

COLORADO WILDLIFE COUNCIL

April 1 - 2, 2019



Agenda

1. Brand Workshop Session
2. Creative Campaign Concepts
3. Qualitative Focus Groups: Next Steps
4. Channel Strategy
5. Content Strategy
6. Website UX Testing Overview
7. FY 19/20 Budget & Timeline Reco



**BRAND WORKSHOP
SESSION**

Brand Workshop Agenda

- Brand Development
 - Hurricane
- Audience Exploration
 - Empathy Mapping
- Strategic Intersection



Brand Context

The Landscape

Category Rediscovering the Outdoors

As we become increasingly busy and distracted by the over stimulus of technology and information, our attention is turning towards finding peace in the outdoors. Cities with close proximity to nature like Denver, Seattle, and Portland see an influx of population that are looking for the convenience of the big city and freedom of the outdoors.

Constituents In The Wind

Hunting and fishing are not a large part of living for people in urban areas and other parts of the country. The influx of population to Colorado's urban area, especially with young people, means less understanding of and participation in hunting and fishing. Instead, their opinions are based in what they are exposed to: gun violence and poaching highlighted in the news.

Competition Sooner Than Later

While CWC has benefited from a lack of sustained competition, there exist groups that can, at any moment, take on the mantle of leading change among different wildlife issues.

These efforts could paint hunting or fishing in a negative light that is not consistent with CWC's message.

Communication Resonating Message

Organizations that have taken on an animal issue tend to focus on portraying such animals as cute, cuddly and approachable. While at the same time ascribing human emotions to them, creating empathy with their target audiences.

When these topics involve hunters and the act of hunting, law-abiding hunters are often portrayed in a more violent image.

Company Unbiased Resource

Those that are unsure about their support for hunting and fishing want information that comes from an unbiased source. Government organizations, including Colorado Parks & Wildlife, are brought up as go-to sources. When they see hunters or anglers in messaging they question whether the source is credible or has an agenda.

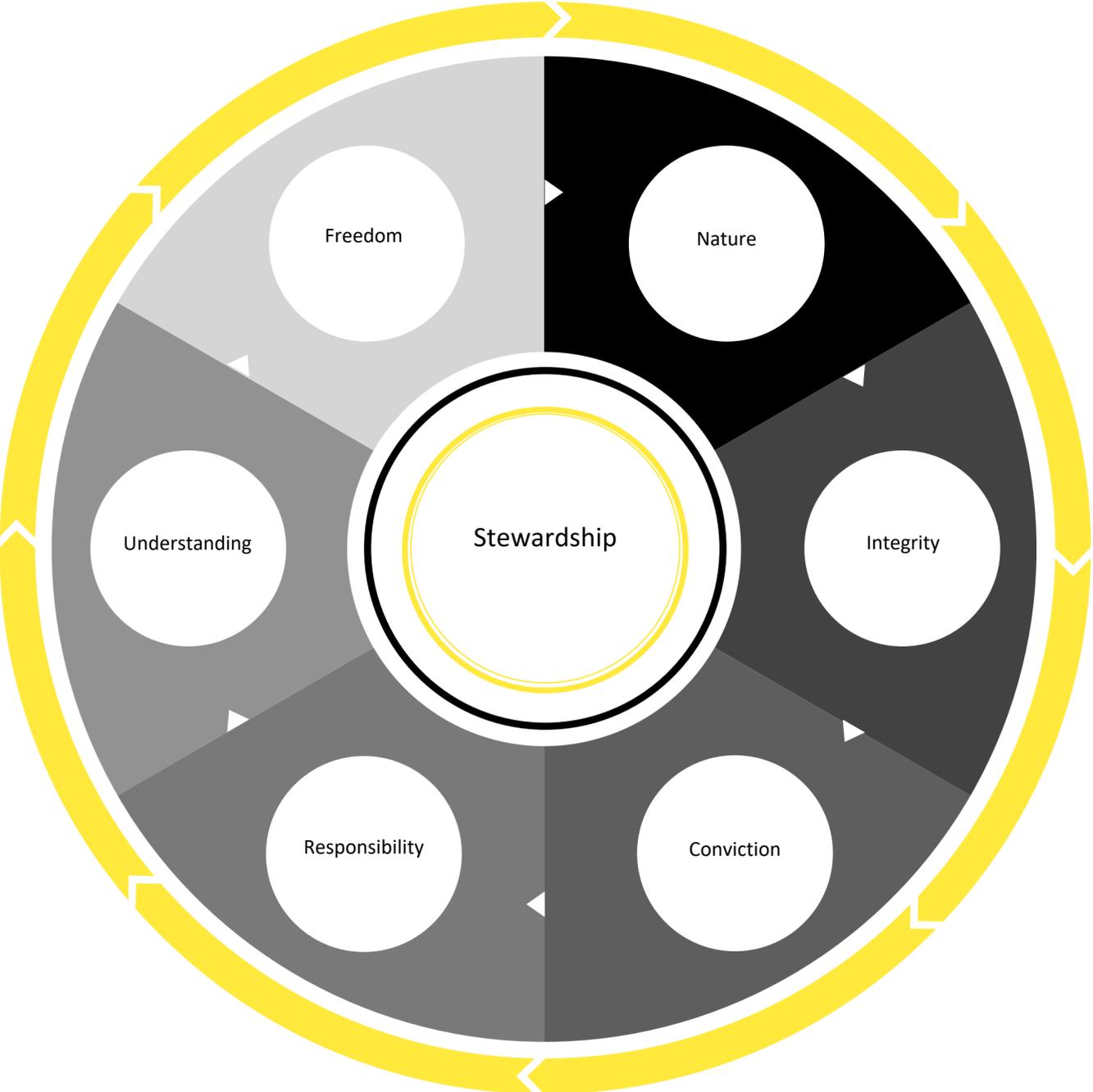


Brand Development

CWC Thought Starter Questions

- What is the VISION of the council?
- How do we define success for Colorado Wildlife Council?
- How do we measure success?
- How is that different for your various audience groups?
(Partners, Legislative, In The Wild, Peer Groups)
- How do we prioritize efforts?

