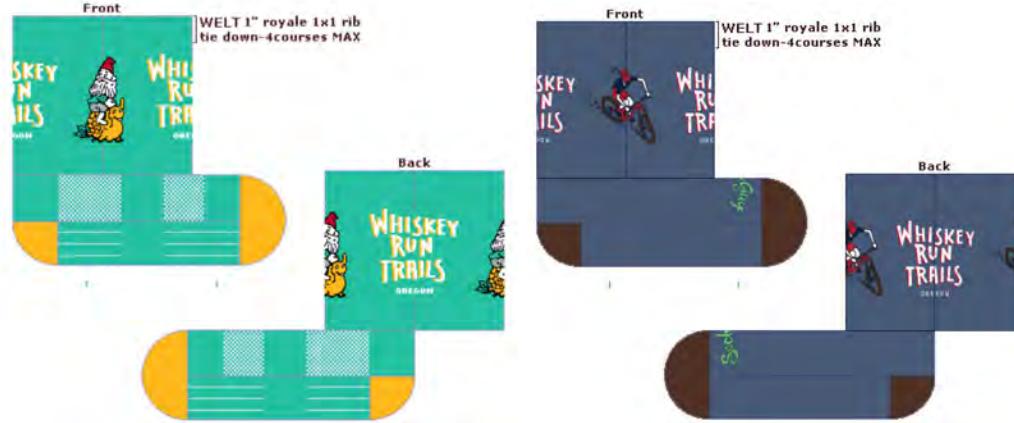
WIN A WHISKEY RUN WEEKEND! Contest: getaway for two sponsored by Oregon's Adventure Coast includes lodging, beer tasting, dinner, an expert tour with local guides, a fun pack and more!

ENEWSLETTER: year long, launching in November with content partner MediAmerica - TSOC regular consumer enewsletter will feature stories on Whiskey Run (and other topics) to consumers beginning November 2022; stories will also be posted on social and the new website.

BIKE-FLUENCER KITS: Street team of experienced mountain bikers will hand deliver kits of Whiskey Run maps, socks, and other fun items to key BIKE SHOPS from Portland to Bandon.

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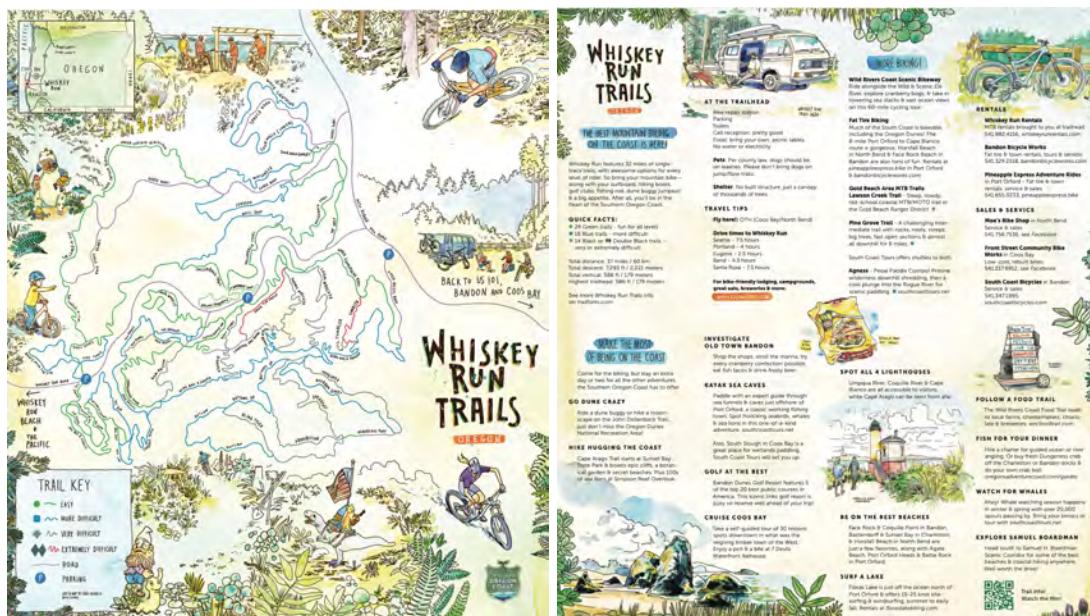
SOCKS: High quality wool and compression MTB socks themed to Whiskey Run



ILLUSTRATED MAP & POSTERS

Pen and ink watercolor map illustrated by San Francisco artist and mountain biker Chris McNally @the.scorps (IG); 5250k maps/posters printed for trailhead, media, bike shops, etc.

Email barbdunham@travelsoutherncoast.com to order maps or posters.



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SO NOW WHAT DO I DO?

PLEASE USE THE FOLLOWING ASSETS IN YOUR CHANNELS TO PROMOTE WHISKEY RUN/THE CAMPAIGN beginning October 4th and beyond!

