



Minutes
October 7, 2016 ~ 10:00am - 2:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Gurzick, Emery, Shettel, Melcher, and Neinas

Members Absent: Burke, Justman, Hewson, and Bohrer

Also in Attendance: Jennifer Anderson (CPW Wildlife Council Staff Liaison), Gary Thorson (CPW Assistant Director), Ginny Sednek (CPW Education), Sean Tonner (R&R Partners - President), Jacqueline Meason (R&R Partners - Account Director), Jordan Alvillar (R&R Partners - Brand Manager), Katie Fischer (R&R Partners - Digital Media Planner/Buyer), Trisha Stecker (R&R Partners - Digital Associate Media Director), Kyle Curtis (R&R Partners - Creative Director), Kellie Starr (R&R Partners - Digital Project Supervisor), Debbie Lininger (CPW Marketing)

Call to Order/Welcome/Introductions - Neinas

Introductions were made around the room. The Council would like to welcome Jennifer Anderson as the new Wildlife Council Staff Liaison.

Approve August Minutes - Neinas

Motion- The Council approves the minutes as read from the August Meeting (8/5). - Melcher 2nd - Shettel
Motion carries by Council vote.

Motion- The Council approves the minutes as read from the August Retreat (8/25). - Melcher 2nd - Shettel
Motion carries by Council vote.

Treasurer Reports - Gurzick

The EAA Report will be set up as follows: estimated revenue and expenditures will remain the same throughout the year to compare with the actual revenue and expenditures. The estimated revenue column is calculated by averaging the actual revenue from the previous two fiscal years. The estimated expenditures column is a combination of estimates from R&R Partners' expenses and Council operation costs. R&R anticipates a large media buy in January, which appears to impact the 'Available to Spend/Minus the Reserve' columns, but this will balance out as revenue continues to come in monthly. Per the 16/17 Operational Plan, the Council will increase the reserve incrementally by \$50,000 over the next couple of years to build the reserve back to \$400,000.

The Council would like to receive regular licensing sales reports.

Action: Retrieve regular reports from Licensing and contact Cory Chick to present at a future Wildlife Council meeting. (Anderson)

Council Member Reports

Emery gave a presentation about the Wildlife Council to the Fly Fishing Federation and Melcher gave a presentation in Washington D.C.

CPW License Fee Increase - Thorson

CPW has conducted public meetings in each of the 18 Area offices. Close to 400 sportsmen attended the meetings and there was broad support for raising license fees. The presentations reviewed the financial future for CPW, challenges the agency will face, and proposed 3 options: do nothing, increase fees, or double fees over a 3 year period. The Denver Post wrote an article concluding that a decision was made to double license fees. CPW Director, Bob Broscheid, and Parks and Wildlife Commissioner, Chris Castillian, sent a letter to the Denver Post Editor to discuss CPW's proposed plan and to clarify that there are 3 options, instead of just doubling license fees. The next step is to work with the legislative committee to make the ultimate decision.

There have been discussions regarding a push for all recreationalist to help pay and there is a movement to adopt the SHIFT principals. These principals will be brought to the Parks and Wildlife Commission meeting to propose that CPW adopts the SHIFT principals.

The Council would like access to talking points regarding the license fee increase.

Action: Send 'Financial Sustainability' page link to the Council. (Sednek)

East Slope Hunter Representative - Discussion

The Sportsman's Roundtables have been notified about the East Slope Hunter vacancy. The Council should see if Hewson has any nomination recommendations as well.

Action: Continue to contact sportsmen about the East Slope Hunter vacancy. (Anderson/Sednek).

R&R Presentation - R&R Team

Qualitative Research Findings/Creative Discussion

Creative Production Timeline:

10/17: Award creative production work

10/17-10/31: Pre-Production

11/7-11/11: Production

11/14-12/12: Post-Production

12/2: Present rough creative at Wildlife Council meeting

1/2017: Deliver FINAL creative

Focus Group Results

SpokesAnimals

Pros: Message understood; Cons: Concerned about humanization of animals and the humor made some uncomfortable.

Tubes

Pros: Positive perception for both hunting/fishing concepts, understood the overall benefits of hunting/angling. Liked seeing Colorado locations and where the money comes from.

R&R's recommendation is to move forward with Tubes creative. Focus groups were able to understand the core messages and this concept has an overarching theme that everyone benefits from hunting and fishing licenses.

Council Discussion

Tubes will be a good campaign to get the message across. The Council likes: showing familiar places in Colorado, seeing the dollars go directly to the resource, including other recreationists (i.e. biker, kayaker), and that Hug A Hunter was tied back in at the end (strengthen brand recognition). R&R ensured the Council that there are production groups that can make the Tubes really exciting to

watch even though the message is simple. Emery asked if R&R wanted more messages for the Tubes creative. R&R reminded the Council that Ad recall for a take-away message is only 7-10 words, so you actually don't want to include too much verbiage. There may be more opportunities to have different messages through digital, where you can target with banners. Gurzick stressed that it would be important for the production team to shoot video in an area where CPW has actually had an impact. There may be an opportunity to use some of CPW's stock film for this.

