

OUR COMMON GROUND



THE
**INTER
TWIN**

COMMUNICATION ACTIVATIONS

PASSIONATE



PURPOSEFUL

**TO BE A POSITIVE FORCE WITH THE
POWER TO UNIFY OUR REGION.**

RESOURCEFUL



PLAYFUL



OUR COMMON GROUND



CLEAN WATER AT LESS COST

SEE WHAT ELSE NATURE CAN DO.
THEINTERTWINE.ORG

OUR COMMON GROUND CELEBRATES THE DIVERSE USES AND USERS OF THE INTERTWINE.

For we may not agree on which of nature's benefits we choose to embrace, but we can all certainly agree that nature is a part of what it means to be a Northwesterner.

BECAUSE NATURE BELONGS TO ALL OF US, REGARDLESS OF HOW WE CHOOSE TO EXPERIENCE IT.





OUR COMMON GROUND



MORE NATURE BENEFITS EVERYONE

THEINTERTWINE.ORG
PARKS, TRAILS & NATURAL AREAS



OUR COMMON GROUND INITIATIVES
BUILD AWARENESS, SPARK EDUCATION, CHANGE PERCEPTION,
AND INITIATE BEHAVIOR CHANGE IN OUR CITIZENS.

build awareness of Alliance Partners

marshal our collective resources

leverage existing assets

reinforce key benefits:

health, happiness, saves money, creates jobs, diversity, FUN!



LET'S MEET THE PLAYERS:



The Bicycling Beaver

He's an **engineer**, a **policy** wonk, and a gear head. He's always thinking about **smarter ways** to construct more **efficient solutions** to our urban issues. He's thought of everything, except, unfortunately, how to communicate without using so much **technical jargon** that anyone but an engineer can understand what he's saying.



The Do-Gooder Doe

She's a birdwatcher, **naturalist**, non-profit volunteer, and **engaged citizen**. She feels we are never doing enough, and can **always do more**, to protect our wild spaces and wild species. She's pretty skittish about overuse and in her opinion, always wants to see **nature left untouched**.



The Recreation Duck

Our duck is **all about having fun** in our lakes, rivers, and streams. Whether kayaking and canoeing, ripping on the waterskis, or just hanging on the bank barbecuing with friends, he could **give two insects** about tree huggers, bioswales, or economic indicators. This duck knows **water is about having a good time** and that's what's he's here to do.



The Economic Salmon

He's a throwback to a **traditional way** of life and represents **bottom-line** economic interests. Sure he wants to preserve our natural resources, but **not at exorbitant cost or the expense of jobs**. To our Salmon, water is the lifeblood of his way of life, how he feeds his family of thousands, and is what connects today with the **good ol' days**.





1. Clean Water edu-tainment series



2. Native Species App



3. free Keen social campaign

**FOR OUR FIRST LARGE SCALE INITIATIVE,
WE PROPOSE AN ANIMATED EDU-TAINMENT
SERIES ON CLEAN WATER.**



THE ANIMALS OF THE INTERTWINE 'DISCUSS' THE MERITS OF CLEAN WATER.

Each represents a popular perspective on the issue. In true Northwest fashion, these conversations take place in a coffee shop.





Open title and 'nature inspiring music.'



Our conversation takes place, of course, at the Common Grounds Coffee Shop.
Duck: Man, I was workin' that wake like some kind of waterfowl.



Beaver: You are a waterfowl!
 Doe: And a fowl one at that.
 Salmon: Working? My eye! That river's a job creator, not your play pen.



Duck: Just because I know how to fun. But all that algae and stuff in the water isn't' fun.
 Beaver: That's due to changing hydrodynamics and rising temperatures from overuse. See, increased CO2 levels...

