



EAT, DRINK & BE MERRY

the loft



• eat
drink
& be merry!



ON THE SOUTHERN OREGON COAST

shore acres holiday lights



• eat
drink
& be merry!



ON THE SOUTHERN OREGON COAST

samuel boardman corridor



• eat
drink
& be merry!



ON THE SOUTHERN OREGON COAST

TRAVEL CURRY COAST • LAKESIDE • OREGON'S ADVENTURE COAST • NORTH BEND • REEDSPORT

CAMPAIGN DETAILS

OBJECTIVE

To encourage our local audience to shop locally through the holiday and winter season to help our local businesses thrive in the off-season on Facebook and Instagram. As well as increasing site traffic to the new TSOC website and partner sites.

CAMPAIGN DATES

November 1, 2023 through December 5, 2023

AD SPEND

\$3,900 spread among 33 individual ads and 5 community partners



CAMPAIGN DETAILS

AUDIENCE

Locals from the Southern Oregon Coast, inland to Eugene, and north to Newport, south to Crescent City, California.

CREATIVE

33 individual graphics representing five communities on the Southern Oregon Coast



mr. ed's



• eat
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ON THE SOUTHERN OREGON COAST

coastal market



• eat
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ON THE SOUTHERN OREGON COAST

osprey point rv resort



• eat
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ON THE SOUTHERN OREGON COAST

million lights of lakeside



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ON THE SOUTHERN OREGON COAST

ice skating



• eat
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ON THE SOUTHERN OREGON COAST

CAMPAIGN HIGHLIGHTS

IMPRESSIONS

911,549 total impressions across all ads – Average CPM \$4.45
(2024 Industry Standard \$14.40)

TOTAL LINK CLICKS

6,112 total link clicks
(Average CPC \$0.68, 2024 Industry Standard \$0.97)

AD SPEND

\$3,900 ad spend collected from community partners



CAMPAIGN HIGHLIGHTS

ENGAGEMENT

We had 12,526 engagements across the 33 ads – Total 1.37%
(Industry Standard 0.06%)

CLICK THROUGH RATE

Highest click-through rate was 1.00% – Average CTR 0.69%
(Industry Standard 0.90%)



arch rock brewing



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ON THE SOUTHERN OREGON COAST

battle rock coffee



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ON THE SOUTHERN OREGON COAST

tasty kate's



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ON THE SOUTHERN OREGON COAST

7 devils brewery



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ON THE SOUTHERN OREGON COAST

stillwagon distillery



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ON THE SOUTHERN OREGON COAST



