

**Oregon Museum of Science and Industry**

# **Media Planning**

## **Planbook**

**CAP 413 - 01**

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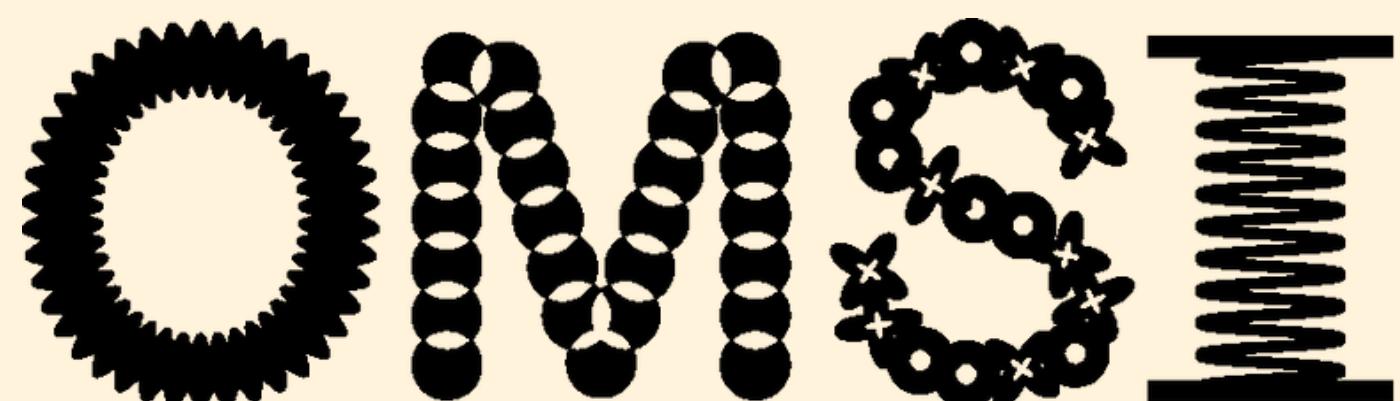
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# TAB 1

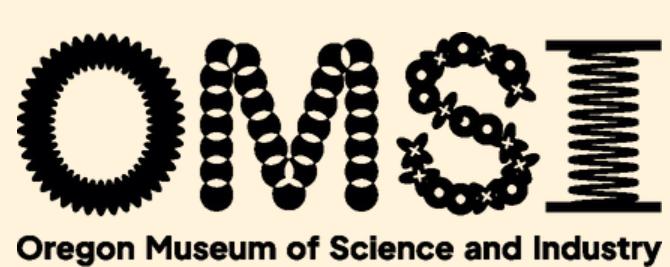


Oregon Museum of Science and Industry

# Executive Summary

With a budget of \$250,000 The Oregon Museum of Science (OMSI) is preparing to reintroduce its remodeled science exhibits in January 2026. OMSI aims to establish itself as a premium Portland attraction, in turn increase monthly ticket sales, and Memberships.

OMSI has significant brand establishment in the Portland area, but faces challenges due to minimal prior advertising, and strong competitions. The museum's fresh remodel and mission to inspire curiosity in science provide potential areas for consumer engagement.



# Situation Analysis

The Oregon Museum of Science is located in the Portland Market, being one of several options for family outings and entertainment- Including Portland Art Museum, Oregon Zoo, and the Portland Japanese Garden.

OMSI's mission is to "inspire curiosity through engaging science learning experiences" Which provides a strong foundation for brand positioning.

Collaborations with local educational institutions and publicizing the grand reopening provide opportunity for significant brand exposure

There has been an increased emphasis on STEM education in schools, providing a favorable environment for OMSI. Economic Factors may affect willingness for discretionary spending.

# SWOT

## Strengths

- Previously Established Museum with strong reputation
- Fresh new exhibits to engage customers
- Diverse Exhibits appealing to various demographics
- Located in the populated city of portland

## Weaknesses

- Lack of advertising during closure/construction
- Budget constraints
- Season attendance fluctuation

## Opportunities

- Grand Reopening
- Fresh Exhibits to attract new and old members
- Leveraging Digital Media
- Negotiated Meia Multiplies
- Converting one time visitors to members
- Summer Season Targeting (Higher Attendance)