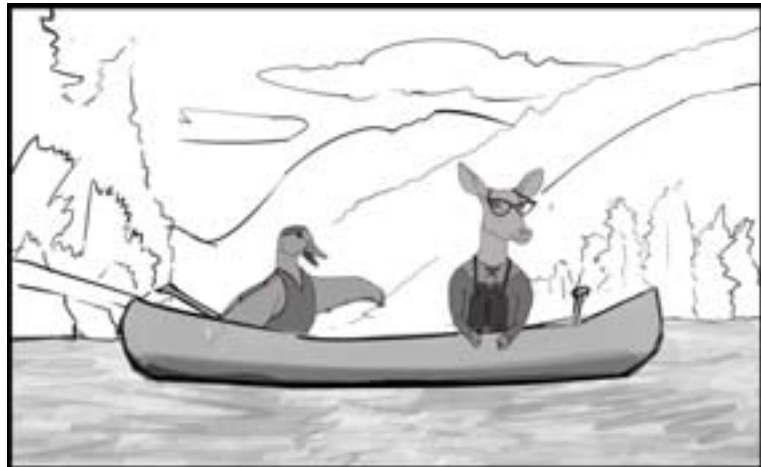


Doe: I knew it! We need to work harder to protect it.
 Salmon: We should preserve the jobs it creates.
 Ducks: As long as me and the Mallards can rip it up on the waves...
 Beaver: Can we all agree, Clean rivers are in all our best interest?

Title : VO (together): Ya, ya I guess so.
 You sure that duck needs another espresso?



Conversations can also take place in other native locations, such as in a diner, on a lake, on a farm. Heck, even a pub.



POSSIBLE TOPICS OF CONVERSATION

- **More trees mean cleaner water (and algae is icky).**
- **Nature cleans water at less cost - now that makes sense.**
- **Fish and cows farming together? What's next, a food cart?**
- **Toxins are no fun for no one, so be careful where you point that thing.**
- **Clean water is healthier than dirty water. Well duh?!**
- **Managing storm water is no accident.**



Clean Water is **OUR COMMON GROUND**

GOOD CLEAN FUN



PRESERVE OUR NATURE



SAVE YOUR MONEY



GET THE FACTS



CLEAN WATER IS SOMETHING WE CAN ALL AGREE ON.

SUBURBAN COUNTY RESIDENTS WHO TEND TO VOTE INDEPENDENT OR REPUBLICAN.

Media packages can also enable us to reach consumers as far west as the coast and south into the Willamette



AN INTEGRATED MIX OF BROADCAST, DIGITAL, AND PRINT COLLATERAL AIMED AT THOSE NOT TYPICALLY TARGETED SUSTAINABILITY MESSAGING.

Spot cable buys in key area codes on key programming

Website landing page

Web banners distributed to Alliance Member websites

Post cards distributed in area coffee shops and restaurants



**WITH OUR DESIRED MEDIA, WE CAN
SECURE 2,278 SPOTS THAT REACH**

**96% OF OUR TARGET AUDIENCE, WITH EACH HOUSEHOLD
SEEING OUR ADS MORE THAN TEN TIMES.**



**FOR OUR SECOND INITIATIVE, WE PROPOSE
A MOBILE APP TO EDUCATE AND ACTIVATE
THE CITIZENS OF OUR REGION**



OUR NATIVE SPECIES



Bicycling Beaver



Do-Gooder Doe



Recreation Duck



Economic Salmon

Daycation!

A guide to local wildlife



- **Educate about our native flora and fauna**
- **Encourage enjoyment and connection with nature**
- **Project a ‘sense of ease’ using the Intertwine**
- **Encourage alternative transportation**
- **Promote low cost activities and local destinations**
- **Develop appreciation for our regional ecosystem**
- **Emphasize Fun!**



DAYCATION 1.0 WILL FOCUS ON DELIVERING FIVE PRIMARY TOOLS:

1. Custom Profile

2. Park & Trail Locator /Transportation Map

3. Native Species Encyclopedia

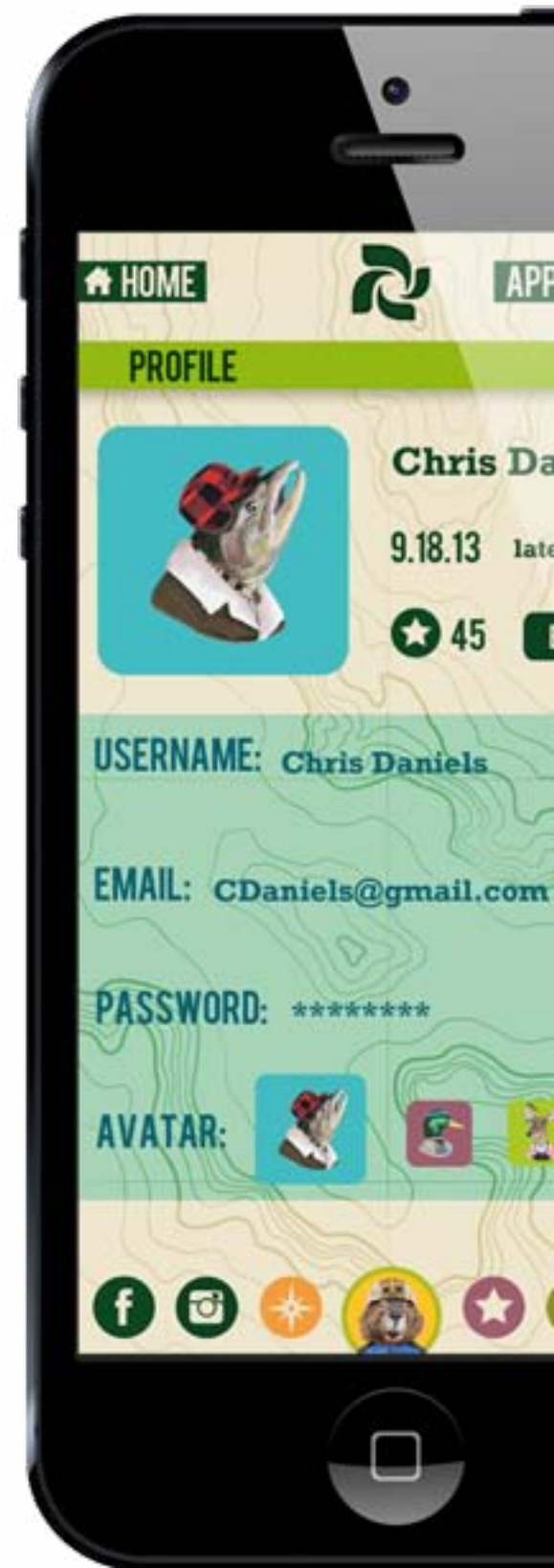
4. Crowd Source Participation

5. Partner Promotion /Association



LETS TAKE THE TOUR: LOGGING IN CUSTOMIZABLE PROFILE

- Avatars
- Daycation planner (favorites routes)
- Saved pictures and posts



LET'S TAKE THE TOUR: PLANNING YOUR DAYCATION

DAY / TRIP PLANNER



**transportation
planner**

LOCATION MAP



**Google maps and
species locator**

SATELLITE MAP



**detailed park
& trails map**

LET'S TAKE THE TOUR: IDENTIFY YOUR NEIGHBOR

NATIVE SPECIES ENCYCLOPEDIA

Over **500 Species** native to
Oregon and Washington.

Content to be pulled
from alliance partners such
as **Oregon Fish & Wildlife**
and the **Audubon Society**.