CAMPAIGN ANALYTICS

EAT, DRINK & BE MERRY

1	COMMUNITY	AD	AD SPEND	REACH	ENGAGEMENT	CLICKS	CPM	CTR	CPC
2	Lakeside	Lakeshore Lodge	\$133	29,646	672	348	\$4.48	1.17%	\$0.38
3	Lakeside	Osprey Point	\$133	34,506	491	281	\$3.85	0.81%	\$0.47
4	Lakeside	Dune Rider Cafe	\$133	20,163	304	144	\$6.60	0.71%	\$0.92
5	Lakeside	Up the Creek Tavern	\$133	32,567	512	212	\$4.08	0.60%	\$0.63
6	Lakeside	The Coffee Spot	\$133	30,507	337	161	\$4.36	0.53%	\$0.83
7	Lakeside	Food Trucks	\$133	25,878	309	167	\$5.14	0.65%	\$0.80
8	Lakeside	Lakeside Vintage	\$133	19,727	377	206	\$6.74	1.04%	\$0.65
9	Lakeside	Million Lights of Lakeside	\$133	35,391	488	231	\$3.76	0.65%	\$0.58
10	Lakeside	Wylder Wood Carvingz	\$133	27,633	306	160	\$4.81	0.58%	\$0.83
11	North Bend	North Bend Tree Lighting	\$100	26,231	385	125	\$3.81	0.48%	\$0.80
12	North Bend	Ice Skating Rink	\$100	38,409	520	190	\$2.60	0.49%	\$0.53
13	North Bend	Shop Local Downtown	\$100	20,006	263	126	\$5.00	0.63%	\$0.79
14	Oregon's Adventure Coast	Front Street Provisioners	\$100	24,743	225	117	\$4.04	0.47%	\$0.85
15	Oregon's Adventure Coast	7 Devils Brewing	\$100	19,670	200	120	\$5.08	0.61%	\$0.83
16	Oregon's Adventure Coast	Holiday Lights at Shore Acres	\$100	36,056	676	258	\$2.77	0.72%	\$0.39
17	Oregon's Adventure Coast	The Mill Casino	\$100	23,991	332	170	\$4.17	0.71%	\$0.59
18	Oregon's Adventure Coast	Ice Skating Rink	\$100	32,249	465	214	\$3.10	0.66%	\$0.47
19	Oregon's Adventure Coast	Restaurant O	\$100	16,583	283	164	\$6.03	0.99%	\$0.61
20	Reedsport	Harbor Light	\$100	30,674	726	306	\$3.26	1.00%	\$0.33
21	Reedsport	Club One (at Golf Course)	\$100	20,315	329	171	\$4.92	0.84%	\$0.58
22	Reedsport	Two Shy Brewing	\$100	28,130	181	108	\$3.55	0.38%	\$0.93
23	Reedsport	Stillwagon Distillery	\$100	28,616	385	186	\$3.49	0.65%	\$0.54
24	Reedsport	Big Fish Cafe	\$100	21,766	399	183	\$4.59	0.84%	\$0.55
25	Reedsport	Crabby's Cafe	\$100	20,635	376	191	\$4.84	0.93%	\$0.52
26	Travel Curry Coast	The Landing North	\$133	27,991	341	191	\$4.75	0.68%	\$0.70
27	Travel Curry Coast	Hunter Creek Bar & Grill	\$133	24,831	392	184	\$5.36	0.74%	\$0.72
28	Travel Curry Coast	Tasty Kate's	\$133	23,488	402	150	\$5.66	0.64%	\$0.89
29	Travel Curry Coast	The Salty Dawg	\$133	27,486	289	164	\$4.84	0.60%	\$0.82





CAMPAIGN ANALYTICS

EAT, DRINK & BE MERRY

1	COMMUNITY	AD	AD SPEND	REACH	ENGAGEMENT	CLICKS	CPM	CTR	CPC
30	Travel Curry Coast	Battle Rock Coffee	\$133	41,342	203	143	\$3.22	0.35%	\$0.93
31	Travel Curry Coast	Arch Rock Brewing	\$133	39,788	298	172	\$3.34	0.43%	\$0.77
32	Travel Curry Coast	Mr. Ed's	\$133	30,287	411	207	\$4.39	0.68%	\$0.64
33	Travel Curry Coast	Old Agness Store	\$133	28,012	303	164	\$4.75	0.59%	\$0.81
34	Travel Curry Coast	Coastal Market	\$133	24,232	346	198	\$5.49	0.82%	\$0.67
35									
36			\$3,900	911,549	12,526	6,112	\$4.45	0.69%	\$0.68
37									
38				Industry Average CPM (cost per 1,000 impressions) is \$14.40					
39				Industry Average CTR (click through rate) is 0.90%					
40				Industry Average CPC (cost per click) is \$0.97					



CAMPAIGN AUDIENCE

LOCATION	INTERESTS
<p>Oregon: Agness, Bandon, Brookings, Cave Junction, Coos Bay, Coquille, Cottage Grove, Creswell, Drain, Dunes City, Elkton, Eugene, Florence, Glendale, Gold Beach, Grants Pass, Lakeside, Langlois, Mapleton, Myrtle Point, Newport, North Bend, Noti, Port Orford, Powers, Reedsport, Roseburg, Sixes, Sutherlin, Veneta, Waldport, Walton, Winchester Bay, Yoncalla, Melrose</p> <p>California: Crescent City</p>	<p>Adventure travel, Organic food, Vacations, Theatre, Fishing, Surfing, Beer, Ecotourism, Mountains, Mountain biking, Food trucks, Boutiques, Holiday, Coffeehouses, Boating, Electric vehicle, Desserts, Chocolate, Painting, Distilled beverage, Parties, Wine, Performing arts, Bars, Automobile travel, Fine art, Dining out, Seafood, Diners, Camping, Nature, Nightclubs, RVs, Plays, Dance, Lakes, Tourism, Beaches, Golf, Foodie, Hotels, Coffee, Ice skating, Hybrid travel, Local bike shop, Horseback riding, Engaged shoppers, Food and restaurants</p>



