

PILGRIM

Wildlife
MANAGEMENT PUBLIC EDUCATION ADVISORY
COUNCIL

2016 Brand Campaign Development Planning Proposal
January 19, 2016

Budget 1 - Existing Budget / Basic TV Production Value

Total Funds Available: \$347,175

-Total Production	\$66,300
-Total Media Placement	\$158,000
-Total Agency Fees	\$122,875

- Assumes basic quality TV production and minimal online banner production + landing page update
- Minimal banner advertising could begin as early as April with TV starting early June

Budget 2- Existing Funds / Higher TV Production Value

Total Funds Available: \$347,175

-Total Production	\$156,300
-Total Media Placement	\$ 84,000
-Total Agency Fees	\$106,875

- Assumes high quality TV production consistent w/ current HAH and minimal online banner production + landing page update
- Budget allows for 2 weeks of TV media starting early June

Budget 3 - Existing Funds + Augmented Contract

Total Funds Available: \$526,562

-Total Production \$162,950

-Total Media Placement \$217,362

-Total Agency Fees \$146,250

- Assumes high quality TV production consistent w/ current HAH, minimal online banner production, landing page update, plus development of Outdoor Billboards for Denver.
- Online Banner & Outdoor advertising could begin as early as April with TV starting early June
- Augmented contract funds available early March if Council approves early Feb 2016