1. Post on your social media channels.

HASHTAG: Please use **#whiskeyruntrails** and **#southernoregoncoast** when posting about the trails or campaign elements

- a. Follow us [@southernoregoncoast](#) on IG or [@southernoregoncoast](#) on FACEBOOK.
- b. When [@southernoregoncoast](#) posts, REPOST on your channels! It's that simple
- c. **POST VIDEOS, mp4s**, etc. on all your channels
- d. **HASHTAG:** Please use **#whiskeyruntrails** and **#southernoregoncoast** when posting about the trails or campaign elements
- e. **CAMPAIGN & WHISKEY RUN URL:** <http://whiskeyruntrails.com> (we purchased this url and it redirects to the Whiskey Run Campaign Page on the new [TravelSouthernOregonCoast.com](#))
- f. **SUBSCRIBE** to our [YouTube channel Southern Oregon Coast](#), **like the videos** and **embed them** on your websites.

These ASSETS can all be found in our [TOOLKIT](#):

1. [Videos](#) - 6 videos
2. Illustrated scrolling map [pdf and Jpegs of map](#)
3. [Square jpeg](#) illustrated graphic
4. [3 Animated MP4s](#) (illustrations) with music
 - i. Carousel illustrations MTB + other fun activities

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- ii. Contest message with music
- iii. Simple Whiskey Run MP4 graphic with music
- 5. 300x250 & 300x100 [digital banners](#) (gifs)
- 6. [Images](#) - images can only be used on social media and must be credited  @dylanvanweelden
- 7. Sample copy - feel free to use any copy below, or write your own:

General 1:

The Best Mountain Biking on the Coast Is Here. If you're looking for an epic mountain biking adventure, plan your trip to the Southern Oregon Coast. Whiskey Run  features 32 miles of single-track trails for experts, absolute beginners and everyone in between. And it's tucked between Coos Bay and Bandon, which means you can also surf, kayak, hike, fat bike and golf 5 of the top 20 public golf courses in America. Enter to win a trip at whiskeyruntrails.com or just come ride!

General 2:

The best mountain biking on the coast is here at Whiskey Run Trails, between Coos Bay and Bandon, Oregon. Whiskey Run features 32 miles of single-track trails for experts, absolute beginners and everyone in between. And because it's located on the Southern Oregon Coast, you can also surf, kayak, hike, fat bike and golf 5 of the top 20 public golf courses in America. We invited a shredder to shred the trails, an artist to paint them, a beginner to try them out and the trail builder to show us the magic. Check out their videos and learn more at whiskeyruntrails.com.

General 3: Time to add a new trail system to your gotta-ride list. The 32 miles of single track at Whiskey Run on the spectacular Southern Oregon Coast features loamy trails winding through ancient coastal forest . Yes, you can pop out and see the ocean , and while it's built for serious riders you can absolutely bring a beginner along. Watch the videos at whiskeyruntrails.com

Contest copy:

Win a Whiskey Run mountain biking adventure on one of the most beautiful stretches of the Oregon Coast! Enter to win a weekend in Coos Bay

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@oregonsadventurecoast, complete with a two-night hotel stay @baypointlanding, beer tasting @7devilsbrewery 🍺, dinner @wildflour_public_house 🍽 and an expert tour by @whiskey.run.rentals through 32 miles of single-track trails 🚲 with epic views of the Southern Oregon Coast.

General Short:

Welcome to Whiskey Run MTB Trails on the Southern Oregon Coast. 32 miles of single track with your name all over them.

2. POST THE VIDEOS - on your website, Facebook, Instagram, TikTok

TSOC has created a series of videos to showcase Whiskey Run Trails from the lens of real mountain bikers. Share the videos across your marketing channels to encourage travel to Whiskey Run and around the region.

1. **Whiskey Run Trails, Oregon** - [A Little Drive for Big Adventure](#) (3 minute film)
2. **Whiskey Run Trails, Oregon** - [The Artist](#) (1 min)
3. **Whiskey Run Trails, Oregon** - [The Shredder](#) (1 min)
4. **Whiskey Run Trails, Oregon** - [The Trailbuilder](#) (1 min)
5. **Whiskey Run Trails, Oregon** - [The Beginner](#) (1 min)
6. **Whiskey Run Trails, Oregon** - [Trailer](#) (:26)

The videos can also be found and embedded on your website from our YouTube Channel. Note, it's not recommended to post youtube links in social media – they will be rejected by Facebook.

3. POST/ADD THE ILLUSTRATED MAP TO YOUR WEBSITE OR SOCIAL

- a. Add the map pdf to your biking page. [See pdf here.](#)
- b. Add a [map image](#) from the toolkit of the new illustrated map on your biking page, mountain biking page, order/download a guide page:

Feel free to link to the new Mountain Biking page on TSOC's website

<https://travelsouthernoregoncoast.com/mountain-biking-the-oregon-coast/>

HASHTAG: Please use **#whiskeyruntrails** and **#southernoregoncoast** when posting about the trails or campaign elements

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URL: whiskeyruntrails.com (which redirects to the Whiskey Run Page on the new TravelSouthernOregonCoast.com)

ASSETS TOOLKIT:

<https://drive.google.com/drive/folders/1Pf-7gR0PQi8dTLGVEXOtnuOyFOAbSsD6?usp=sharing>

NEED SOME TIPS?

- Learn how to **share videos** on Facebook
- Learn how to **embed videos** from YouTube.
- Note it's *not recommended* to post links to youtube videos on Facebook; Facebook penalizes you - they won't push out youtube links
- If you have any questions please contact julie@oscrtn.com

THANKS FOR YOUR SUPPORT!