## Threats

- Competing attractions
- Changing entertainment habits

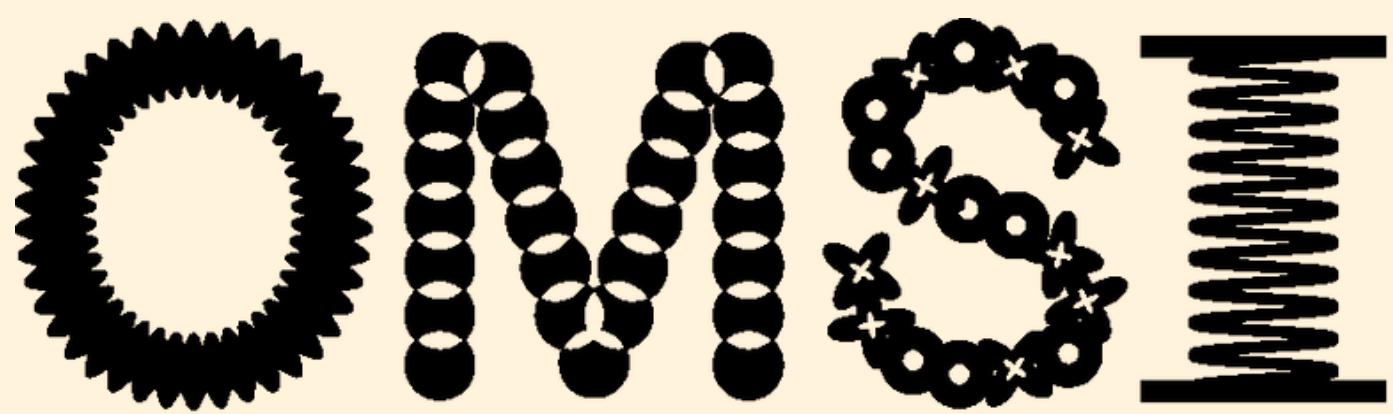
# Marketing Objectives

1. Reintroduce the Oregon Museum of Science & Industry to the Portland region as the premier museum attraction for entertainment and learning experience.
2. Increase monthly ticket sales/visits.
3. Increase sales of OMSI memberships.

## Communication Objectives

1. Changes in knowledge : The objective is to increase public awareness of OMSI's reopening and remodeled exhibits, educating at least 60% of its target audience about its new features.
2. Changes in attitude : The goal is to enhance public perception of OMSI as a family-friendly, educational destination by 25%, utilizing surveys, analytics, and Google review ratings.
3. Changes in behavior : Post-reopening, increase monthly ticket purchases and membership sign-ups by 20% within 6 months, promoting repeat visits through promotional campaigns, exclusive member perks, and discounts.

# TAB 2



Oregon Museum of Science and Industry

# Target Audience

## Breakdown

### Claritas Profiles

- Multi-Culti Mosaic
  - Mid-Scale Middle Age Family Mix

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African American singles and families. This segment is characterized by many first-generation Americans who have midscale paychecks but are striving to improve their economic status. Multi-Culti Mosaics can often be found shopping at Foot Locker or Forever XXI and enjoy following Mexican League soccer and professional boxing in their downtime.

- Up-and-Comers
  - Upper Mid-Scale Younger Family Mix

Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who travel frequently for pleasure and also enjoy using the latest in technology. Many are planning for changes in the near future, including getting married, buying a home, and paying off student loan debt.

# Target Audience

## Breakdown

### Geographics

- Suburban areas (Lake Oswego, Beaverton, Tigard, West Linn)
- Schools within these suburban areas
- Downtown Portland (University of Portland students, recent graduates, upcoming graduates)

### Psychographics

- Young Families
- Early Professionals
- People with Children

# Target Audience

## Breakdown

### Behavioristics

- Family Outing Goers
- Parents who push education for their children
- Families with Tutors
- Families who like to purchase memberships
- Consumes local media

### Unique Selling Position

- 36% of Portland's Population falls within our Target Audience and by targeting this group we can find a way for them to bring their children and families capturing another 23% of the population (all of those aged 1-19).
- Partner with schools, and offer discounts to students who go to the museum with their parents/ families.

# Target Audience Breakdown

## Demographics

- Primary: Women Ages 25-49,
- Universe: 459,600, Population 16%
- Secondary: Men Ages 25-49
- Universe: 451,100, Population 16%

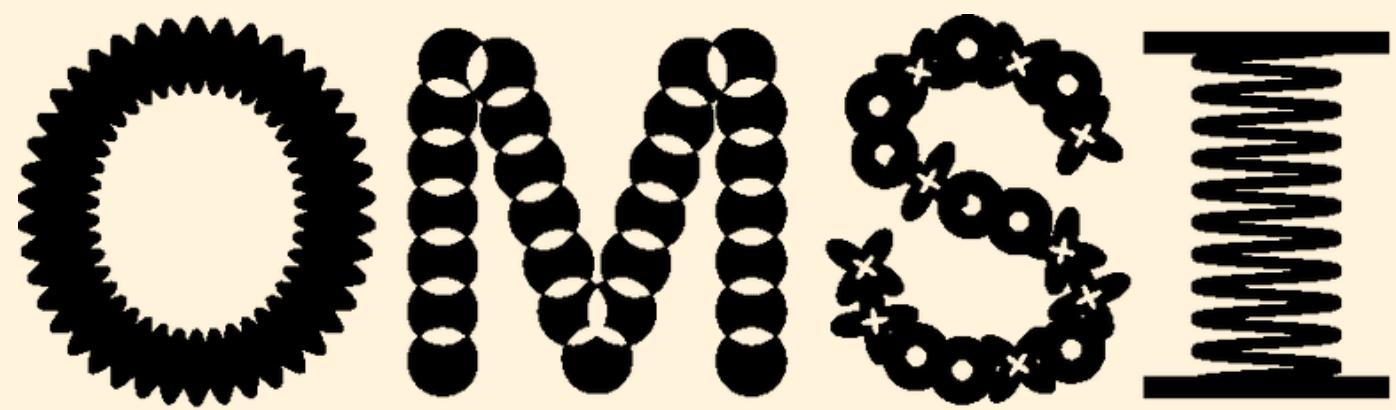
## Persona



The Savvy Subaru is a 35-year-old mother living in suburban areas like Lake Oswego and Beaverton but also spends time in Downtown Portland. She is married with children, prioritizes their education, and hires tutors. With a midscale to upscale

income, she enjoys family outings, consumes local media, and frequently purchases memberships for educational programs. She drives a Subaru, eats at Qdoba, and loves purchasing from the farmer's market.