Brand Essence

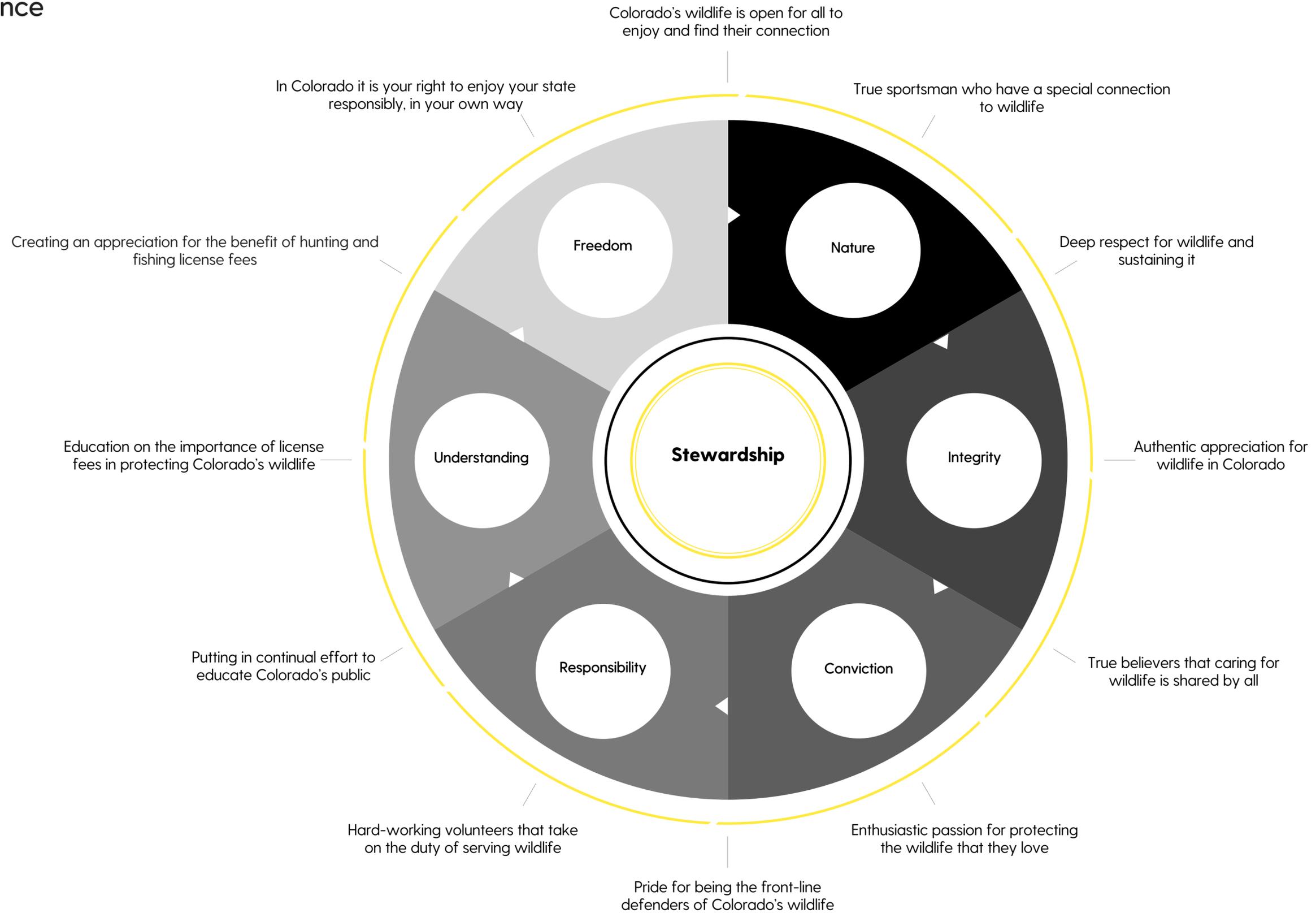




Stewardship
[noun] The
responsible
protection of
something
considered
worth caring for.

It all starts with our undeniable love for Colorado's wildlife.
A deep authentic connection and respect
That drives our enthusiastic passion to defend it.
Volunteering to put in the extensive work it takes
To generate an understanding and appreciation
For what hunting and fishing license fees do for Colorado -
Protecting it's wildlife for all to enjoy.

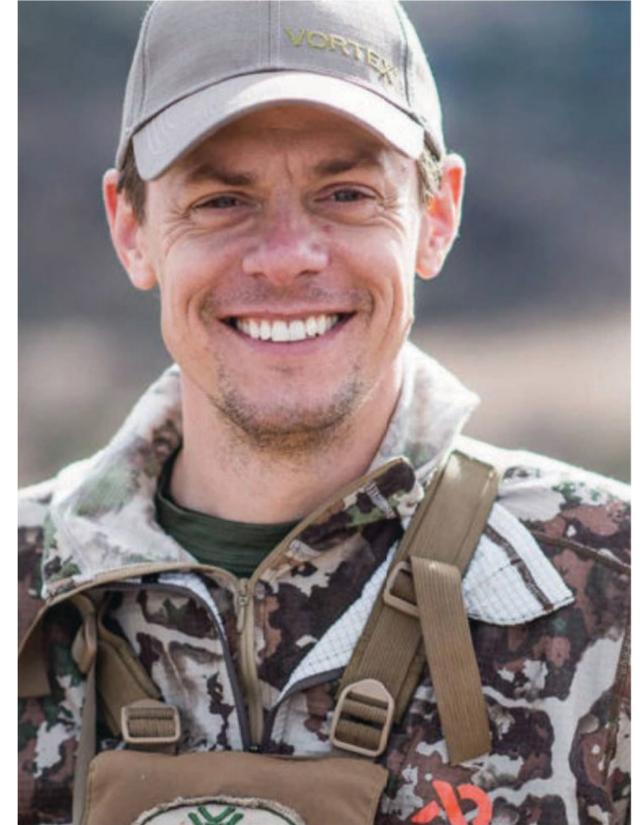
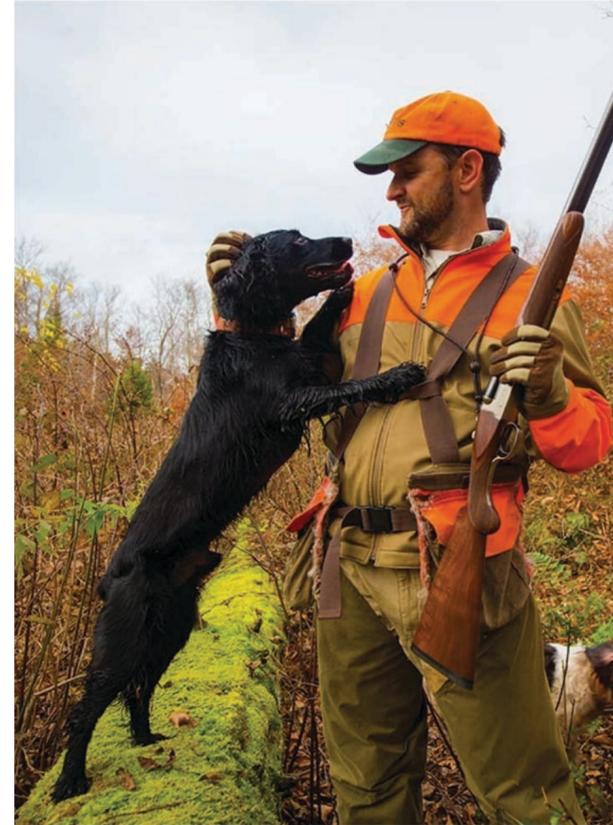
Brand Essence



