

Wieden
Kennedy + OED

2006 Media Recommendation
January 10, 2006

Planning Guidelines

Objective

Build awareness among out-of-state businesses within specific industries that Oregon is a desirable state for relocation of their operations

Budget

Media: \$200M
Production: \$50M
Total: **\$250M**

Timing

January 2006-July 2007

Target

Business decision makers (C-level, owners) at small to medium sized companies in the following industries:

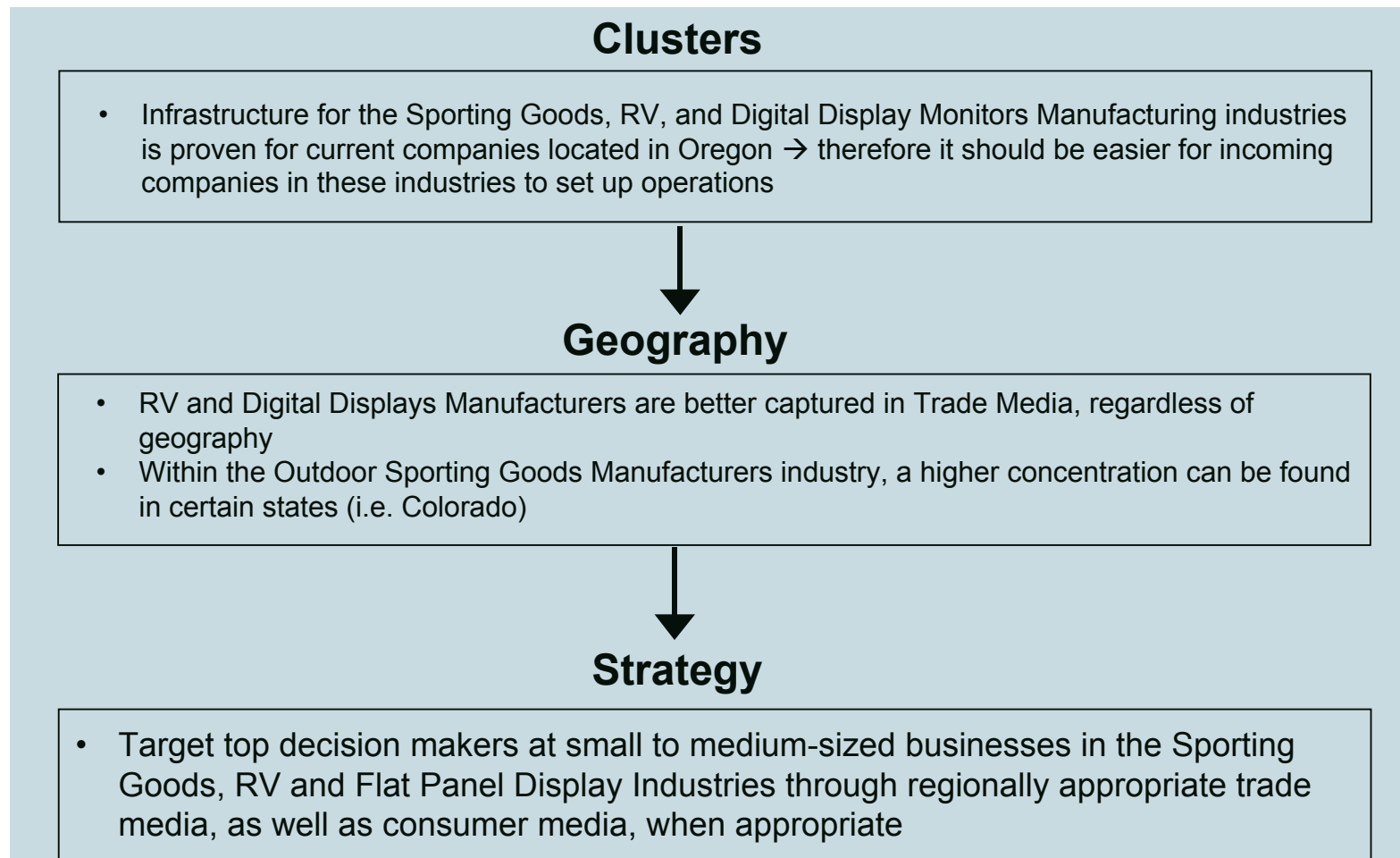
- 1) Outdoor Sporting Goods Manufacturing
- 2) Recreational Vehicle Manufacturing
- 3) Digital Display Manufacturing

Considered Creative

P4C, S4C, fractionals

W
k⁺

Targeting Strategy



W
k⁺