# TAB 3



Oregon Museum of Science and Industry

# Traditional Media

## Local TV

### Macro Rationale

- Media Type: Top-rated prime time and non-prime programming
- Rationale: TV has a broad reach and can effectively target both men and women aged 25-49 and 50+. Prime time programming ensures high visibility and engagement.
- Cost Efficiency: With the multiplier deal, purchasing 25 ads will yield 5 free ads, enhancing cost efficiency.

### Micro Rationale

- Vehicle: Grey's Anatomy and Survivor

Rationale: Grey's Anatomy is a popular prime-time show with a strong following, especially among adults. Survivor airs weekly and has a dedicated audience that remains engaged.

# Traditional Media

## Local Radio

### Macro Rationale

- Media Type: Top-rated stations
- Rationale: Radio is effective for local targeting and can reach commuters and daily listeners. It is cost-effective and provides frequent touchpoints.
- Cost Efficiency: The multiplier deal offers 5 free ads with every 20 purchased, maximizing budget utilization.

### Micro Rationale

- Vehicles: KKCW-FM and KBFF-FM
- Rationale: KKCW-FM has a strong listener base and KBFF-FM offers the highest impressions as it has a broad reach to a large audience.

# Traditional Media

## Newspaper

### Macro Rationale

- Rationale: Newspapers are trusted sources of information and can target a demographic with higher household incomes and education levels.
- Cost Efficiency: The multiplier deal provides 1 quarter page ad free with every full page equivalent purchased.

### Micro Rationale

- Specific Vehicle: The Oregonian
- Reason for Choice: The Oregonian's strong local presence and high readership among the target demographic (higher household incomes and education levels) make it a strategic choice for reaching potential customers effectively.

# Traditional Media

## Magazine

### Macro Rationale

- Rationale: It offers targeted reach and credibility in reaching the desired audience.

### Micro Rationale

- Specific Vehicle: PDX Parent
- Reason for Choice: PDX Parent's focus on families and parents ensures that the ads reach the intended audience, maximizing the relevance and impact of the campaign.
- PDX Online was chosen as well, to reinforce retention in the audience as well as recall.
- Cost Efficiency: 1 quarter page ad free with every 3 full-page-equivalents purchased.

# Digital Media

## Google Adwords, Google Display Network, and PDX Online

### Macro Rationale

- Rationale: Digital is essential for driving traffic and conversions. It is effective for brand awareness and retargeting consumers.

### Micro Rationale

- Specific Vehicle: Google Adwords
- Reason for Choice: The ability to target users based on their search behavior ensures that ads are shown to individuals with a high intent to purchase, increasing the likelihood of conversions.
- Cost Efficiency: High conversion rates and detailed tracking of ROAS.
- Specific Vehicle: Google Display Network
- Reason for Choice: The broad reach and lower CPC of the Google Display Network make it an ideal choice for maintaining brand visibility and retargeting potential customers who have shown interest in the product or service.
- Cost Efficiency: Lower CPC and broad reach.
- Specific Vehicle: PDX Online

# Media Types Not Chosen

## Outdoor Rationale

### Macro Rationale

- Strengths: Outdoor advertising offers broad visibility and high frequency of exposure.
- Rationale: While effective for broad visibility, outdoor advertising lacks the ability to target specific demographics as precisely as digital and other traditional media.
- Cost Efficiency: The cost is relatively high, and the impressions are less targeted, making it less efficient compared to other media types.

### Micro Rationale

- Specific Vehicle: Bulletins, Transit
- Reason for Not Choosing: The inability to precisely target specific demographics and the higher cost make outdoor advertising less suitable for this campaign compared to the chosen media types.

# Media Objectives

## Audience and Delivery

- Objective: Achieve a reach of 60% of the target audience (men and women 25-49 and 50+) in the Portland Metro Area.
- Rationale: Ensuring broad visibility and engagement across multiple media channels.

