

→ *SPECIAL UPDATE*

EXPLORE TUALATIN VALLEY'S **TAP SEASON MARKETING AND PR RECAP**

**EXPLORE
TUALATIN
VALLEY**



YOU SPOKE. WE LISTENED.

Thank you for attending our brewery listening sessions and for participating in our surveys in April and May of 2023.

We are pleased to share our efforts to support and promote Tualatin Valley's breweries, taprooms and cideries.

Based on your input, we identified a need period and launched **Tap Season, February through April, 2024.**

We are pleased to share the campaign results with you.



PAID ADVERTISING

Explore Tualatin Valley supported Tap Season with a robust advertising campaign that included print, digital, broadcast, social media and out-of-home advertising. Advertisements ran from **February 1** through **April 30**.



PRINT ADVERTISING

- 1859 Magazine
- AAA Via
- Northwest Travel & Life
- Oregon Business
- Oregon Wine Press

DIGITAL ADVERTISING

- Hillsboro Hops-Hillsboro Stadium
- Oregon Live
- Pamplin Media
- PDX Pipeline
- Travel Oregon
- Willamette Week



PAID ADVERTISING (CONT.)

OUT-OF-HOME ADVERTISING

- 9 Digital billboards in Portland Retro Region
- Bus Tail ads on 90 Trimet buses



BROADCAST ADVERTISING

- OPB radio live reads
- KXL and KINK (Alpha Media) radio spots
- KOIN 6 Tap Season segments on AM Extra and Everyday Northwest



EMAIL MARKETING

Sponsored emails through the Media Max Network (February 15 and February 20)

MEDIA MAX NEWSLETTER STATS

- February 15, 2024
Audience: 247,011
Views: 52,764
Clicks: 6,212
- February 20, 2024
Audience: 247,012
Views: 35,504
Clicks: 6,840

TUALATIN VALLEY TAP SEASON - PAID OVERVIEW:

Meta, Facebook & Pinterest

- Total Spend: \$19,992.26
- Total Impressions: 7,729,406
- Total Clicks: 23,448



Scan or click to watch the videos from KOIN.

PUBLIC RELATIONS MEDIA RESULTS

Explore Tualatin Valley's public relations and media outreach efforts included pitching stories to local news and beer outlets about Tap Season and the special events/activations ETV held throughout the region.

As a result, **Tap Season earned more than 22 media placements** including articles and mentions in the following outlets:

- Beaverton Valley Times
- Bizjournals.com
- Forest Grove News Times
- Hillsboro News Times
- KPTV, Fox 12 News
- New School Beer
- Northwest Beer Guide
- Oregonlive
- Oregonian Brews and News
- Youroregonnews.com

OWNED MEDIA: SOCIAL MEDIA AND WEBSITE

In addition to the paid and earned media efforts outlined, Explore Tualatin Valley also used its own channels (or "owned media") – Facebook, Instagram, Pinterest and tualatinvalley.org – to promote Tap Season.



Scan or click to watch the video from KOIN.



TAP SEASON SPECIAL EVENTS

As part of Tap Season, Explore Tualatin Valley launched the following activations:

March 16 - “Tap Season Sip + Shop”
at Bridgeport Village

April 4 - “THE DRAFT: Beer. Baseball. Fun”
at Breakside Brewery

April 13 - Two “Alpaca Happy Hours”
at Hillsboro Downtown Station and
Stickmen Brewing’s Tualatin Beer Hall

Our **Tap Season activation events** were widely attended, exposing consumers to Tualatin Valley’s unique craft beverage scene.