If It's Not

Coloradan
Respectful
Enthusiastic
Impactful
Accurate
Open

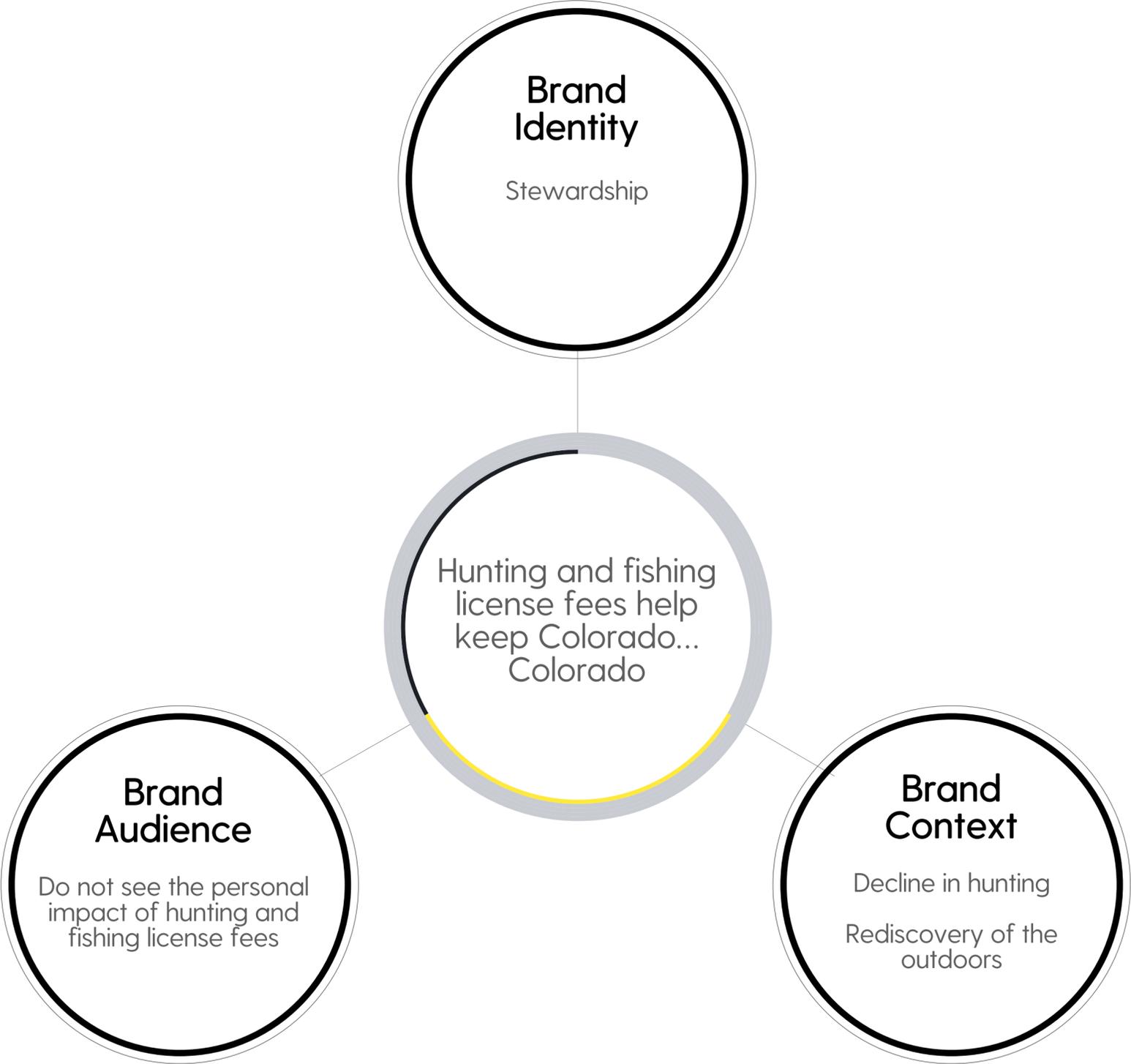
It's Not YOU.





Strategic Direction

Strategic Intersection





CREATIVE CAMPAIGN CONCEPTS

COMMUNICATIONS GUIDANCE

- The campaign must be targeted to those who are on the fence about hunting and have yet to form a strong opinion, not those who already know where they stand.
- Humanizing hunters shouldn't be the main objective: Nearly all Coloradans – even ITWs – know someone who hunts. The key is giving non-hunters reasons to support hunting itself
- To humanize the benefits of hunting (and the costs of further restrictions), have real people (small business owners, tourism industry employees etc.) talk about how the hunting industry benefits them
- Give people who don't hunt 'permission' to support hunting by showing how license fees keep lands and wildlife populations healthy, allowing them to enjoy outdoor activities and the Colorado lifestyle
- The campaign should be demographically diverse to drive home the point that *all* Coloradans benefit from hunting
- In the Wind voters are looking for a campaign that feels authentic – it has to talk *to* them, not *down to* them.

MANIFESTO

Living in Colorado means having the freedom to live life to our fullest and allowing others to do the same. A freedom that allows us to jam out to a concert at Red Rocks, peruse a farmers market in Highlands, hit the slopes at Aspen, or fly fish off the beaten path.

