Beaver Nation
Integrated Marketing Campaign

Reach and Engagement Report
9/29/14 – 4/24/15
Reach

We define reach as any point in which people (target audience or otherwise) come into contact with campaign deliverables. For example any time a billboard is seen, a television ad is viewed or a piece of content shows up in a social feed. These impressions are the foundation of a good campaign. Maximizing reach in a target market increases the brand affinity and leads to more possible engagement with the campaign/brand.

<table>
<thead>
<tr>
<th>Channel Reach</th>
<th>Reach (Impressions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregonstate.edu</td>
<td>19,442,773</td>
</tr>
<tr>
<td>Billboards</td>
<td>5,098,636</td>
</tr>
<tr>
<td>Online ads</td>
<td>4,231,314</td>
</tr>
<tr>
<td>Facebook</td>
<td>948,600</td>
</tr>
<tr>
<td>Television ads</td>
<td>575,000</td>
</tr>
<tr>
<td>Beavernation.is</td>
<td>83,282</td>
</tr>
<tr>
<td>Twitter</td>
<td>49,402</td>
</tr>
<tr>
<td>Vimeo videos</td>
<td>11,356</td>
</tr>
<tr>
<td>YouTube videos</td>
<td>6,941</td>
</tr>
<tr>
<td>Events (fireworks)</td>
<td>3,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30,450,404</strong></td>
</tr>
</tbody>
</table>

* Campus signage including banners, posters and displays not included due to inconclusive reach data.
Engagement

Engagement is a strong measure of impact. It is any intentional interaction with campaign materials. Choosing to watch a video, reading a story, attending an event or sharing a post on social networks are all forms of engagement.

These engagements lead to increased awareness of messages and greater brand affinity. It is important to determine which types of engagement are most valuable and have the greatest chance of converting campaign goals.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>99,264</td>
</tr>
<tr>
<td>Oregonstate.edu</td>
<td>15,940</td>
</tr>
<tr>
<td>Vimeo Videos</td>
<td>11,356</td>
</tr>
<tr>
<td>YouTube Videos</td>
<td>6,941</td>
</tr>
<tr>
<td>Online Ads</td>
<td>4,557</td>
</tr>
<tr>
<td>Events (fireworks)</td>
<td>3,100</td>
</tr>
<tr>
<td>Twitter</td>
<td>3,020</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>144,178</strong></td>
</tr>
</tbody>
</table>
Investment

Investment in this campaign is difficult to measure and particularly challenging to assign to specific channels. For example, it cost nothing to post content to Twitter, but there were significant costs to creating the initial content that was then later shared.

However, this shows the additional expense required for these different channels to gain X amount of reach/engagement. These totals do not include costs associated with in-house staff salary, which was a large additional investment.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Investment ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>73,700</td>
</tr>
<tr>
<td>Television</td>
<td>53,228</td>
</tr>
<tr>
<td>beavernation.is</td>
<td>45,000</td>
</tr>
<tr>
<td>Online Ads</td>
<td>34,815</td>
</tr>
<tr>
<td>Events</td>
<td>4,800</td>
</tr>
<tr>
<td>Facebook</td>
<td>900</td>
</tr>
<tr>
<td>Oregonstate.edu</td>
<td>-</td>
</tr>
<tr>
<td>Vimeo Videos</td>
<td>-</td>
</tr>
<tr>
<td>YouTube Videos</td>
<td>-</td>
</tr>
<tr>
<td>Twitter</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>212,443</strong></td>
</tr>
</tbody>
</table>
The Oregon State web site was used to feature stories from the Beaver Nation campaign.

Reach
19,442,773

Engagement (users click through and read content)
15,940

Investment
$0.00
Facebook

We featured the people of Beaver Nation on Facebook by sharing stories, photos and videos on the Oregon State University Facebook page.

Reach
948,600

Content Clicks
99,264

Likes, Comments and Shares (advanced engagement)
17,825

Investment
$900.00
The stories, photos and videos of Beaver Nation were shared through Twitter.

**Reach**
49,402

**Engagement** (clicks, favorites and retweets)
3,020

**Investment**
$0.00
Outdoor Signage - PDX Metro

Billboards and oversized posters were placed throughout key locations in the Portland Metropolitan area.

Reach
5,098,636

Engagement
No measurable components

Investment
$73,770
Online Ads

Combination of display ads and pre-roll videos (video ads that play ahead of other online video content)

Reach
4,231,314

Engagement (clicks on ads leading to campaign content)
4,557

Pre-roll completion rate (watched the entire ad)
83% - 602,736 impressions

Investment
$34,815
Vimeo Videos

More than 50 videos were produced to highlight people and places of Beaver Nation. Reach and engagement are considered the same for this content. Engagement is measured in the number of times a video was played.

Reach/Engagement
11,356

Investment
$0.00
YouTube Videos

Additionally content was uploaded to YouTube to further highlight people and places of Beaver Nation. Engagement is measured in the number of times a video was played.

Reach/Engagement
6,941

Investment
$0.00
The home for all Beaver Nation content. Stories, videos, slideshows and interactive elements showcasing all seven regions of the state as well the nation and the world.

Reach (page views)
83,282

Average Length of Site Visit
2:20

Investment
$45,000
Television

The television media buy spanned 5 networks and included 284 total runs of our commercial across all regions.

Reach
575,000

Investment
$53,228
Events

To launch the Beaver Nation campaign we put on a fireworks celebration. Campaign material was played during the event in addition to a group engagement activity. This is considered one of the highest possible levels of engagement.

Reach/Engagement
3,100

Investment
$4,800