

Colorado Wildlife Council Approval Tracker, dated Friday, September 30, 2016

CATEGORY	TASK	ACTION INITIATED BY R&R	DEADLINE (NEED APPROVAL FROM CWC)	NOTES & ATTACHMENTS	CONSEQUENCES IF APPROVAL NOT SECURED BY DEADLINE
Research/ Creative Concepts					
Research	CWC to review FULL qualitative research (focus group) report prior to Friday, October 7 to ensure proper background and context.	9/30/2016	10/7/2016	"RR_CWC Focus Groups Report_9-2016"	N/A
Creative	<i>SpokesAnimals, Tubes</i>	9/30/2016	10/7/2016	<i>SpokesAnimals</i> and <i>Tubes</i> approved at CWC Retreat (August 25-26, 2016) to test in qualitative focus groups.	R&R must have approval on ONE concept (<i>SpokesAnimals</i> or <i>Tubes</i>) to move forward into creative production. Any delay will negatively impact creative production schedules and could increase costs for production as well.
Digital/Social Media					
Website	Review mock-up designs of (HugaHunter.com) Homepage, Benefits page and Get involved page	9/30/2016	10/7/2016	"RR_CWC_Presentation_10-7-16", slide # 18, 19, 20	Delayed website refresh.
Miscellaneous Items					
CWC TV Talent	Talent usage has expired for (4) CWC TV spots. All past CWC TV spots have been taken off HugaHunter.com until further notice.	9/30/2016	10/7/2016	"RR_CWC_TV Talent_Memo_10-7-16"	Past CWC TV spots will not be able to be utilized on the YouTube/website.
CWC Brochure Advertising	CWC has the opportunity to advertise in CPW brochures. R&R has designed (6) generic Hug a Hunter advertisements for approval from the council. These advertisements will be utilized in CPW brochures until the new Hug a Hunter creative campaign is rolled out in Spring 2017.	9/30/2016	10/7/2016	"RR_CWC_Presentation_10-7-16", slide # 24, 25	N/A