It's just how we do things in Colorado. We live, and we let live.

And we do this with a complete respect to all who call Colorado home – both humans AND wildlife – to ensure, for all, a freedom to thrive.

In fact, license fees generated from hunting and fishing play an essential role in helping Colorado thrive -- keeping it just how we like it. And because we are Coloradoans, we hunt with a deep reverence and respect for the animal.

Even if you're not a hunter or angler, chances are you have personally experienced the positive impact that responsible hunting and fishing has contributed to your life – without even knowing it.

From the vast public lands kept pristine for hiking and exploring, to the beautiful herds of roaming elk, to the countless small businesses owners who rely on the revenue from the hunting and fishing industry to pursue their entrepreneurial dream – all, believe it or not, are supported by hunting and fishing.

Because while at some level the state might be changing, some things shouldn't change – like keeping Colorado... Colorado.

ADDY WIN



GOLD | Non-Traditional

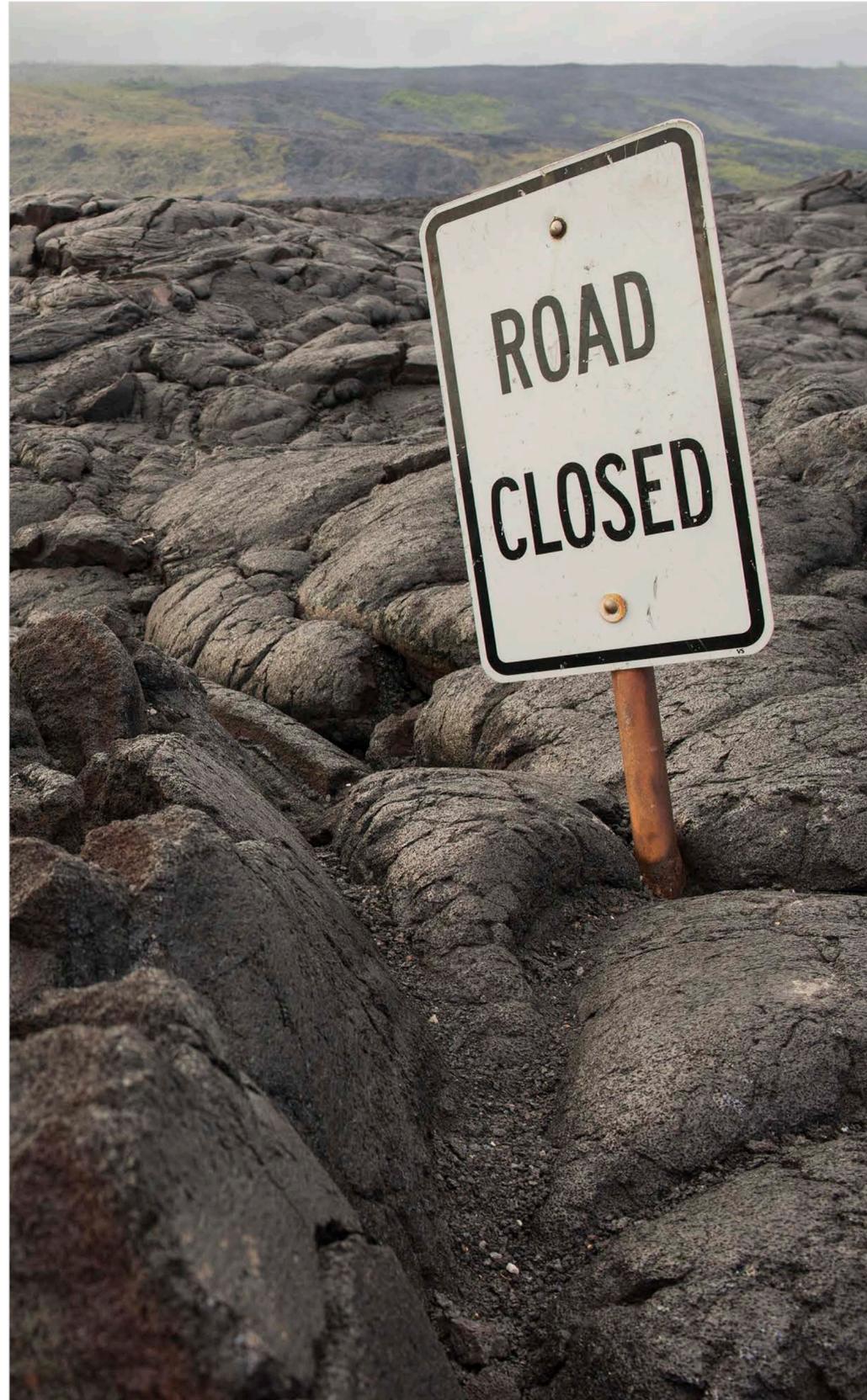
CONCEPT #1

Without Hunting + Fishing

Colorado wouldn't be Colorado

Without hunting and fishing, Colorado wouldn't be the state we all love. The lost revenue would cause local stores and restaurants to close, small towns to dry up, overpopulation of animals and destruction of beloved spaces.

So let's educate people on the value of hunting and fishing by showing them their world without it. Let's show them a range of smart, sometimes quirky executions that play with their expectations and make them think.



Without Hunting + Fishing

Colorado wouldn't be Colorado

:30 Video

We open on a cafe in a small town. The shop is empty as the owner sits quietly behind the counter waiting for a customer. For added PR value, we could cast an actual cafe owner and use their cafe as the location.

VO: Without hunting and fishing, Colorado would lose \$3 billion in revenue.

The owner looks up at the camera with a spark of life. Finally someone is in the store. We cut to a full shot to reveal that the someone is an elk that's wandered down from a nearby wooded area.

VO: And still have to worry about overpopulation.

The owner is stunned. But the elk doesn't even see her. It's more interested in all the goodies it sees in the pastry case next to the counter.

SUPER: Without hunting and fishing, Colorado wouldn't be Colorado.

VO: Learn more at withouthunting.org

SUPER: In partnership with Colorado Parks and Wildlife



Without Hunting + Fishing

Colorado wouldn't be Colorado

Experiential/Guerilla

Big Blue Bear

We create a sign to go next to the big blue bear at the convention center that says: Without hunting and fishing, more animals come to cities looking for food.

