

## **Oregon Statewide Ad Campaign My Oregon Story**



**Richard G. Rosen**  
**The Oregon Marketing & Advertising Innovator**  
President & CEO, ROSEN Marketing & Advertising

Oregon. I have rafted her rivers, climbed her sisters, skied her slopes, and walked her shores, and in return, Oregon has inspired me to follow my own dream, and pursue the transformations of my goals.

Oregon is a land of dreamers with a creative community and social consciousness that drew me in from New Hampshire back in 1973. I came to the University of Oregon at a time when I was searching for truth and meaning in a world that was turned upside down. What I found was a place where rivers were clean, mountains high and trees unlike any this boy had ever seen. A place of freedom and openness, of hot springs filled with hipsters and song. I found my home; a place where I could interact with innovative thinkers from all walks of life who were open to a new way of living and working. For me, it was the foundation of my life work, to challenge the old rules and create a new way of marketing and advertising called Brand-Interaction.

I followed my dream and began my own firm 15 years ago. My goal was simply to push creative beyond creativity for its own sake, by aligning it with an empathetic ear to the customer, and achieve measurable results.

At AlloyRed we create strategies that are founded on an empathetic dialogue with each customer. We listen; we interact in a non-invasive manner. It's like rafting down the Rogue, flowing with the current, the

power of working as a team that is passionately in concert with the energy of the river. I guess you could say we find that creative flow with our customers by listening to their current, their concerns and needs.

And it works. We have clients all across the country -- from start-up's to Fortune 500 firms. They are attracted to our innovative approach and perhaps too because we are uniquely located far away from the maddening cities and the big firms in New York and LA. We are at home within the unique and highly creative community of Portland, where we value our quality of life. I mean, where else do people drive under the speed limit and rarely ever use their horns?

Portland is my creative mecca of free thought. Colleagues from around the country are envious. And I must admit, living five minutes from downtown where my wife and I can walk the trails of the Washington Park feels as if dreams really do come true.

They say that those of us who have come to live at the end of the Oregon Trail are a different breed. I think it's true. I've found my home among those who embody the attributes of honor, a zest for life and family, and a respect for the diverse voices that create the harmony of humanity.

I am proud and honored to be a part of the driving force in the development of our state. Oregon, my home since a boy of 19 where I choose to enjoy life with my wife and teenager, surrounded by open trails, flowing rivers, valleys and mountains, which inspire me to dream new dreams.