



Conference Call Minutes
March 4, 2016 ~ 2:00pm - 3:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Burke, Hewson, Gurzick, Neinas, Justman

Members Absent: Shettel, Bohrer, Melcher, Emery

Also in Attendance: Gary Thorson (CPW- Assistant Director), Windi Padia (CPW-Council Liaison), Ginny Sednek (CPW-Council Secretary), Dean Riggs (CPW- DRM), Michelle Roche (Pilgrim Advertising), and Janine Tafoya-Manning (Pilgrim Advertising)

Purpose: Review Pilgrim's Media Plan and Creative Brief for the new advertising campaign

Chairman's Update - Burke

The Council needs to give Pilgrim direction while staying within our legal sideboards. So far Pilgrim has met our goals, provided materials for modifying the Hug a Hunter campaign, and accelerated their timeline to get us on the air.

Media Plan- Pilgrim/Burke

Tafoya-Manning-

Objective: To continue awareness campaign and use a multi-tiered media mix of TV, video, online display, radio, and out-of-home.

- Budget: \$217,362 (media cost)
- Campaign will run May-June 2016
- Purchase TV throughout the state (~50% of budget)
- Focus on news programming
- Run 15 and 30 second commercials
- Add a layer of digital video
 - Good to reach a younger audience
 - Based on behavior (outdoor enthusiast), demographics (age 25-54), geography (Colorado), and predictive look-a-like targeting

Online Display (~20% of budget):

- Run across all platforms (desktop/mobile/tablet)
 - Demographically, geographically, and behaviorally targeted to adults interested in outdoor activities
- Use combination of run-of-site (ROS) and channel targeting to maximize reach
 - ROS is cost efficient, builds brand awareness, and drives site traffic
 - TV will target outdoor enthusiasts
- Will try a new 300X600 filmstrip ad; takes up page length and can scroll through.
- Will put more emphasis on mobile and tablet, because it has shown good numbers in the past
 - Ads are 'delivered' to devices based off of behavior
 - Future option: include Apps when there are more funds in the budget
 - Will optimize schedules based on click through rate (CTR)

Radio (~10% of budget):

- NPR is a credible news environment and is accessible statewide
 - Will run 9 weeks with 12 mentions/week/station
 - 15 second mentions

Outdoor (~20% of budget):

- High profile locations and frequency (24/7 presence)
- Will run 9 weeks with 3-4 bulletins in each market
- Will look at rotating those boards, changing them every 4-5 weeks

Media Flow Chart:

- 9 weeks of online, radio, and outdoor bulletins; May 2nd - June 30th
- 3 weeks of video (TV, cable, digital); June 13th - June 30th
- Total estimated impressions: 12 million

Padia- Pilgrim plans on creating a new online landing page (microsite) that will be built along with the campaign.

Pilgrim- The microsite will be 5-7 pages, linked to Hug a Hunter (HaH) website, and will provide wildlife management success stories and specific information.

Creative Brief - Pilgrim/Burke

Roche-

Creative Brief Objective: Ensure expectations are clearly set before creative development

- Be very clear and succinct in what we say, ad appearance, and take-away message

Assignment: Wildlife Council has asked Pilgrim to evolve existing HaH ad campaign

- Maintain same look and feel

Challenge: Create general public support for the practice of hunting/fishing as a form of wildlife conservation.

- BIP research showed public's interest in threatened/endangered species and wildlife conflicts

Target Audience: Colorado residents, non-sportsman, and urban areas

Insight: Coloradans care about healthy wildlife populations, like to know management decisions are informed by science and biology, and are especially concerned about rapid population growth

Key Thought/Take Away Message:

"Licensed hunting/fishing, informed by science and biology, is one of the most effective tools Colorado has for conserving all of our healthy wildlife populations"

- Most important point; we want the take-away message to be the 'key thought'
- Will deliver a broad message with the ads, then direct public to HaH website and microsite for more information about the science and biology

Supporting Facts of key thought:

- Conservation is defined as the "wise use" and active management of wildlife, where biologists manage wild animals, fish and their habitats in order to achieve specific and measurable outcomes. No other scientific principle is more responsible for creating Colorado's abundance of fish, wildlife and world-class outdoor recreation.
- Because wildlife conservation efforts don't receive general tax dollars; the vast majority of these efforts are paid for by sportsmen and women.
- With Colorado's burgeoning population, science-based conservation is more important than ever to maintain a balance between sustainable and healthy wildlife populations and ensuring that outdoor-recreation opportunities remain for future generations

Council Discussion

- Council members were concerned about stating 'wildlife is managed by science and biology' because other organizations use this language.
 - Pilgrim assured the Council that the key thought will not be stated in the ads. The key thought will be the take home message.
- The Council wants to put forth a fact based campaign; informing the public that there is a history that goes along with the science and biology.
- The Council was also concerned about getting push-back about 'tax dollars' because federal agencies receive tax dollar funding for wildlife projects. Lotto dollars also come into play for wildlife management. It will be important to not have blanket statements regarding tax dollars/funding.
- Another concern regarded partnerships. In the state of Colorado, wildlife management is maintained by partnerships and CPW is not the only agency that helps wildlife. The concept is 'wildlife conservation and protection of habitat is something that we all need to partner on'. Hunters/anglers lead the way, but don't discount contributions made by other groups.
 - How do you include all those partners so the non-hunting, urban public gets the message?

Actions:

- Discuss CPW partnerships and other conservation groups at budget retreat
- Quantify 'wildlife conservation' credit due to hunters/anglers
- Pilgrim: present approved campaign at budget retreat

Pilgrim's Recommendations

- The ad campaign needs to be laser focused about the role that hunting and fishing play
- Highlight the outcomes of the science and biology; instead of stating 'science and biology'
- Want to keep ad campaign top-line and not get into species specific information
- Continue the awareness study to track the campaign's success

Pilgrim's Timeline

- Will be developing creative ideas in the next couple of weeks
- March 17th; Present campaign concept directions for review and approval to Chairman Burke
- March 22nd; Request Chairman Burke's approval to produce materials