Hunter Ice Sculpture

At the beginning of spring, we create a hunter ice sculpture adorned with a blaze-orange vest, camo hat and the words \$3B. We place it in Larimer Square next to a sign reading: Without hunting and fishing, \$3 billion dollars of revenue disappears. As the hunter melts and disappears, so does the \$3B.

Open/Closed Signs

We create a custom open/closed sign that restaurants can hang on their door in support of hunting and fishing. On the front they would read: Without hunting and fishing, this restaurant wouldn't be OPEN. On the back: Without hunting and fishing, this restaurant would be permanently CLOSED.



Without Hunting + Fishing

Colorado wouldn't be Colorado

OOH

What If Billboards

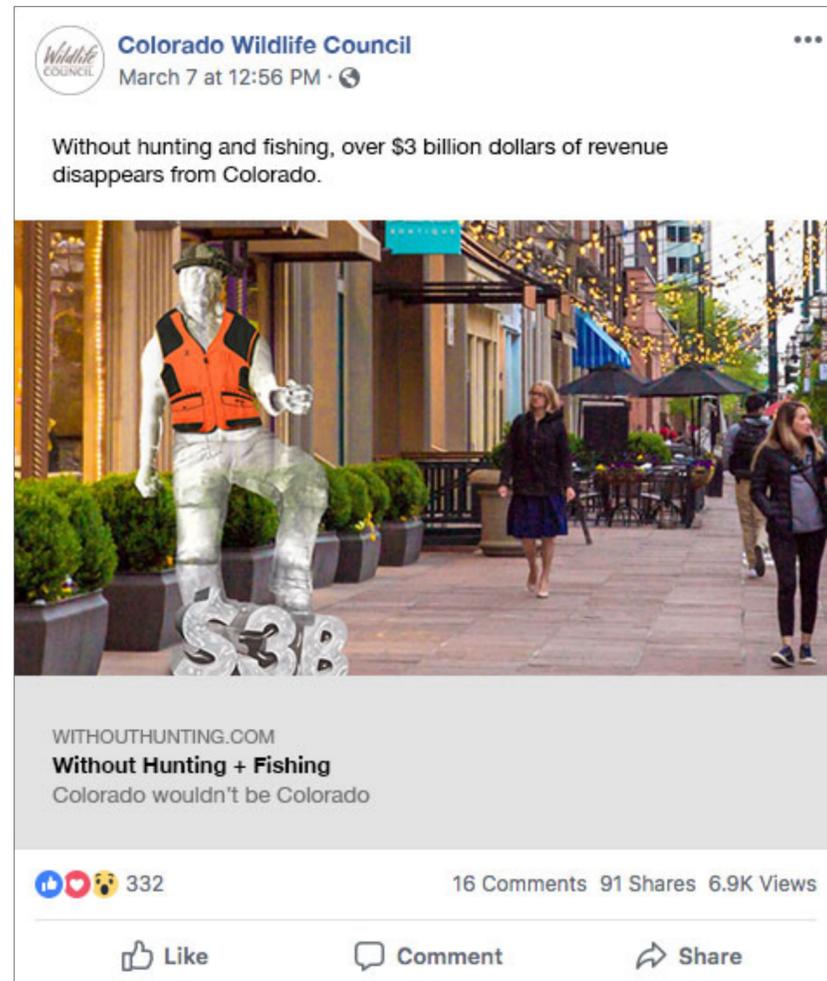
We show what the economy would look like without that extra \$3B in revenue by placing billboards in busy areas. We turn the billboards into "what if" windows, revealing what each area would look like if it wasn't prospering.



Without Hunting + Fishing

Colorado wouldn't be Colorado

Social



Colorado Wildlife Council
March 7 at 12:56 PM · 🌐

Without hunting and fishing, over \$3 billion dollars of revenue disappears from Colorado.

WITHOUTHUNTING.COM
Without Hunting + Fishing
Colorado wouldn't be Colorado

👍❤️😮 332 16 Comments 91 Shares 6.9K Views

👍 Like 💬 Comment ➦ Share

Ice Sculpture Time-Lapse
We leverage our hunter ice sculpture and shoot a time-lapse video of it melting to post on social.



Colorado Wildlife Council
March 7 at 12:56 PM · 🌐

Without hunting and fishing, small business get even smaller.

WITHOUTHUNTING.COM
Without Hunting + Fishing
Colorado wouldn't be Colorado

👍❤️😮 332 16 Comments 91 Shares 6.9K Views

👍 Like 💬 Comment ➦ Share

Small Business Impact Interview
We interview the real shop owner featured in our TV spot about the community impact of hunting and fishing revenue.

Without Hunting + Fishing

Colorado wouldn't be Colorado

Social

Thriving Species Carousel

We highlight some of the key Colorado species that are now thriving thanks to the conservation efforts funded by hunting and fishing licenses.

 **Colorado Wildlife Council**
Sponsored · 

Without hunting and fishing, these species might not be in Colorado at all. Learn more at WithoutHunting.org.



Black-footed Ferret



Moose



Bighorn Sheep



Elk



Lynx

 Like  Comment  Share



Without Hunting + Fishing

Colorado wouldn't be Colorado

Digital

Local Impact Native ads

We partner with local restaurants that support our cause to tease what could happen without the revenue from hunting and fishing.

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- Loveland, Denver & Colorado Springs Centers

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Westword

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f t i

▶ WHY SUPER MEGA BIEN IS DENVER'S BEST NEW RESTAURANT

▶ ONEREPUBLIC WILL PLAY AT RED ROCKS WITH COLORADO SYMPHONY

▶ BILL ALLOWING SOCIAL POT USE AND DISPENSARY TASTING ROOMS MOVES FORWARD

▶ LATEST NEWS



PRISONS

Claim: Dillon Blodgett's Preventable Jail Suicide Part of Disturbing Pattern



CRIME

Fifteen Unsolved Denver Murders and What They Have in Common

advertisement



Local favorite closing?

Without hunting and fishing, the Colorado economy could lose \$3B.



ENVIRONMENT

Hickenlooper Knocks Green New Deal, Doesn't Seem to Know What's in It



WELLNESS

Vic Lombardi's Incredibly Unfiltered Cancer Video Diary

▶ Denver Leads the Nation in ...

▶ TaRhonda Thomas on New Gig, ...



Local favorite closing?