RED-BREASTED SAPSUCKER



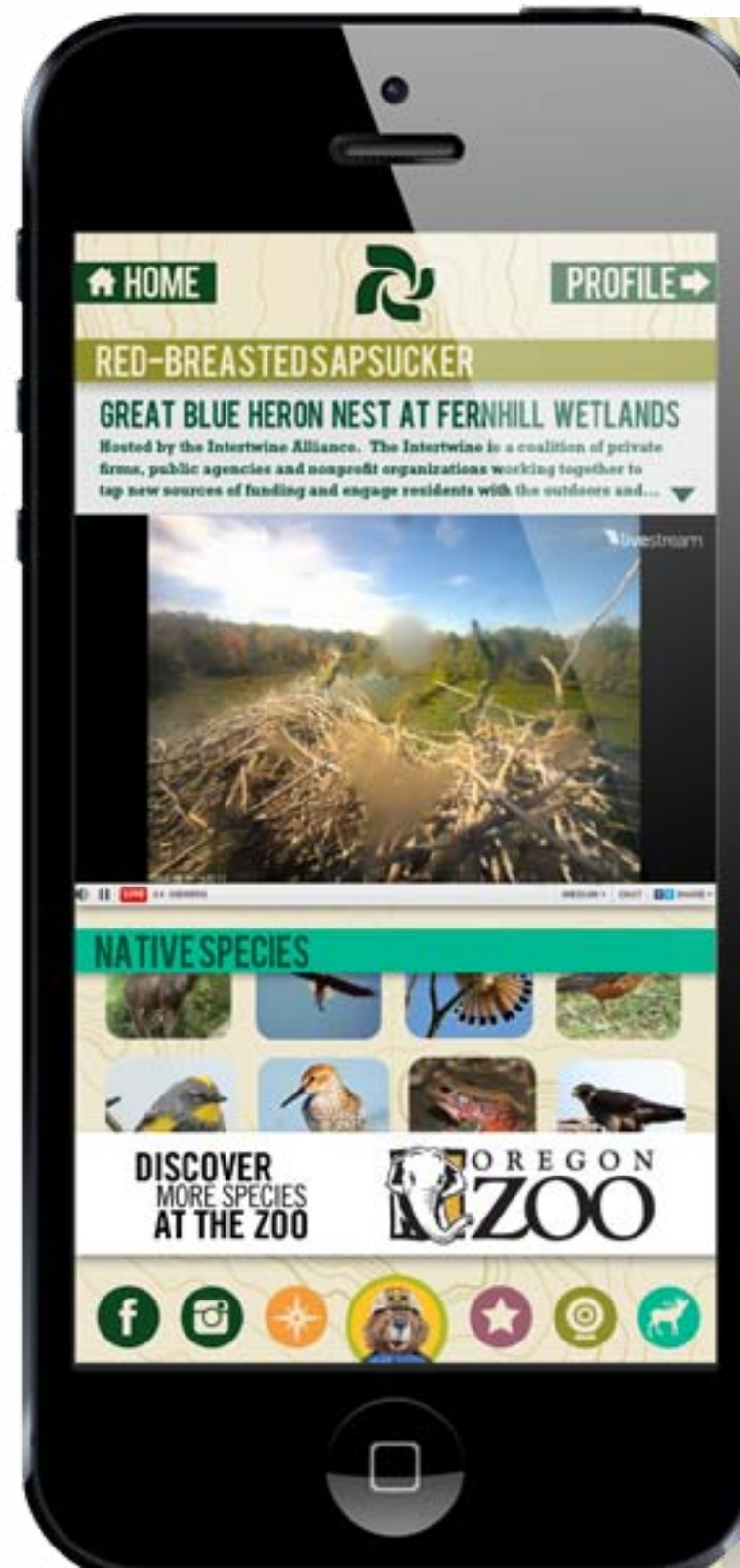
SIGHTINGS



LET'S TAKE THE TOUR: IDENTIFY YOUR NEIGHBOR

NATIVE SPECIES ENCYCLOPEDIA

- Professional photography
- Audio captures
- Cams



LET'S TAKE THE TOUR: SHARE THE EXPERIENCE

Crowd Source Participation



Document your sightings



Catalog your findings

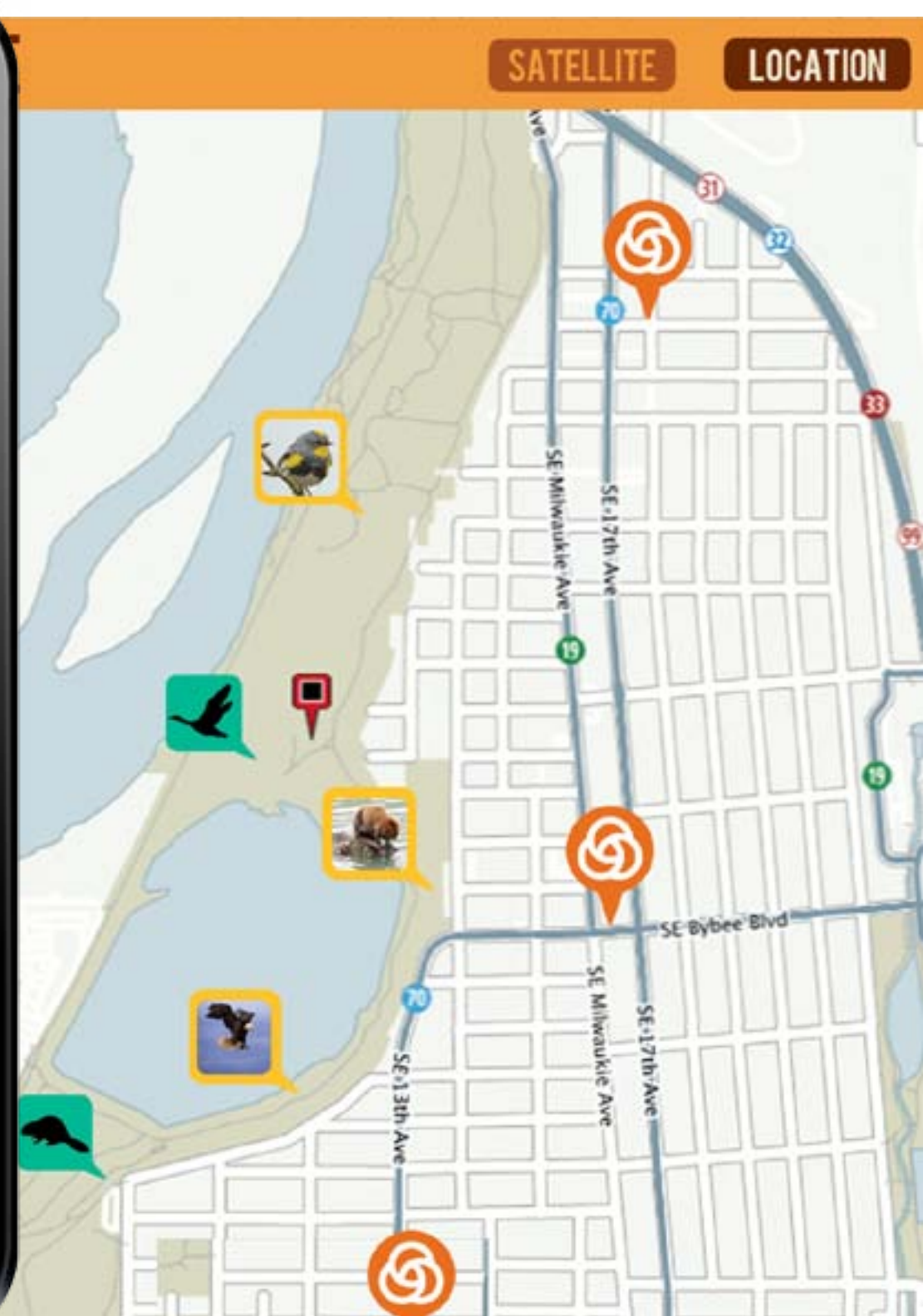
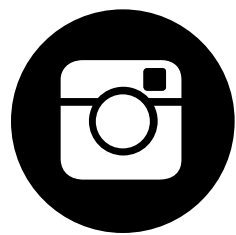


