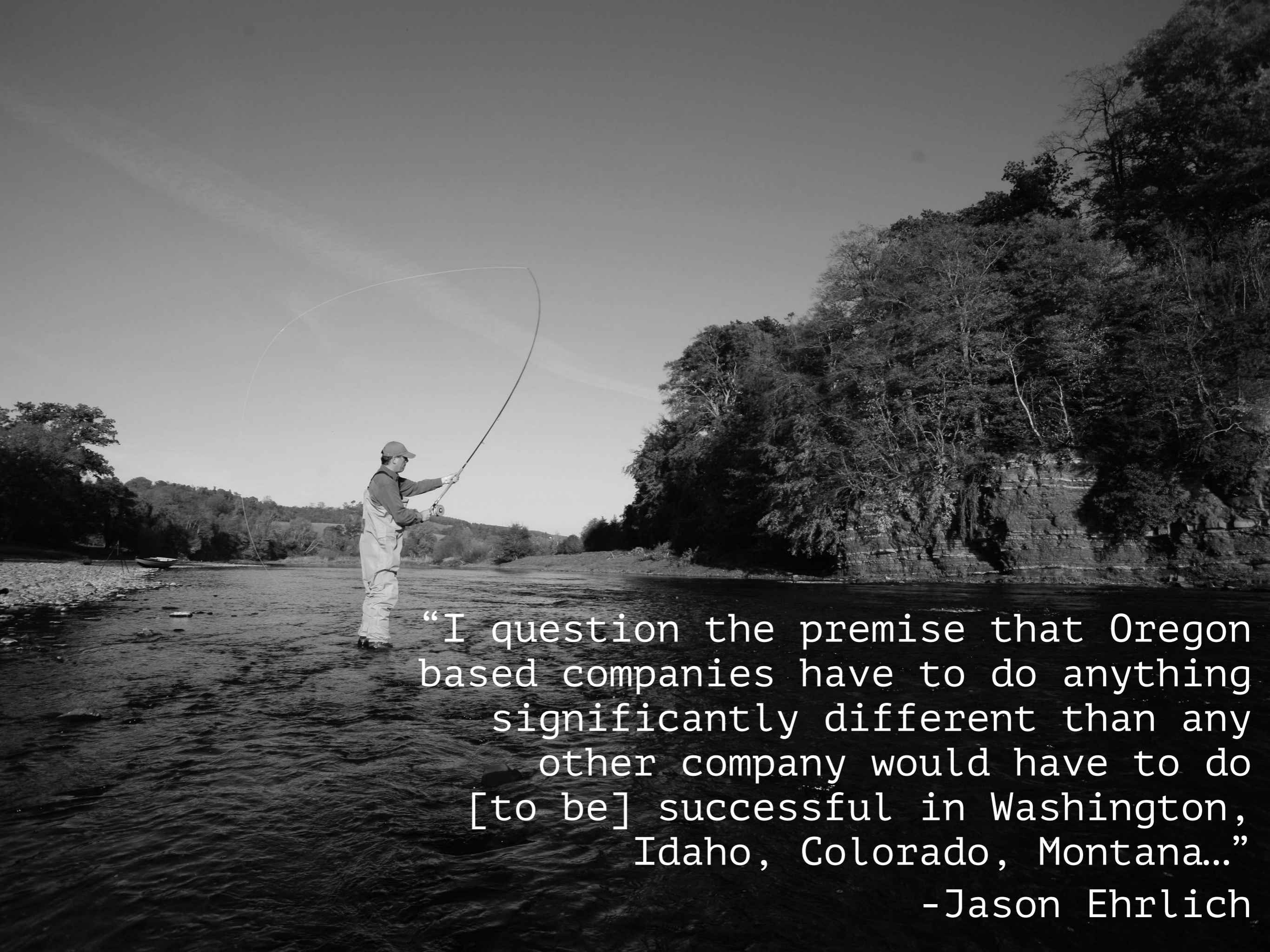



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lifestyle  
Confident



“I question the premise that Oregon based companies have to do anything significantly different than any other company would have to do [to be] successful in Washington, Idaho, Colorado, Montana..”

-Jason Ehrlich

# THE SITUATION



Oregon is a state rich in culture and innovation but it goes unnoticed by industries as being unique. It is viewed as a place that is no different from anywhere else.

# THE CHALLENGE



To change the perception of Oregon and to convince industries that although they can market to us as any other state, they will not be as effective in their pursuits unless they embrace innovation.

# THE PROBLEM




According to industry professionals, Oregon does not warrant a different marketing approach.