Without hunting and fishing, the Colorado economy could lose \$3B.

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UNC

EXTENDED CAMPUS

Without Hunting + Fishing

Colorado wouldn't be Colorado

Digital

Overpopulation Rich Media

We show the effects of overpopulation through rich media units that feature animals that wander out of banner ads and into the web content where they don't belong.

The screenshot shows a 9NEWS.com website interface. At the top left is the 9NEWS.com logo. At the top right, the weather is 40° in Denver, CO. A large banner ad on the left features a black bear in a natural setting with the text: "WITHOUT HUNTING + FISHING ANIMAL POPULATIONS BECOME DIFFICULT TO CONTROL." Below the banner is a "LEARN MORE" button. To the right of the banner is a "Nation World" news section with several headlines: "New York politician's claim as world's tallest might be a stretch" (updated 36 minutes ago), "Yale ex-coach pleads guilty in college admissions bribery scandal" (updated 2 hours ago), "WOW Air suddenly ceases operations, strands passengers on 2 continents" (updated 2 hours ago), "Smollett to pay \$130,000 for investigation costs" (updated 2 hours ago), "Olympics funding won't be cut" (updated 2 hours ago), and "'Eury' star has surprisingly accurate NCAA bracket" (updated 3 hours ago). At the bottom of the page are three smaller content units: "Local Headlines" with a video thumbnail of the Colorado State Capitol and the text "Colorado Senate passes red flag bill by one-vote margin"; "DealBoss" with a video thumbnail of a humidifier and the text "This is the best humidifier and aromatherapy diffuser to help you fight spring"; and "Bold Art, Inside & Out" with a video thumbnail of people walking.

CONCEPT

#2

Making Colorado the Place We All Love

Hunting and fishing are part of the fabric of Colorado

Hunting and fishing are an integral part of Colorado, from conserving its natural beauty to sustaining its economy. They are so connected, that you really can't have one without the other.

This campaign showcases that connection (and why you'd want to Hug a Hunter) by creating artistic renditions of Colorado and its most prized attractions from natural, local elements and iconic hunting and fishing elements.



Making Colorado the Place We All Love

Hunting and fishing are part of the fabric of Colorado

:30 Video

We open on a beautiful scene of the Colorado outdoors. It is artistically composed from all sorts of different natural and man-made elements: from leaves and twigs to pieces of blaze-orange fabric to fishing lures.

VO: When you think about hunting and fishing, what do you think of?

Using stop motion animation, we see a pronghorn walk into the scene and start to graze.

VO: Do you think about booming populations of once scarce animals?

We see three or four new pronghorns pop up beside him. It starts raining and a rainbow appears in the sky. We follow the arc of the rainbow and land on a busy small-town coffee shop.

VO: Or bustling coffee shops in small towns?

A bird in front of the coffee shop flies off and leads us past a number of different species.

VO: How about greater biodiversity?

The bird takes us to a lake where a fish leaps into the air and lands onto a pan.

VO: and tens of thousands of jobs?

A chef prepares the fish to serve.

VO: You should.

The camera pans back to the outdoors, where we see a happy thriving ecosystem of plants and animals.

VO: Because hunters and anglers not only help conserve and manage animal populations.

We start to pull out from the outdoor scene.

VO: They bring over \$3 billion to the Colorado economy every year.

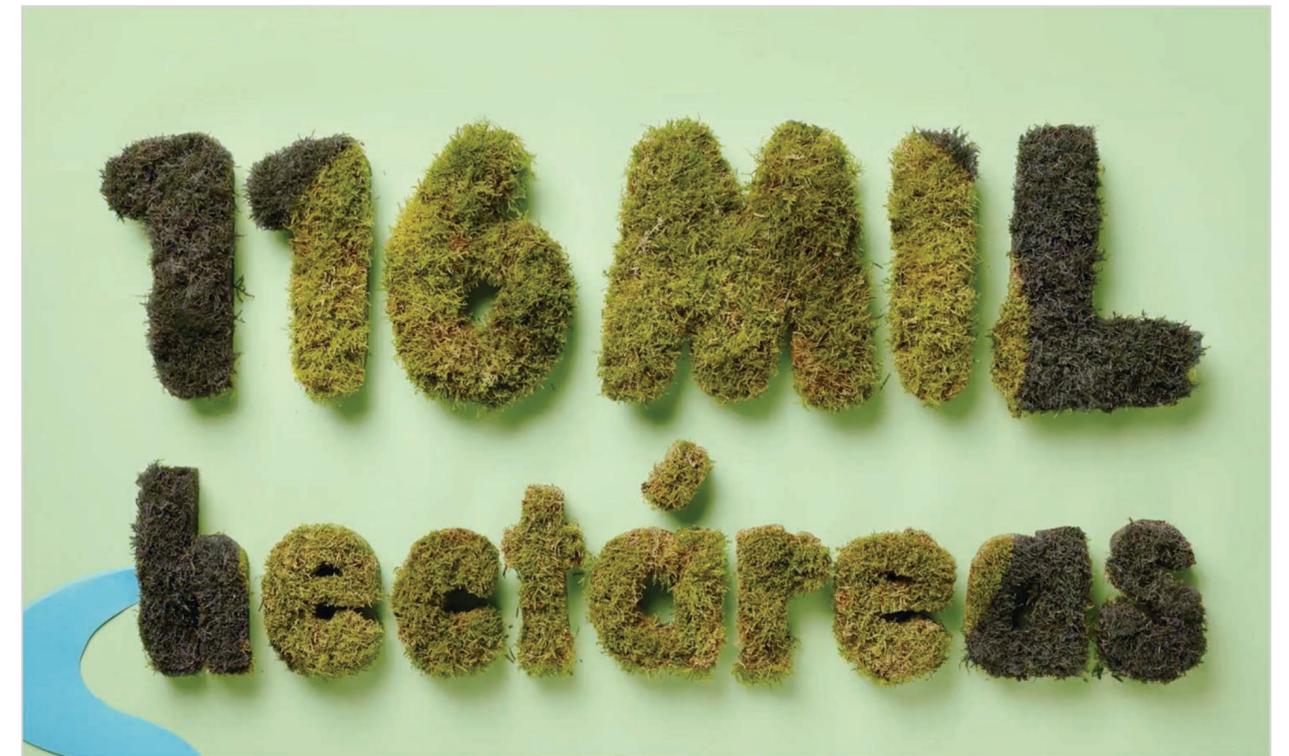
The further away it gets, the more we see it's part of a big \$3B. A pronghorn majestically leaps from the 3 to the B.