Collect your thoughts

LET'S TAKE THE TOUR: SHARE THE EXPERIENCE

Crowd Source Participation

UPLOAD CONTENT TO
ENHANCE THE MAP OR
SHARE WITH SOCIAL
NETWORKS



TARGETED USERS

SO, WHO'S GONNA DAYCATION!?

• **Outdoor Enthusiasts & Hikers**

• **Fitness Walkers/Joggers**

• **Amateur Birders**

• **Teachers planning Daycation Field Trips**

• **Parents looking for inexpensive fun**

• **Students learning Stuff**

• **Photographers**

• **Millennials on the weekend (after brunch)**



DAYCATION IS BUILT ON A ROBUST PLATFORM THAT CAN BE LEVERAGED FOR ENHANCED FUNCTIONALITY IN FUTURE VERSIONS:

- **Game-ify the app by adding a point-system to track frequency of use-active transportation, critter sightings, number of trails completed, etc. Points and achievements can be shared on social**
- **Expanded promotional opportunities for Alliance members**
 - **product giveaways and other incentives**
 - **sponsored features and content sections**
- **Enhanced real-time reporting**
 - **weather and conditions**
 - **animal migrations**



WHAT OUR PARTNERS RECEIVE FOR HELPING BUILD DAYCATION!

1. Tiered Pricing & Participation Model

- Media Sponsorship
- Prominent Logo Placement
- Content Sponsorships
- Customized Geo-specific Push Notifications

2. Turnkey development from Frank and Harlo Interactive

3. Access to email opt-in list



OUR THIRD INITIATIVE RELIES ON ONE OF THE MOST EFFECTIVE TACTICS FOR ATTRACTING INTERNET FOLLOWERS: FREE STUFF.



WE'RE GIVING AWAY A FREE PAIR OF KEENS EVERY WEEK

Free Keens is a sweepstakes to incentivize fans and followers of our Alliance Partners to become a part of our Intertwine family.

The Intertwine

TO ENTER

FREE KEENS

EVERY WEEK

We're giving away a free pair of keens every week so our friends and fans can explore The Intertwine.