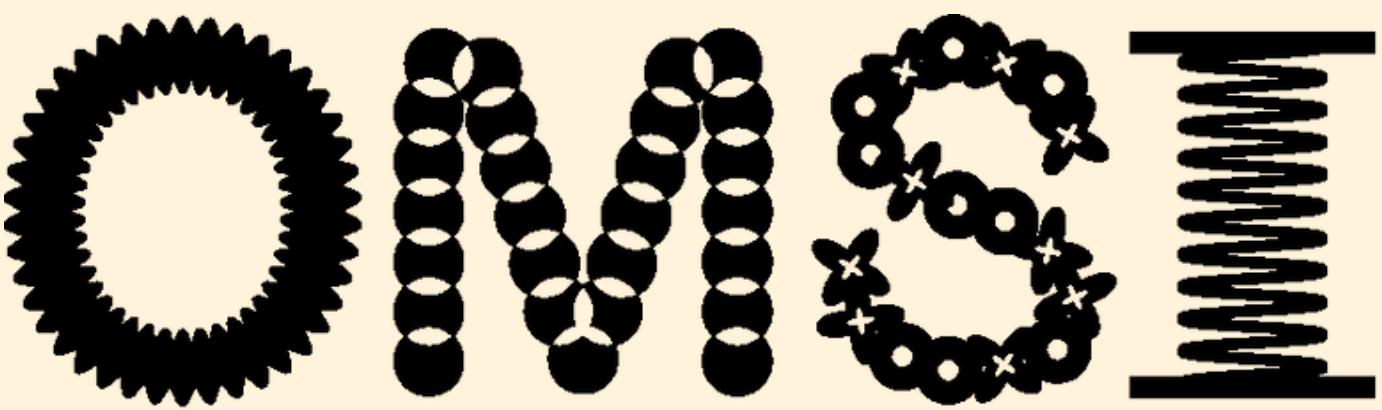
## Strategic and Tactical

- Objective: Attain a frequency of 3 exposures per month per individual in the target audience.
- Rationale: High frequency ensures message retention and increases the likelihood of conversion.

## Cost and Efficiency

- Objective: Maintain a CPM (Cost Per Thousand Impressions) below \$20 for traditional media and a ROAS (Return On Ad Spend) above 150% for digital media.
- Rationale: Ensuring cost-effective spending while maximizing the impact of the campaign.

# TAB 4



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# IMC Tactics

## Local TV Media Use table

Media Type	Media Vehicle	Program Name	Ad Unit Size/Length	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Cost per Ad	Target Audience (TA) Impressions per Ad	Total TA Impressions
TV	KATU-2	Grey's Anatomy	30 sec	25	5	30	\$1,700	13,600	408,000
TV	KOIN-6	Survivor	30 sec	30	6	36	\$2,600	17,200	619,200

- This ad buy capitalizes on the popularity and consistent viewership of Grey's Anatomy, generating 408,000 target audience impressions from 30 ads at a relatively affordable \$1,700 per spot. The added bonus ads enhance cost efficiency and ensure strong primetime exposure for reaching a broad, engaged demographic.
- Airing ads during Survivor targets an active, diverse audience, delivering 619,200 total impressions with high efficiency due to bonus spots. Though more costly at \$2,600 per ad, the strong viewership and high impressions per spot make this a high-ROI placement.

$$\text{ROAS} = \$200,000 / \$144,600 = 1.38 (138\%)$$

## Local Radio Media Use table

Media Type	Media Vehicle	Ad Unit Size/Length or Format	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Target Audience (TA) Impressions per Ad	Total TA Impressions
Radio	KKCW-FM	60 sec	150	37	187	3,500	654,500
Radio	KBFF-FM	60 sec	150	37	187	4,700	878,900

With 187 total 60-second ads delivering 654,500 impressions, KKCW-FM offers cost-effective frequency and reach. The station's adult contemporary format ensures consistent exposure to a mature, decision-making audience throughout the campaign.

KBFF-FM targets a younger, energetic demographic with 878,900 impressions from 187 ads, providing the highest radio reach. The high impression count supports broad awareness while complementing other media formats in the plan.

$$1. \text{ ROAS} = \$100,000 / \$57,985 = 1.72 (172\%)$$

# IMC Tactics

## Local Newspaper Media Use table

Media Type	Media Vehicle	Day of Week	Ad Unit Size/ Length or Format	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Target Audience (TA) Impressions per Ad	Total TA Impressions
Newspaper	The Oregonian	Sunday	Quarter Page	9	2	11	117,000	1,291,400

### Justification

Sunday placements in The Oregonian ensure maximum visibility with 1,291,400 impressions from just 11 quarter-page ads. This buy strategically leverages the high readership of Sunday editions to deliver deep local market penetration.

$$\text{ROAS} = \$50,000 / \$36,198 = 1.38 (138\%)$$

## Local Magazine Media Use table

Media Type	Media Vehicle	Ad Unit Size/ Length or Format	Number of Ads Purchased	Number of Bonus Ads	Total Number of Ads	Target Audience (TA) Impressions per Ad	Total TA Impressions
Magazine	PDX Parent	Quarter Page	12	1	13	123,000	1,599,000

### Justification

With 1,599,000 impressions across 13 quarter-page ads, PDX Parent effectively targets families, especially those with young children, in a cost-efficient manner. Its niche audience and strong impression performance justify its inclusion in the media mix.

$$\text{ROAS} = \$20,000 / \$8,016 = 2.5 (250\%)$$

# Digital Media Tactics

## Google Ads Paid Search Media Use Table

Media Vehicle	Monthly Budget	Number of Keywords	Est. CPC	Est. CTR	Est. Monthly Clicks	# of Months	Total Clicks	Estimated Total Impressions
Google Ads Paid Search	\$500	60	\$0.90	1.5%	556	12	6,672	444,800