TOP ADS FOR EACH COMMUNITY

LAKE SIDE

lakeshore lodge



• eat
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 ON THE SOUTHERN OREGON COAST

NORTH BEND

ice skating rink



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 ON THE SOUTHERN OREGON COAST

OREGON'S ADVENTURE COAST

holiday lights at shore acres



• eat
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 ON THE SOUTHERN OREGON COAST



TOP ADS FOR EACH COMMUNITY

REEDSPORT

harbor light



eat
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ON THE SOUTHERN OREGON COAST

TRAVEL CURRY COAST

mr. ed's



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ON THE SOUTHERN OREGON COAST



WHAT PEOPLE ARE SAYING ABOUT LAKESIDE!



Love this! Spot on!!! 🥰
-Fay Gilkey

Love the clam chowder.
-Kim Ritter

Favorites are... for breakfast: Mayor Sandwich
(Eggs, sausage, cheese on an English muffin)
For lunch: Rueben Sandwich w/out the
sauerkraut (Hot Pastrami) For dinner:
Anything on the menu.
-Sherri Kinsey

Our favorite thing is that we can
go in our boat! It's a great place
to dock, stay and launch from.
-Victoria Meale

I love it there and the
food is delicious to us 🍴
-Julie Wafford

So many faves! However, there's a stuffed
chicken breast with Asiago (that I've had on
special a couple times), and their apple caramel
pie (not even sure that's the right name, but
IFYKYK) that would win every time in my mind!
-Shannon Renee

Highly recommend..Great
food and cold beer
-Dave Graham

We love Lakeshore Lodge - great
food with a view of our beautiful
Tenmile Lake!
-Discover Lakeside Oregon

Good food,nice place
-Nathan J. Demmon

WHAT PEOPLE ARE SAYING ABOUT NORTH BEND!



Stephanie, you can get booties for your shoes and walk around out there and soak up all of the fun energy! I call it Senior Style Skating! 😂❤️
–Shirlee Bee

I love the energy in there! It's a blast!
–Stephanie K

Looks like so much fun!
–Tater tot Parker

It's so much fun!
–Dylan Egin

Keila wanna go?!
–Michalle O'Farrell

Mateski get ready to lace up!
–Melanie Hart

WHAT PEOPLE ARE SAYING ABOUT OREGON'S ADVENTURE COAST!



Gene, are you wanting to go?

–Jeanette Ledford

We went on Friday night it was so beautiful 🥰

–Joyce Martin

I can't wait to go!!

–Kathy Perez

Coy, I'd love to go 🥰💜

–Jade Bell

Stay at Beach Bound RV park, very close to Shore Acres!!

–Belinda Lopes

Always beautiful! And the reservations worked well last year!

–Sandra Pisarski

WHAT PEOPLE ARE SAYING ABOUT REEDSPORT!



Never been there. But
that looks delicious!
-Sandi Sille

My favorites are the onion rings
and the smoked chicken
avocado salad. Yum!!!!
-Jane Snoddy

The onion rings are
fabulous.
-Bambi Darling

They have awesome food
-Nancy Lehr

I am hopelessly addicted to their
smoked tri-tip salad, omg. And their
dessert case is amazing!
-Rhonda Wilson

One of my favorites. All
their dishes are very good
-Janet Spillman

Everything is amazing
and delicious!
-Julie Stoverr

Onion rings are a MUST!!!!
-Michelle Wallace

My favorite is their Fish
and chips.
-Tammy Ward

Smoked salmon chowder 🥰
-Dawn Jones

Wagu Burger and Prime Rib Sand are
both to die for. Clam Chowder is
pretty darn good too.
-Rebecca Wunsch

Smoked Chicken & Avocado salad, wild
burgers, elk burgers & onion rings. Of
course the many delicious specials!
-Cindy Janzen

WHAT PEOPLE ARE SAYING ABOUT TRAVEL CURRY COAST!



