



**YOU CAN**  
*in* **PORTLAND**

**SHORT-TERM MARKETING CAMPAIGN**

*travel*  
**PORTLAND**

“YOU CAN in Portland” Pop-up Store in London, U.K.

**HEAD Coffee Roasters**

**WILD FEMINIST**  
**Portland**

ELCOMB

































*travel*  
**PORTLAND**

| Portland tattoo artist provided free vegan tattoos to lucky folks at London, U.K. Pop-up store.





travel  
**PORTLAND** | DJ Rescue (aka Zia McCabe of popular Portland band The Dandy Warhols) spun dance tunes at a nearby Shoreditch hot spot.













*travel*  
**PORTLAND**

Portland and Oregon scenes, filmed by bike, were projected on the oversized screen during the "Pedal to Portland" challenge.





*travel*  
**PORTLAND**

Visitors pedal stationary bikes at the London Pop-up store during the “Pedal to Portland” event, hoping to win the Delta Air Lines/Travel Portland trip to Portland.