OUR COMMON GROUND THE INTERTWINE KEEN

The Intertwine
1,069 likes · 9 talking about this

Non-Profit Organization
Creating the greatest regional system of parks, trails and natural areas.
<http://theintertwine.org/our-common-ground>

Like Message

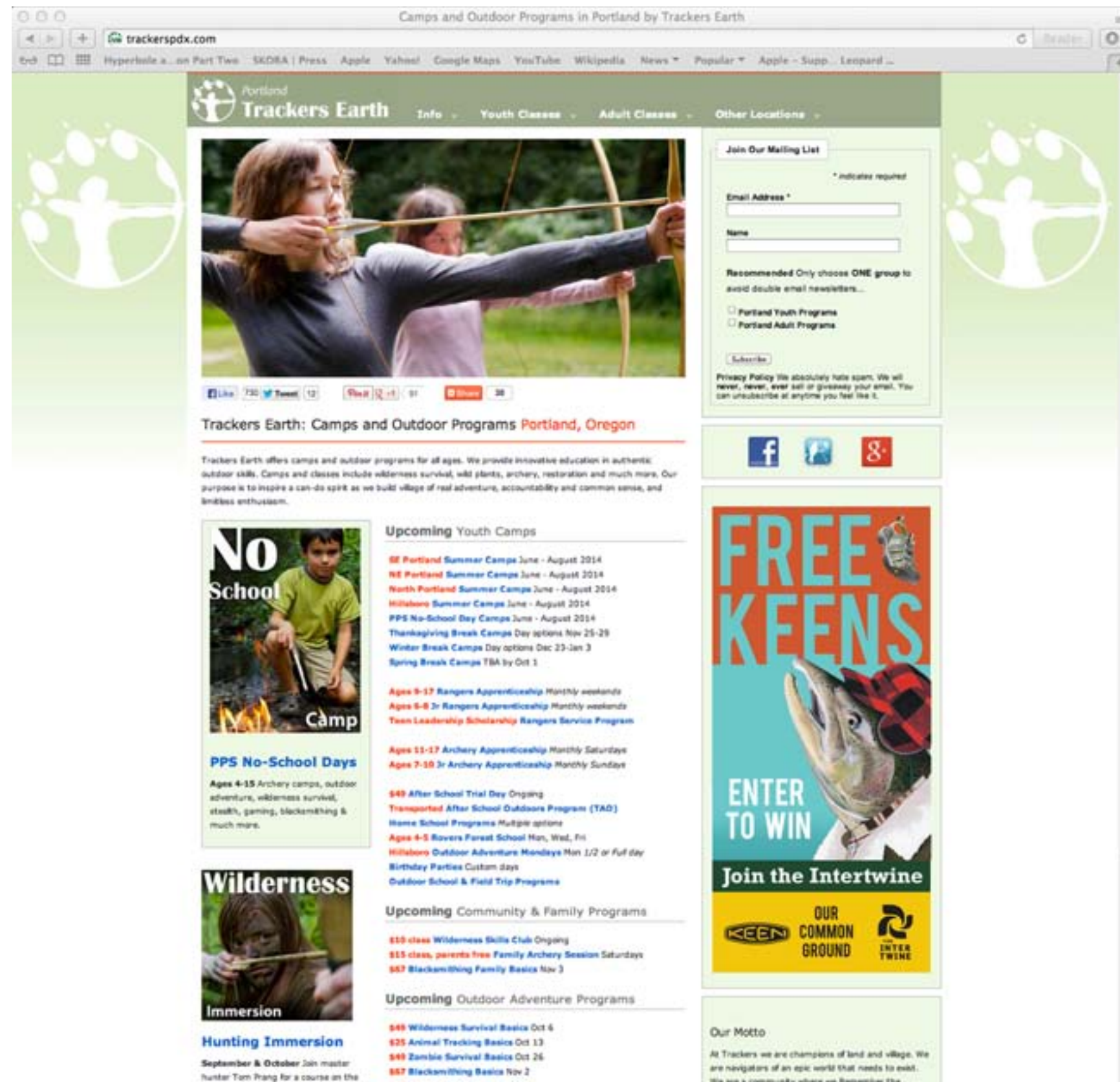
Free Keens Events Likes

HOW IT WORKS

- Buttons and banners are placed on our Partner's websites.



- Submitting an email address enters you in every week's contest.
- Becoming a Facebook fan enters you into this week's contest.



OBJECTIVES

- **Increase awareness of the Intertwine with Alliance Partner members.**
- **Grow email database (and readers of our blog, Outside Voices)**
- **Add value to our Partners by initiating co-marketing relationships**
- **Increase visitor traffic in both directions by enhancing relevant content to our Partner's constituencies.**



JOIN US



THE
**INTER
TWINE**