# THE TRUTH

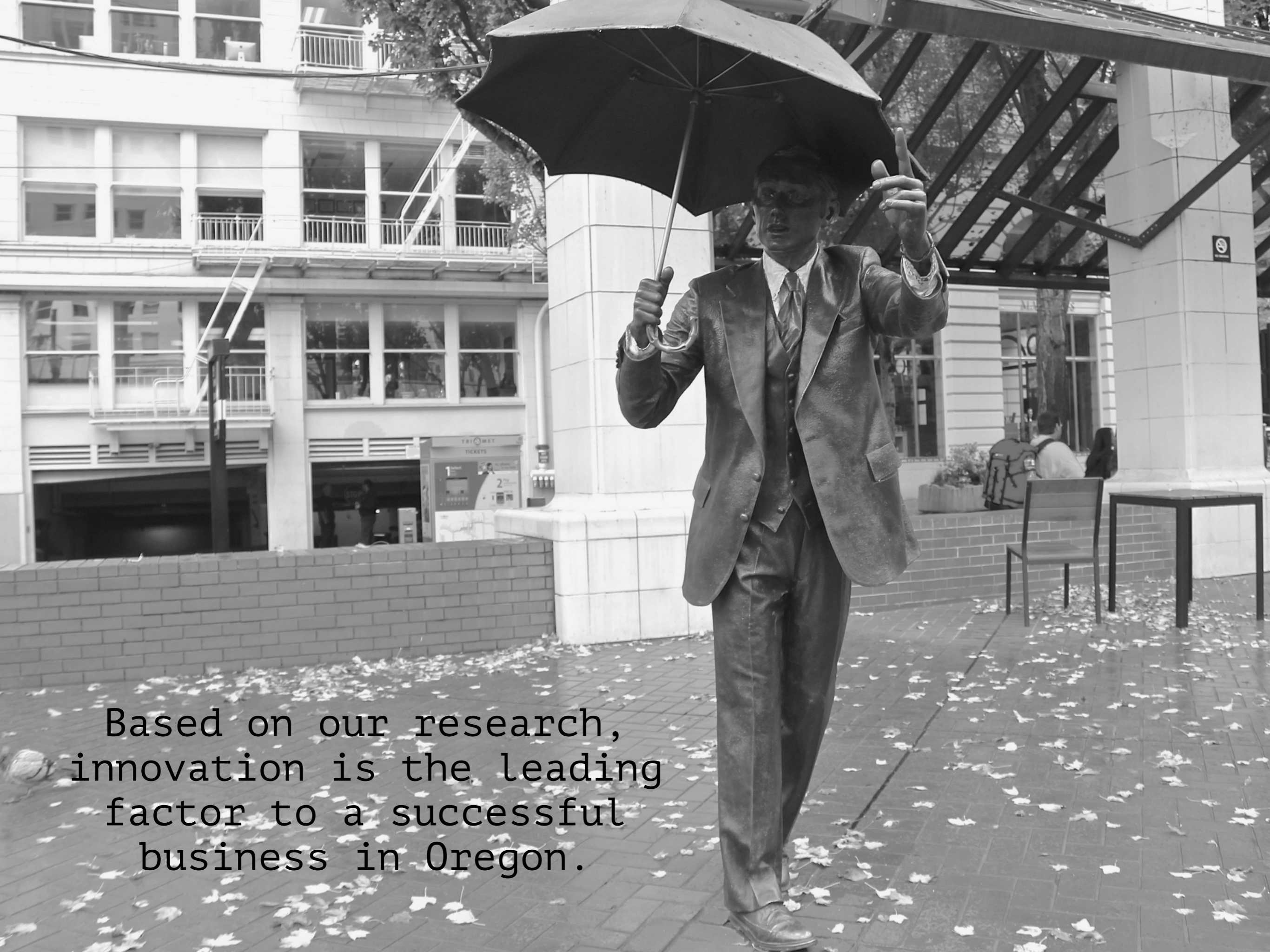


Oregon is a state that sets itself apart due to its loyalty, locality, and lifestyle through innovation.

# THE OPPORTUNITY



To show existing industries that the state of Oregon is worth the effort and investment in order to successfully guide them to the Oregon marketplace.



Based on our research,  
innovation is the leading  
factor to a successful  
business in Oregon.



# LOYALTY: NIKE



# LIFESTYLE: COLUMBIA SPORTSWEAR



# LOCALITY: LAUGHING PLANET





# IS OREGON WORTH IT?

**YES**

THROUGH QUALITATIVE AND QUANTITATIVE RESEARCH, OREGON HAS PRESENTED ITSELF AS UNIQUE IN THREE WAYS.