### Justification

With a 122% ROAS, Google Paid Search offers the highest return, generating 6,672 clicks from a highly targeted audience actively searching for related terms. It's an efficient conversion driver with a low CPC and measurable impact.

$$\text{ROAS} = \$610 / \$500 = 122\%$$

## Google Display Network Media Use Table

Media Vehicle	Monthly Budget	Est. CPC	Est. CTR	Est. Monthly Clicks	# of Months	Total Clicks	Estimated Total Impressions
Google Display Network	\$300	\$0.50	0.4%	600	12	7,200	1,800,000

### Justification

Although its ROAS is 100%, the Display Network contributes 7,200 clicks and 1.8 million impressions, supporting top-of-funnel awareness. Its strong impression reach complements search and traditional media for broader market coverage.

$$\text{ROAS} = \$300 / \$300 = 100\%$$

# Digital Media Tactics

## PDX Parent Online Media Use Table

Media Vehicle	Monthly Budget	Est. CPC	Est. CTR	Est. Monthly Clicks	# of Months	Total Clicks	Estimated Total Impressions
PDX Parent	\$403	\$0.50	0.4%	600	12	9,672	2,418,000

**Justification** While the ROAS is lower at 74%, this platform delivers 2.4 million impressions and 9,672 clicks, supporting awareness and traffic among family-focused users. It aligns with the print campaign for integrated audience reinforcement.

ROAS=  $\$300/\$403 = 74\%$

# Traditional Media Summary

Tab 6: Budget Breakdown

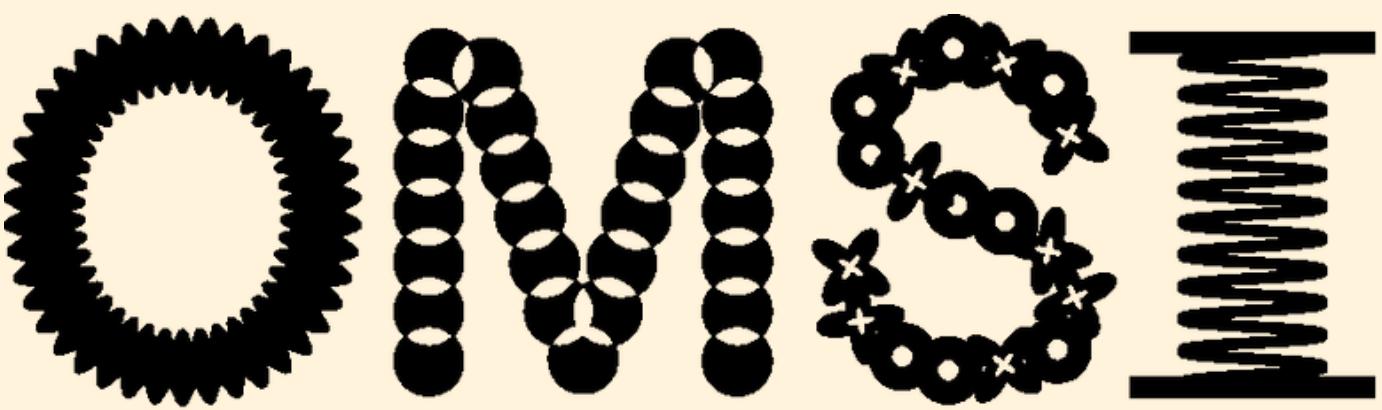
Medium	Cash Cost	Value of Multiplier (Free Ads)	Total Market Value	Total Impressions (000)	CPM for Each Medium (Cash)	CPM for All Media (Cash)	CPP for Each Trad'l Medium (Cash)	CPP for All Trad'l Media (Cash)
Local TV	\$144,600	\$28,920	\$173,520	1,027,200	\$78.87		\$723	
Local Radio	\$57,985	\$11,597	\$69,582	1,533.4	\$37.83		\$386	
Newspaper	\$36,198	\$7,240	\$43,438	1,291.4	\$28.04		\$362	
Magazine	\$8,016	\$1,603	\$9,619	1,599.0	\$5.01		\$160	
Google Ads Paid Search	\$60,000	N/A	\$60,000	444.8	\$134.91			
Google Display Network	\$40,000	N/A	\$40,000	1,800.0	\$22.22			
PDX Parent Online	\$4,836	N/A	\$4,836	2,418.0	\$2.00			
<b>TOTALS</b>	<b>\$246,799</b>	<b>\$49,360</b>	<b>\$296,159</b>	<b>6,257,400</b>		<b>\$39.42</b>		<b>\$178.29</b>

# Sample Keywords for Google Ads Paid Search

- OMSI tickets
- OMSI membership
- Portland science
- Portland science museum
- Portland Museum
- OMSI exhibits
- OMSI events
- OMSI family activities
- OMSI educational programs
- OMSI summer camps
- OMSI planetarium
- OMSI science classes

- OMSI field trips
- OMSI volunteer opportunities
- OMSI donations
- OMSI gift shop
- OMSI parking
- OMSI hours
- OMSI location
- OMSI discounts
- OMSI group rates

# TAB 5



Oregon Museum of Science and Industry

# Media Schedule

## Written Rationale

Our media schedule strategically aligns with OMSI's attendance cycles and key events to maximize impact within the \$250,000 budget. We've implemented a pulsing strategy — combining periods of heavy advertising with lighter off-season exposure — to sustain awareness while remaining cost-efficient.