Approve Creative Concept - Neinas

Motion- The Council approves 'Tubes' as the creative direction, recommended by R&R Partners by supporting focus group research. - Gurzick

2nd - Emery

Motion carries by Council vote.

Quantitative Survey

Education and awareness tracking research: online survey of 400 Colorado voters will be sent out the weeks of 10/24 and 10/31. Findings will be presented at 12/2 Council meeting.

Website Design Review: Proposed Changes

- Homepage: Changed navigation bar, uniform font and colors, put Wildlife Council logo and statement on screen, Wildlife Council logo on footer, removed the grass footer, expanded header and footer to whole screen.
- Benefits Page: Put benefits (to wildlife, public land, and Colorado) into accessible fact boxes, includes an icon and brief description, uniform font and colors, condensed to one page.
- Get Involved Page: Uniform font and colors, use real images.

Council Discussion

The Council had some concerns about the navigation bar and using the broad term of 'Wildlife'. The Council would also like 'Colorado' to be incorporated more on the website. The size of the donation icon is pretty substantial, but are many people clicking on this? Can it be down-sized or moved? The Council would also like to see more statistics and Google analytics about the website's performance.

Action: Council members review website and give feedback to Anderson by 10/21/16. (Council members)

CWC TV Advertisement Talent

All expired talent videos have been removed from the Hug a Hunter and CPW website. R&R researched the cost of keeping the use of the talent for broadcast and website. The renewal cost for just the website and YouTube was \$10,705 annually.

Council Discussion

The Council was split between the archival value and advertising value of the old creative spots. The Council agreed that there was historical value to the commercials, but the money could be spent in other areas. R&R's perception was that the commercials are well done even though the look is outdated and a complete buyout may not be the best investment. If a complete buyout is considered, then the Council could re-sell the Ads, but this may not be worth the cost if the Council is not actively promoting these videos. The Council also needs to consider where the funds will come from to pay for the Ad talent, since this is not part of R&R's contract. What would the cost be for a full buyout? What is the potential of having these videos password protected for archival and educational purposes? What if they are not available to the public?

Action: Research TV Advertisement Talent buyout options and/or just to have advertisements for archival purposes. (R&R Partners)

CWC Brochure Advertising

R&R created mock-up ads to use in CPW's hunting brochures. The Council agreed with the Ads except to change the wording from 'environmentalists' to 'conservationists' wear blaze orange.

Motion- The Council approves new proposed CPW Brochure Ads. - Gurzick
2nd - Shettel
Motion carries by Council vote.

Summer Media Report

Broadcast and Cable: Did well and reached over 100k more impressions than anticipated (669.5k total impressions, 551k targeted impressions).

Digital: Overall 2.5 million impressions (2 million video).

Connected TV- VCR (Video Completion Rates): 99%, benchmark 96%.

Cross-Device Video- VCR: 65%, benchmark 70%.

Display Remarketing- CTR (Click Through Rate): 0.08%, benchmark 0.10%.

To increase VCR, the creative needs to grab people's attention. If they are not interested, they leave the Ad before completing the video. To increase CTR, you want to have a 'Call to Action'; the Frenemies Ads do not have a clear request for a 'Call to Action'.

5-Year Strategy Overview

This strategy will be a benchmark and R&R will have a document for approval at December Council meeting. Main Goals: layout blueprint to ensure a multi-year integrated campaign strategy; manage timeline and budget; outline annual tactics and goals; timing of strategic paid media; explore new target audience, demographics, and mediums.

Campaign Objectives

1. Increased knowledge of the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.
2. Keep key constituents informed of our marketing efforts and programs.

Campaign Targets

Non-hunters/anglers; Statewide; Primary target ages: 25-54, Secondary target ages: 18-64.

Current Situation

New agency; focused on objectives and target audience; challenge of campaign cohesion; concerns about declining support toward hunting/fishing; emphasis has been on traditional media tactics.

Campaign Metrics

Reach record levels of favorability, awareness, and behavior change; build campaign cohesion; dynamic creative that educates; strategic new media tactics to reach target audience; build community awareness through focused coalition building and partnerships.

Approach

Theory of reasoned action helps us understand how attitudes and behaviors affect actions. We want an integrated campaign with many tools: Research, creative, web, social media, coalition building, and media.