**EXPLORE TUALATIN VALLEY
TAP SEASON EVENT**

ALPACA HAPPY HOUR
SATURDAY, APRIL 13th, 4-6 PM
At Stickmen Brewing Co. - Tualatin



**EXPLORE TUALATIN VALLEY
TAP SEASON EVENT**

ALPACA HAPPY HOUR
SATURDAY, APRIL 13th, 12-2 PM
At Hillsboro Downtown Station

**EXPLORE TUALATIN VALLEY
TAP SEASON EVENT**
THE DRAFT: Beer. Baseball. Fun.

THURSDAY, APRIL 4th, 5-8PM
At Breakside Beaverton with the Hillsboro Hops

**EXPLORE TUALATIN VALLEY
TAP SEASON EVENT**

BRIDGEPORT VILLAGE SIP + SHOP
Saturday, March 16th, 12-3 pm

ALE TRAIL PASSPORT PERFORMANCE

TUALATIN VALLEY ALE TRAIL

When It Rained, We Poured
January 3, 2023 - April 30, 2024



2,450
App Sign-ups



5,425
Location Check-ins



1,324
Promotions Used



648
Prizes Shipped



23
Digital & Print Ads Purchased

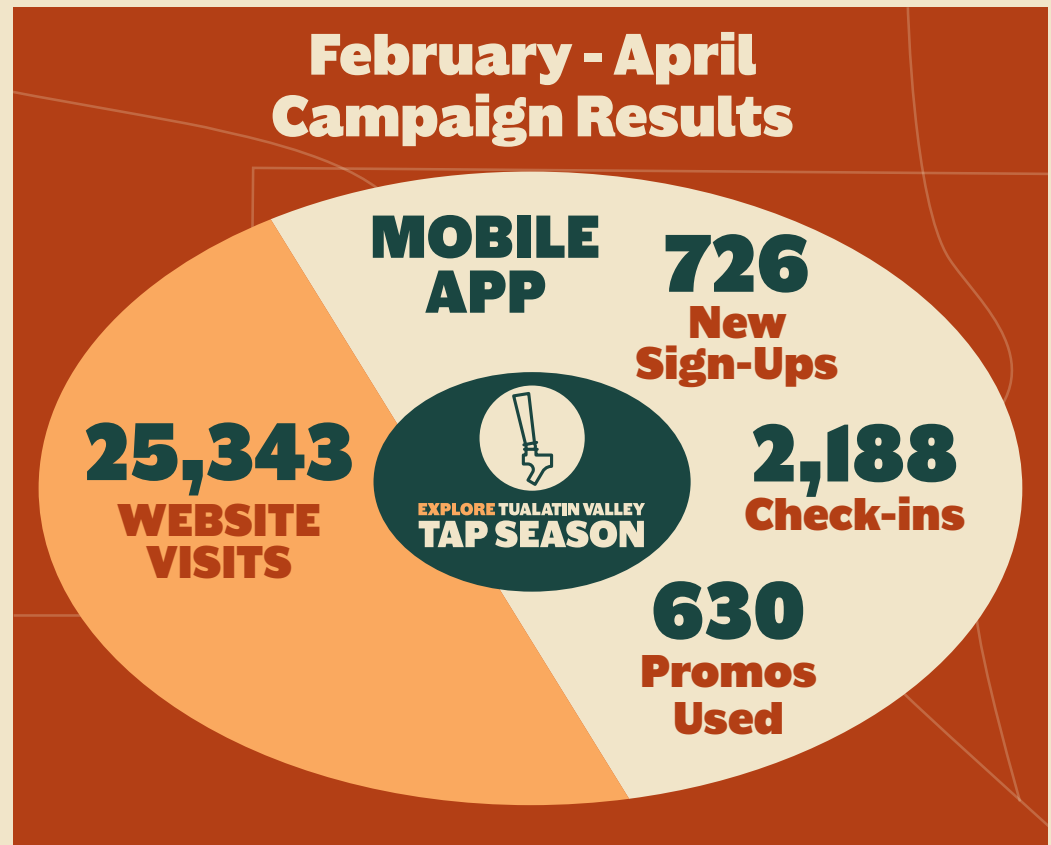


4884
Paid Social Ads Clicks



On January 3, 2023, Explore Tualatin Valley launched the **Tualatin Valley Ale Trail Mobile Passport**. This passport was updated February 2024—adding cideries and taprooms— and ran until April 30, 2024.

The success of the passport encouraged visitors to experience and enjoy Tualatin Valley’s finest breweries, taprooms and cideries. Thanks to all our partners in helping make this a success!



EXPLORE TUALATIN VALLEY

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