## Strategic Highlights:

- **January Launch:** As the museum reopens in January 2026, we initiate strong TRP delivery across all media to build immediate awareness and curiosity.
- **Spring Momentum (March–May):** With attendance naturally increasing in April and peaking in May (Grand Reopening), we escalate media pressure accordingly.
- **Summer Surge (June–August):** We invest heavily during summer when attendance hits its highest (July and August: 10–11%), targeting families during school breaks.
- **Fall Taper (September–October):** Spending is reduced as attendance dips, preserving budget for key holiday messaging.
- **Holiday Bump (November–December):** A moderate push coincides with increased family activity and holiday planning.

If a counter-cyclical approach were selected (e.g., heavier advertising in slower months like February or October), we'd defend it as a tactic to lift underperforming months and balance overall attendance. However, our approach aligns with natural peaks to amplify effectiveness and ROI.

# Media Schedule

## Flow Chart

Create a Media Schedule using all of your best media picks. Select the type of scheduling strategy that best fits the objective. Timing should follow target audience media consumption. Identify the use of continuity, flighting, or pulsing approach.

2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Spending
Week 1	1	2	3	4	1	2	3	4	1	2	3	4	
\$250,000 Budget													
Media 1													
Grey's Anatomy (Pulsing)	■		■	■	■	■	■	■	■	■	■	■	(\$ 144,600.00)
Media 2													
PDX Parent (Continuity)													(\$ 8,016.00)
Media 3													
The Oregonian (Flighting)	■	■	■	■	■	■	■	■	■	■	■	■	(\$ 57,985.00)
<b>Subtotal Spend</b>													(\$ 210,601.00)
Total GRP's													
Avg. CPM													(\$ - ) (\$ - )
Avg. CPP													
Week 2	1	2	3	4	1	2	3	4	1	2	3	4	
Media 4													
Survivor (Pulsing)	■		■	■	■	■	■	■	■	■	■	■	(\$ - )
Media 5													
KKCW-FM (Continuity)													(\$ 36,190.00)
Media 6													
KBFF-FM (Continuity)													(\$ - )
<b>Subtotal Spend</b>													(\$ 36,190.00)
Total GRP's													
Avg. CPM													(\$ - )
Avg. CPP													(\$ - )
Week 3	1	2	3	4	1	2	3	4	1	2	3	4	
Media 7													
Google Ads Paid Search Continuity													(\$ - )
Media 8													
Google Display Ad Network (Continuity)													(\$ - )
Media 9 (Flighting)													(\$ - )
<b>Subtotal Spend</b>													(\$ - )
Total GRP's													
Avg. CPM													(\$ - )
Avg. CPP													(\$ - )
<b>Final Plan Total Spend</b>													(\$ 246,791.00)

# Media Schedule Justification

## **Television (TV):**

Television offers strong local reach with high-impact visual storytelling, making it ideal for building brand awareness. By selecting prime-time programs like Grey's Anatomy and Survivor on KATU-2 and KOIN-6, we capture a broad audience that spans both younger and middle-aged adults. TV's high TRPs (400) and substantial TA impressions (1.83 million) make it a cornerstone for delivering consistent, persuasive messaging.

## **Radio:**

Radio provides cost-efficient frequency and targets listeners during key drive-time and workday periods. With placements on KKCW-FM and KBFF-FM, we reach both mature and younger demographics through music formats that align with their lifestyles. The medium's flexibility and 1.5 million total impressions support strong message reinforcement and recall.

# Media Schedule

# Justification

## **Newspaper:**

Print ads in The Oregonian Sunday edition ensure credibility and high local readership engagement. With over 1.29 million impressions from just 11 ad insertions, newspaper provides a high-impact touchpoint, particularly for audiences that value in-depth, informative content. This traditional medium complements broadcast by targeting weekend readers in a trusted, distraction-free environment.

## **Magazine:**

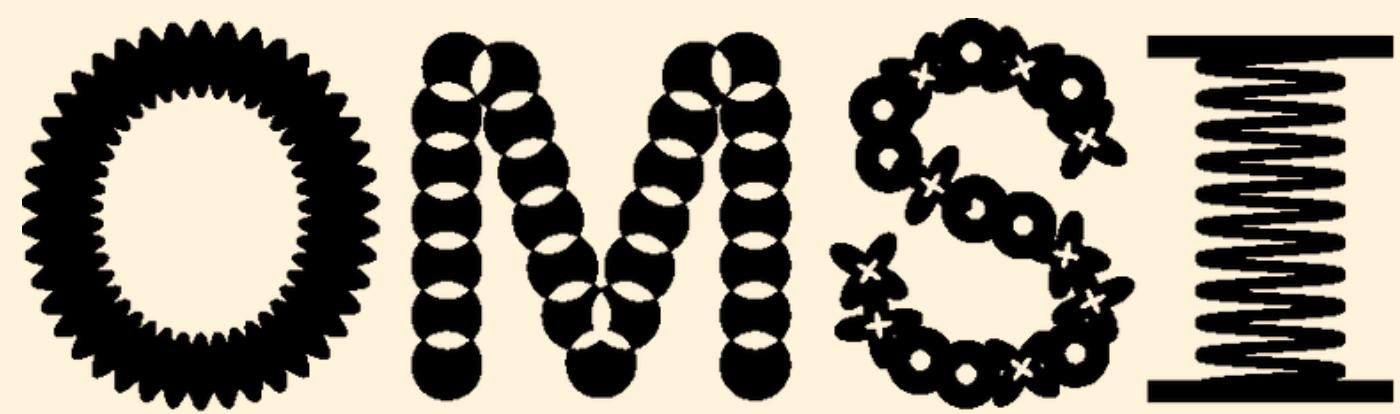
PDX Parent magazine directly reaches families with young children—a key target group—with highly concentrated impressions (1.6 million) and contextual relevance. Its long shelf-life and community focus allow messages to resonate in an environment that fosters trust and attention. Magazine media serves as a powerful support for campaigns centered on family, education, or local events.