VO: Helping make Colorado the place we all love.

We close in on the pronghorn and we see a pair of hikers excitedly snapping pics of it.

SUPER: hugahunter.org

SUPER: In partnership with Colorado Parks and Wildlife



Making Colorado the Place We All Love

Hunting and fishing are part of the fabric of Colorado

OOH

Hug a Hunter

We create an iconic Colorado scene using a mix of natural elements and elements from hunting with the line:

Hunting helps make Colorado the place we all love.

hugahunter.com

Hug an Angler

We create a second iconic Colorado scene using a mix of natural elements and elements from fishing with the line:

Fishing helps make Colorado the place we all love.

huganangler.com

Experiential

Living Colorado

We create a giant living sculpture made of all sorts of materials that form the word Colorado in a camo pattern.



Making Colorado the Place We All Love

Hunting and fishing are part of the fabric of Colorado

Social

“Part of Colorado” Mini Video Series

We create a series of short :06-:10 videos highlighting different ways that hunters and anglers make Colorado the place we all love.

Conservation

We highlight the abundance and diversity of Colorado’s wildlife.

Overpopulation

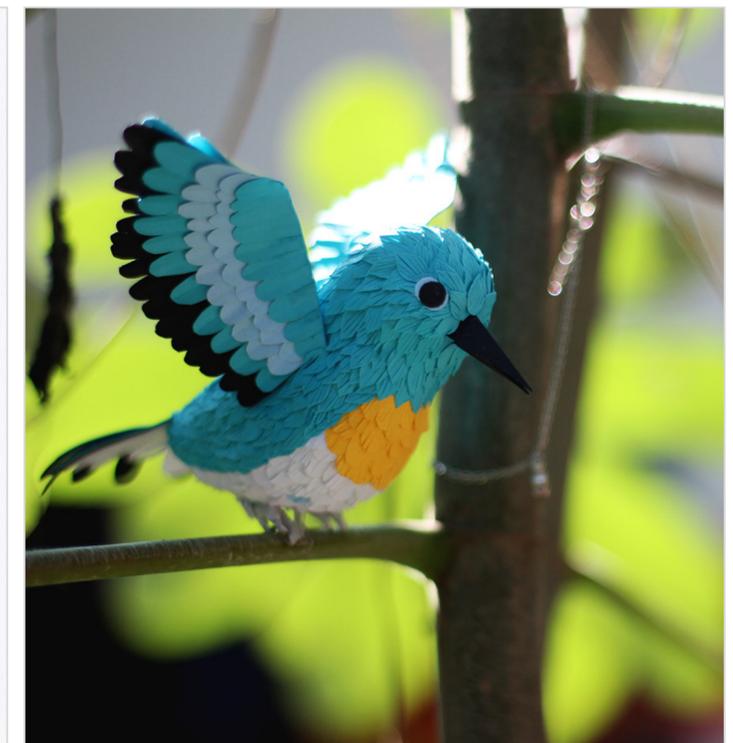
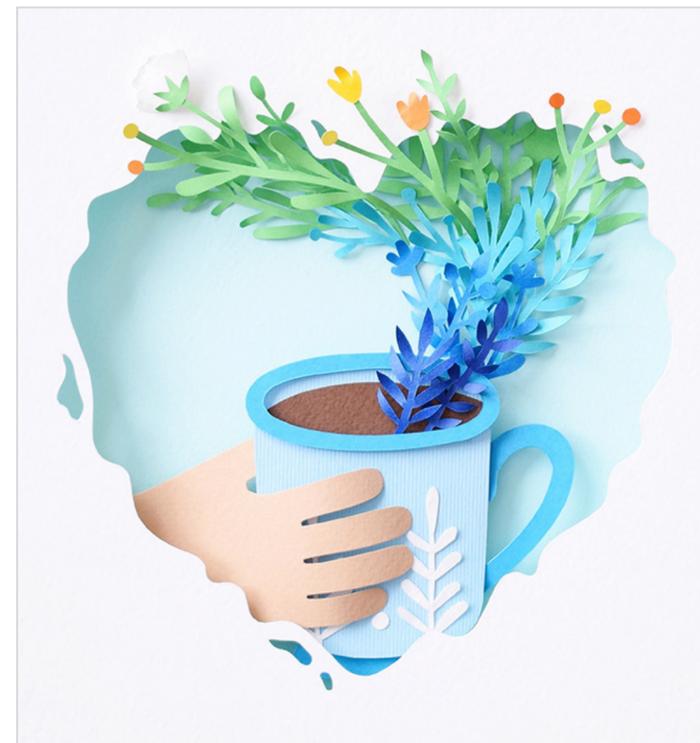
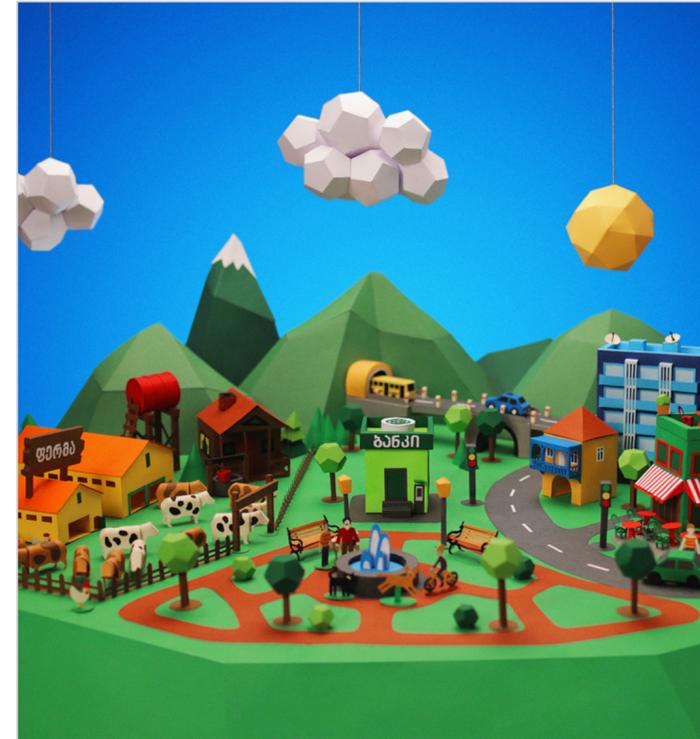
We show the dangers of depleted resources for animals and humans.

