



Conference Call Minutes
May 4, 2018 ~ 2:00 pm - 4:00 pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Emery, Gates, Gurzick, Justman, Neinas, and Shettel

Members Absent: Bohrer, Burke, and Melcher

Also in Attendance: Gary Thorson (CPW- Assistant Director), Jennifer Anderson (CPW-Council Liaison), Ginny Sednek (CPW-Council Secretary), Sean Tonner (R&R Partners - President), Jacqueline Meason (R&R Partners - Account Director), Amanda Bergman (R&R Partners - Brand Manager), Kyle Curtis (R&R Partners - Creative Director)

Creative Concepts for FY 3 - R&R Partners

Background Info: Competitor Research

R&R Partners shared their research regarding consumer facing education campaigns in other states (Michigan, Maine, Montana, Oregon, and Pennsylvania) and organizations (National Shooting Sports Foundation). R&R will share any additional findings on a continued basis.

Background Info: Budget

R&R strongly encourages the Council to refine a target audience since the \$1.1 million budget is currently trying to reach an estimated 3.8 million people. For perspective: the public education campaign about marijuana, 'Good to Know', has a \$4 million budget, whereas a local car dealership (refined area for marketing/messaging) has a \$500,000 budget.

Background Info: Audience

The 'In the Wind' audience is 18-34 years old, tech savvy, into sports, and represents roughly 750,000 people in Colorado (19% of the population; calculated from wave 3 research). What resonates: humor (dark or slap stick; doesn't have to make sense; e.g. 'puppy, monkey, baby', 'Old Spice', and Geico Pirate), need something to catch their attention. Other audience considerations are new residents and outdoor enthusiasts. Both 'In the Wind' and hunters/anglers will be tested for reactions at the concept testing.

Action: Review research on 'In the Wind' and Wildlife Public Education Campaigns (Council members)

New Concepts

Concept 4: Restore/Recharged - High energy music, nature sounds, fast cuts of people enjoying the outdoors and nature, fun, lots of imagery.

Council Discussion:

Like this concept; the music and imagery are key. The Council likes how many different outdoor user groups/stakeholders are included, showing them enjoying the resource.

Concept 5: Icons - Trails and Colorado River

Council Discussion

It is a decent concept, but not as flashy/memorable/engaging. Prefer the trails concept over the river concept.

Concept 6: Camouflage: Several ideas with one hunter or multiple hunters/anglers.

Council Discussion:

The Council liked the inclusive, circular message, the simplicity, and 'thank you' in the dialogue. The Council liked how the concept included three professions

(hunter/angler/ranger). Other camo companies have used this concept before and the Council doesn't think it will catch attention and resonate with the audience.

The Council came to consensus to test Concept 1 ('Where the Wildlife Roam'; grouse and moose) and Concept 4 (Restore/Recharge). R&R Partners will consider diversity when casting the creative. R&R reminded the Council that both choices are full blown campaign concepts and will have all the components that make up the campaign including many assets.

Council Discussion

Can the Council have two different concepts used for the campaign (one for broadcast, one for social media)? R&R explained that having two different concepts for one campaign would be costly and confusing for the audience since you want a consistent overarching message. This is even more difficult since this education campaign is a complex concept. The campaign will want to have many assets that can be mixed up and used constantly as content. Two concepts for one campaign could be explored down the road, but we currently have a focused budget, so touch points need to be similar. These concepts will be more affordable to shoot than 'Tubes'.

The focus groups will provide insight on the 'In the Wind' audience for the Council. The Council will approve these scripts in advance and are encouraged to attend the focus groups. To simplify the focus groups, R&R would like to test one script for each concept. Should the Council choose the moose or sage grouse script? Creatively they are both strong. Habitat and T&E species came out as both being important to the audience; R&R will research this further to see which will resonate better in testing. 'Where the Wildlife Roam' could incorporate both habitat and repopulation (envision the 'Star Wars' cantina to incorporate sage grouse and moose messages). R&R Partners needs Council feedback at June Meeting.

Action: Review previous campaign research regarding habitat and T&E species. R&R Partners

Future Generations Update - Anderson

The Future Generations Bill has passed the Legislature and the Governor has signed it. The CPW Leadership Team is recommending to not increase license fees until 2019. In order to move forward with the surcharge increase, the Council will need to submit a citizen's petition to the Parks and Wildlife Commission. Anderson will have more information regarding this at the June meeting and will confirm if the spending authority was also increased. The Council agrees to move forward with this.

General Updates

- Public individual Radocy has requested 15 minutes on the June agenda.
- Amanda and Sarah from R&R Partners will be attending the Partners in The Outdoors Conference.
- R&R Partners will be attending an immersion with CPW staff and Council members.

Motion: To adjourn Conference Call - Shettel
2nd - Gates

Action: Review research on 'In the Wind' and Wildlife Public Education Campaigns (Council members)

Action: Review previous campaign research regarding habitat and T&E species. R&R Partners