# Media Schedule Justification

## **Digital Media:**

Digital tactics, including Google Ads Paid Search, Display Network, and PDX Parent Online, enable precision targeting and performance tracking with strong ROAS results (up to 122%). These platforms allow us to reach users at multiple points in their decision journey, using tailored keywords and cost-efficient clicks. With a combined total of over 4.66 million impressions, digital provides scalable support and measurable ROI.

# TAB 6

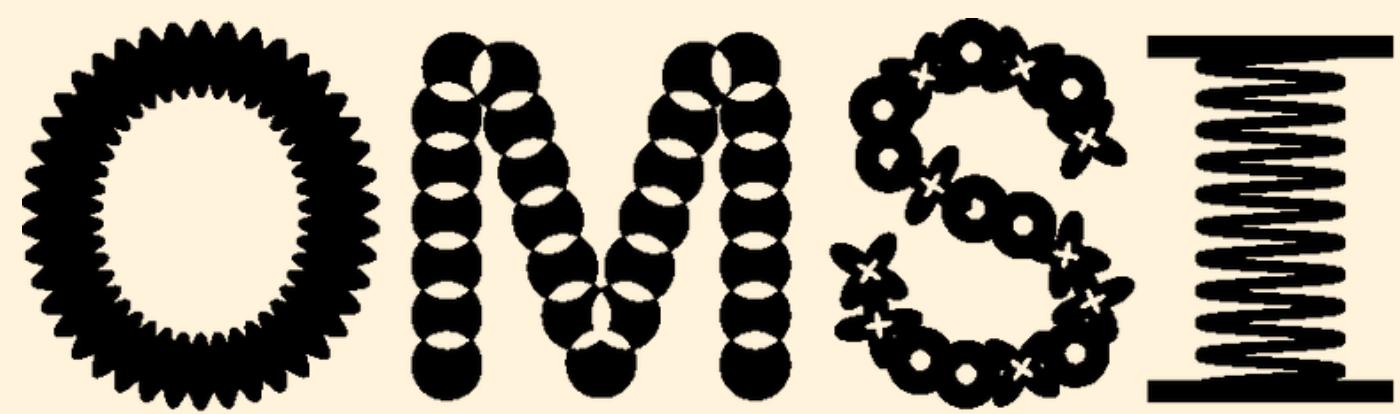


Oregon Museum of Science and Industry

**Tab 6: Budget Breakdown**

Medium	Cash Cost	Value of Multiplier (Free Ads)	Total Market Value	Total Impressions (000)	CPM for Each Medium (Cash)	CPM for All Media (Cash)	CPP for Each Trad'l Medium (Cash)	CPP for All Trad'l Media (Cash)
Local TV	\$144,600	\$28,920	\$173,520	1,833.6	\$78.87		\$723	
Local Radio	\$57,985	\$11,597	\$69,582	1,533.4	\$37.83		\$386	
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# TAB 7



Oregon Museum of Science and Industry

# Summary of Media Objectives

## **IMC Strategy and Advertising Objectives Summary**

The Integrated Marketing Communications (IMC) strategy outlined in Proposal Tab 3 aims to implement a multifaceted advertising approach that combines traditional and digital media to achieve optimal reach, engagement, and efficiency. The overarching objective is to reach 60% of the target demographic—men and women aged 25-49 and 50+—within the Portland Metro Area while ensuring a frequency of at least three exposures per individual each month. To maintain cost-efficiency, traditional media should keep a cost per thousand impressions (CPM) below \$20, while digital efforts aim for a return on ad spend (ROAS) above 150%.