Are you kidding me?! Of course
it's Great! Fun! And Delicious!
–BradandEdie Hermann

What place was this before
Mr.Ed's ? asking so we will be
familiar with the right location!!!
–Marilan Richards

Handsome fun and a
hard rocker hard worker
–Linda Houck

Thanks for the write up ❤️❤️
–Mr. Ed's

🙌🙌 Let's Go!
–Sherryl Miller



GRAPHICS

the landing north



• eat
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& be merry!

ON THE SOUTHERN OREGON COAST

tasty kate's



• eat
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ON THE SOUTHERN OREGON COAST

battle rock coffee



• eat
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ON THE SOUTHERN OREGON COAST

mr. ed's



• eat
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ON THE SOUTHERN OREGON COAST

hunter creek bar & grill



• eat
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ON THE SOUTHERN OREGON COAST

the salty dawg



• eat
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ON THE SOUTHERN OREGON COAST

arch rock brewing



• eat
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ON THE SOUTHERN OREGON COAST

old agness store



• eat
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ON THE SOUTHERN OREGON COAST



GRAPHICS

coastal market



• eat
• drink
& be merry!

ON THE SOUTHERN OREGON COAST

lakeshore lodge



• eat
• drink
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ON THE SOUTHERN OREGON COAST

osprey point rv resort



• eat
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ON THE SOUTHERN OREGON COAST

dune rider cafe



• eat
• drink
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ON THE SOUTHERN OREGON COAST

up the creek tavern



• eat
• drink
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ON THE SOUTHERN OREGON COAST

the coffee spot



• eat
• drink
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ON THE SOUTHERN OREGON COAST

lakeside food trucks



• eat
• drink
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ON THE SOUTHERN OREGON COAST

lakeside vintage



• eat
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ON THE SOUTHERN OREGON COAST



GRAPHICS

million lights of lakeside



• eat
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ON THE SOUTHERN OREGON COAST

wylder wood carvingz



• eat
• drink
• & be merry!

ON THE SOUTHERN OREGON COAST

tree lighting



• eat
• drink
• & be merry!

ON THE SOUTHERN OREGON COAST

ice skating rink



• eat
• drink
• & be merry!

ON THE SOUTHERN OREGON COAST

shop downtown north bend



• eat
• drink
• & be merry!

ON THE SOUTHERN OREGON COAST

front street provisioners



• eat
• drink
• & be merry!

ON THE SOUTHERN OREGON COAST

7 devils brewery



• eat
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• & be merry!

ON THE SOUTHERN OREGON COAST

holiday lights at shore acres



• eat
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ON THE SOUTHERN OREGON COAST



GRAPHICS

the mill casino & hotel



• eat
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ON THE SOUTHERN OREGON COAST

ice skating



• eat
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ON THE SOUTHERN OREGON COAST

restaurant O



• eat
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ON THE SOUTHERN OREGON COAST

harbor light



• eat
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ON THE SOUTHERN OREGON COAST

club one



• eat
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ON THE SOUTHERN OREGON COAST

two-shu brewing



• eat
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ON THE SOUTHERN OREGON COAST

big fish cafe



• eat
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ON THE SOUTHERN OREGON COAST

crabby's cafe



• eat
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ON THE SOUTHERN OREGON COAST

front street provisioners



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THANK YOU!

The campaign exceeded our expectations and although the CPC is higher than our typical campaigns, it is still under the industry average, which is wonderful for ads that went out to such a small, select, local audience. The featured communities and businesses felt seen and appreciated by TSOC, creating an incredible connection between us and our South Coast towns. Thank you to all of the communities who participated. I look forward to future campaigns and sharing more of what there is to love about our Southern Oregon Coast!