



OREGON BUSINESS ASSOCIATION

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Brand Oregon 2-year budget scenarios

Information provided by Oregon Department of Agriculture

\$500,000

Year 1: Establish program, planning

- Attitudes and awareness survey/assessment/market research
- Hiring and contracting with Ad Agency
- Development of marketing plan including media and web presence.

Year 2: Production and Promotion

- Development and production of logo/mark, trade and retail marketing materials, and product collateral
- Local promotion in targeted international city or domestic region with major retailer, 3-6 month promotion with 1-3 product categories
- Evaluation: measure impact and Brand awareness of Oregon products in targeted markets

\$1 million

Year 1: Establish program, planning

- Attitudes and awareness survey/assessment/market research
- Hiring and contracting with Ad Agency
- Development of marketing plan including media and web presence.

Year 2: Production and Promotion

- Development and production of logo/mark, trade and retail marketing materials, and product collateral
- Local promotion in two, targeted international cities or larger domestic region with major retailer, 3-6 month promotion with 3-5 product categories
- Evaluation: measure impact and Brand awareness of Oregon products in targeted markets

\$2.5 million

Year 1: Establish program, planning

- Attitudes and awareness survey/assessment/market research
- Hiring and contracting with Ad Agency
- Development of marketing plan including media and web presence

Year 2: Production and Promotion

- Development and production of logo/mark, trade and retail marketing materials, and product collateral
- Multi-City promotion in targeted international markets or East Coast or West Coast domestic region with major retailer, 3-6 month promotion with 5-7 product categories
- Evaluation: measure impact and Brand awareness of Oregon products in targeted markets



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\$5 million

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- Development of marketing plan including media and web presence.
- Development and production of logo/mark, trade and retail marketing materials, and product collateral
- Multi-city promotion in two, targeted international cities or national retailers, 6-9 month promotion with 5-7 product categories
- Evaluation: measure impact and Brand awareness of Oregon products in targeted markets