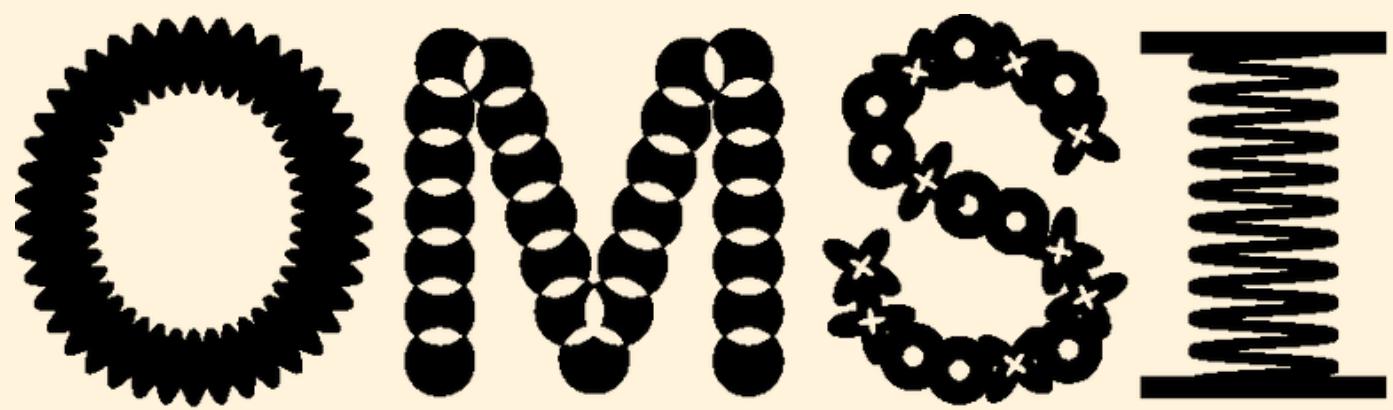
# Summary of Media Objectives Cont.

## Traditional Media Strategy

Local TV was chosen as a primary channel due to its broad reach and effectiveness in capturing diverse age groups. By purchasing 25 ads and receiving 5 free through a multiplier deal, the campaign maximizes cost efficiency. Specific shows like Grey's Anatomy, Survivor, and The Voice were selected for their loyal and diverse audiences, ensuring consistent engagement across the week.

Local Radio supports the campaign's need for frequent touchpoints and local engagement. Top-rated stations such as KKCW-FM, KUPL-FM, and KBFF-FM were selected to diversify the audience reach and tap into commuter and habitual listeners. The campaign leverages another multiplier deal here—five free ads for every 20 purchased—boosting cost-effectiveness. Newspaper advertising, specifically in The Oregonian, supports trust-based messaging to a more affluent and educated audience segment. Its high local readership and strong brand credibility make it ideal for reaching households with greater purchasing power. The plan includes one free quarter-page ad with every full-page equivalent bought, ensuring extended visibility without additional cost.

# TAB 8



Oregon Museum of Science and Industry

# Non-Traditional Media Objective

## **“Branded Farmers Market Bags” – Sustainable Visibility**

### Overview:

Partner with local farmers markets (e.g., Portland Farmers Market at PSU, Hollywood Farmers Market) to hand out reusable branded tote bags to shoppers. Bags will feature campaign messaging, eye-catching graphics, and a QR code linking to a campaign landing page or digital coupon.

### Why It Works:

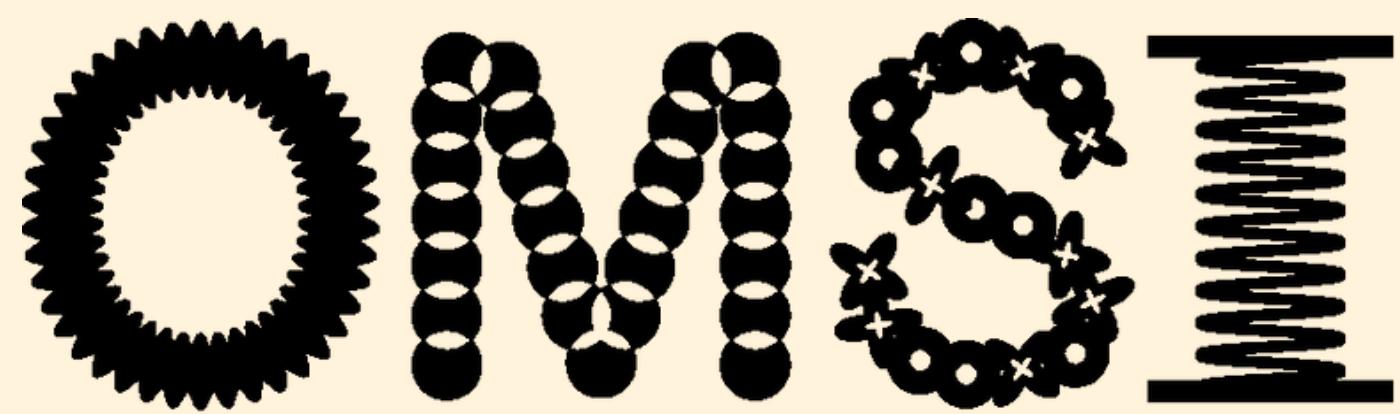
- Farmers markets attract a demographic with higher household income and education—perfect alignment with our newspaper and magazine strategy.
- Reusable bags offer long-term impressions as they’re carried and reused throughout the city.
- Promotes sustainability, aligning with Portland values.

Estimated Cost: \$6,000 for 3,000 custom totes and booth sponsorship

Estimated Impressions: 15,000+ (bags used repeatedly, visible in public)

Estimated CPM: \$400.00

# TAB 9



Oregon Museum of Science and Industry

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