**NO**

THE INDUSTRY BELIEVES THAT OREGON IS NO DIFFERENT THAN ANYWHERE ELSE IN THE UNITED STATES IN TERMS OF MARKETING AND PRODUCTION.

## IF YES...

**LOCAL**

**LOYALTY**

OREGONIANS ARE LOYAL TO THEIR BRANDS THAT ARE LOYAL TO THEIR CULTURE AND INVEST BACK INTO THEIR COMMUNITY.

OREGONIANS ARE LOYAL TO THOSE WHO STRIVE FOR INNOVATION.

OREGONIANS ARE IN CONSTANT PURSUIT TO BE LOCAL FROM GIVING BACK TO THE COMMUNITY TO SHOWING A CONSISTENT INTEREST IN LOCALLY GROWN PRODUCE AND PRODUCTS.

BEING LOYAL TO LOCAL IS A PROMINENT VALUE IN OREGONIAN'S LIFESTYLES.

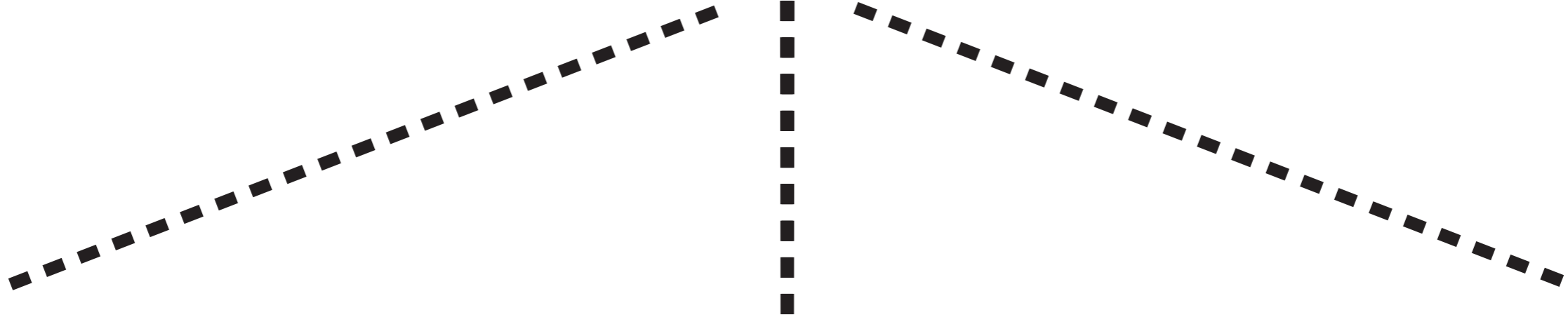
**LIFESTYLE**

OREGONIANS FIND THEMSELVES WITH AN ACTIVE LIFESTYLE WHETHER IT BE IN THE OUTDOORS, MARKETPLACE, OR HOUSEHOLD.

THE OREGONIAN LIFESTYLE IS ACTIVELY BEING INNOVATIVE.

# INNOVATION

OREGONIANS ARE INTERESTED IN THOSE WHO CAN BE LOYAL TO THEM YET CREATE NEW WAYS TO DO IT. OREGONIANS VALUE THOSE WHO CAN REINVENT APPROACHES TO GIVE BACK TO THEIR LOCAL COMMUNITY, WHILE KEEP UP WITH THEIR INNOVATED LIFESTYLE IN PURSUIT OF A BETTER GLOBAL ECONOMY.



FOUNDED IN OREGON, NIKE HAS MAINTAINED THEIR PRESENCE BY KEEPING THEIR HEADQUARTERS IN-STATE AND HAS CONTINUED TO PROVIDE JOBS, HIGH QUALITY PRODUCTS, AND DONATIONS.



“WE SEARCH FOR THE BEST WE CAN FIND FROM FARMERS AND PRODUCERS WITHIN LOCAL COMMUNITIES.” - LAUGHING PLANET



“FROM THE MOUNTAIN PEAK TO THE NEIGHBORHOOD PARK, FROM THE GLACIER TO THE GARDEN, AND FROM THE TOUR DE FRANCE, TO TRAINING THE WHEELS, COLUMBIA HELPS YOU ENJOY YOUR OUTDOOR ADVENTURE ANYWHERE YOU LIKE TO PLAY.” - COLUMBIA



THANK YOU



Jake Charlson, Jeremy Jahja, Chandler Nelsen, Jordyn Rohroman, Vicki Taufer

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