- Research: Tells us if we are doing our job right.
 - Opportunities: intercepts during hunting season, social listening tool (current conversations), focus groups, segmentation testing, and internal stakeholder interviews.
- Creative: Sets tone and tells the story, reaffirm appreciation and understanding of hunters/anglers, elevate brand, move campaign from awareness to education.
 - Opportunities: brand growth and visibility, community events, partnerships, and showcase diversity of hunters and anglers.
- Web: Gives you a platform, resource center, brand recognition, engagement.
 - Opportunities: refine the content to tell the story, dynamic experience, message flexibility, social media pathways.
- Social Media: People check their social media accounts 17x/day, targeted engagement, message flexibility, unites and empowers supporters.
 - Opportunities: video campaigns, storytelling, social media takeovers, amplify community media coverage, build an audience off your target's interests to highlight hunting and fishing.
- Coalition Building: Grassroots community partnerships, elevate community visibility, strategic partnerships, unite people who support the campaign.
- Paid Media: Guarantees your message will be heard, traditional/new media opportunities, targeting, determine contact points, grounded in research.
 - Industry Trends: in 2016 digital ad spending will surpass traditional TV spending, banners that make you want to click through, streaming radio (visual and audio).
 - Opportunities: virtual reality, digital out of home, experiential, and brand studies.

5-Year Roadmap (See Attachment)

R&R will roll-out new creative every other year. Over the next five years, the goal is to have consistent and meaningful research to build creative concepts.

Annual Goals:

- Quantitative Research (Awareness & Attitudes Survey), Social Media Community Management, Website Maintenance, Plan and Execute Paid Media.

Year 1: Set the Foundation

- Five-year Strategy, Qualitative Focus Group Research (Concept Testing), New Creative Campaign, Website Facelift, Social Media Strategy.

Year 2: Amplify the Community Dialogue

- Qualitative Research (Community Intercepts), Strategic Coalition Building and Partnerships, Experiential Creative Campaign, Website Redesign.

Year 3: Diversify the Campaign

- Qualitative Research (Concept Testing), Strategic Coalition Building and Partnerships, New Creative Campaign.

Year 4: Refine Our Messaging

- Qualitative Focus Group Research (Benefit Testing), Experiential Creative Campaign, Strategic Coalition Building and Partnerships.

Year 5: Diversify the Campaign

- Qualitative Focus Group Research (Concept Testing), Strategic Coalition Building and Partnerships, New Creative Campaign.

Meeting Adjourned- Motioned by Shettel.

2nd - Melcher

Motion carries by Council vote.

Action Items

Action: Retrieve regular reports from Licensing and contact Cory Chick to present at a future Wildlife Council meeting. (Anderson)

Action: Send 'Financial Sustainability' page link to the Council. (Sednek)

Action: Continue to contact sportsmen about the East Slope Hunter vacancy. (Anderson/Sednek)

Action: Council members review website and give feedback to Anderson by 10/21/16. (Council members)

Action: Research TV Advertisement Talent buyout options and/or just to have advertisements for archival purposes. (R&R Partners)

2016 Meeting Dates

Conference call dates will be cancelled if no agenda items

| 2016 Meeting Dates | Type |
|-------------------------|------------------------------------|
| <i>January 21</i> | <i>Conference call</i> |
| February 5 | Council Meeting - Denver |
| <i>March 4</i> | <i>Conference call</i> |
| March 31-April 1 | Budget Retreat - Keystone |
| <i>May 6</i> | <i>Conference call</i> |
| June 3 | Council Meeting - Denver |
| <i>July 1</i> | <i>Conference call</i> |
| August 5 | Council Meeting - Denver |
| August 25-26 | Council Retreat - Kremmling |
| <i>September 2</i> | <i>Conference call</i> |
| October 7 | Council Meeting - Denver |
| <i>November 4</i> | <i>Conference call</i> |
| December 2 | Council Meeting - Denver |

YEAR 1

July 2016 – June 2017

TACTICS

- Baseline awareness study (quant)
- Develop five-year strategy
- Qualitative focus groups – concept testing
- New creative campaign
- Website facelift
- Social media strategy

YEAR 2

July 2017 – June 2018

TACTICS

- Qualitative research – intercepts
- Strategic coalition building & partnerships
- Experiential creative opportunities
- Website redesign

YEAR 3

July 2018 – June 2019

TACTICS

- New creative campaign
- Qualitative research – concept testing
- Strategic coalition building & partnerships

YEAR 4

July 2019 – June 2020

TACTICS

- Qualitative focus groups – benefit testing
- Experiential creative
- Strategic coalition building & partnerships

YEAR 5

July 2020 – June 2021

TACTICS

- New creative campaign
- Qualitative focus groups – concept testing
- Strategic coalition building & partnerships

ANNUAL

Quantitative Research – Awareness & Attitudes Survey

Social Media Community Management

Website Maintenance

Plan & Execute Paid Media