\$3B Economic Boost

We spotlight just how enormous, and important, \$3B is.

40,000 Jobs

We feature the economic impact on small towns.



CONCEPT

#3

This is the WildLife

People in Colorado live for the outdoors. They hike, mountain bike and enjoy the wildlife, all without knowing their playground is paid for by hunters and anglers. Their wild life is our wildlife and vice versa. We live the *WildLife* together.

To help us educate the public is our laid-back salty hipster spokesperson. He lives and let lives, just like our audience.



This is the Wildlife

The Wild Life :30 Video

SFX: *Driving music*

Open beautiful Colorado scenery. Cut to rams butting heads, elk sparing, black footed ferrets popping up and down.

VO: **This is the Colorado wildlife.**

Cut to hikers, mountain bikers and kayakers.

VO: **This is the Colorado wild life.**

We show a 6pt. bull elk vs mountain bike racer at a podium.

VO: **Where bagging this as a trophy is illegal, but this one is celebrated.**

As a group of hikers stop to look over a vista, a hunter walks out of the trees.

VO: **Where wildlife is now thriving and lands are kept open for everyone, thanks to the money from hunting and fishing licenses.**

Our spokesperson steps into frame and delivers the next lines.

GUY: **This is Colorado. This is the wild life.**

CARD: *This is the Wildlife.org. In partnership with Colorado Parks and Wildlife.*



This is the Wildlife

Nothing Goes to Waste :30 Video

SFX: *Driving music*

Open on beautiful Colorado scenery. Cut to rams butting heads, elk sparing, black footed ferrets popping up and down.

VO: **This is the Colorado wildlife.**

Cut to hikers, mountain bikers and kayakers.

VO: **This is the Colorado wild life.**

A group of people, some in hunting gear, are sitting at table by a campfire and a man is serving food.

VO: **Where we are committed to conservation and don't let anything go to waste.**

We see a hunter in orange talking to several mountain bikers, pointing to trails on a map.

VO: **Where habitat is rehabilitated and lands are kept open for everyone, thanks to the money from hunting and fishing licenses.**

Our spokesperson steps into frame and delivers the next lines.

GUY: **This is Colorado. This is the wild life.**

CARD: *This is the WildLife.org. In partnership with Colorado Parks and Wildlife.*



This is the WildLife

Social Media Videos: Coffee Shop

Open on our older hip guy sitting on a chair in front of a rustic rural convenience store drinking a cup of coffee.

As he sips his coffee, people pull up and walk into the store. People with bikes on top of their cars, people with kayaks on their trucks, hunters in orange, etc.

GUY: What I love about Colorado is its people. They live and let live. Everyone gets along and enjoys the outdoors.

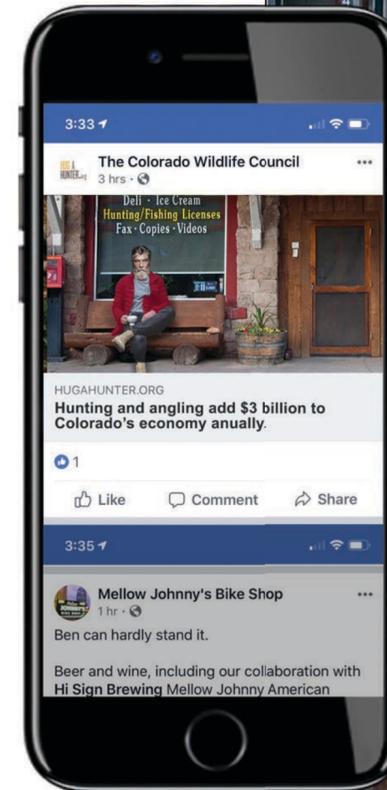
Two girls in cycling clothing get out of their SUV and walk toward the store.

GUY: But when it comes to paying for it, I don't think people know that hunting and angling does most of the heavy lifting.

A guy in orange carrying a bag of groceries walks out and holds the door open for the cyclists.

GUY: Not just through their license fees, but they add \$3 billion to Colorado's economy. And that lets me sit here and enjoy my morning coffee. *(smiling)* If that's what it is. Welcome to the Colorado wild life.

CARD: *This is the WildLife.org. In partnership with Colorado Parks and Wildlife.*



This is the WildLife

Social Media Videos: *Stream*

Open on our guy sitting in a chair in the middle of a stream in the middle of Colorado drinking coffee.

GUY: I love Colorado. I love the outdoors and the people.

A guy on in waders walks into frame with a fish on the end of his line.

GUY: I love that we only use what we need.

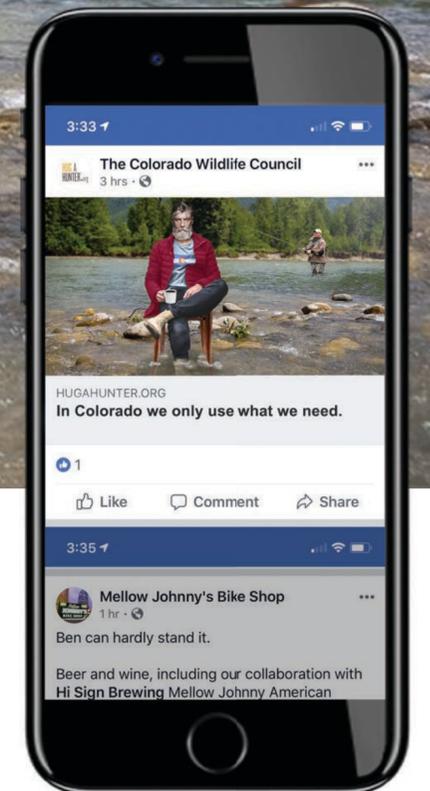
The angler lets the fish go and walks out of frame.

GUY: When it comes to supporting the outdoors, what most people don't know is that hunters and anglers do most of the heavy lifting. The fees from licenses help pay for things like stream rehabilitation and keeping open spaces open.

Several hikers walk by on a trail behind him. Guy lifts his cup and takes a sip.

GUY: And that my friends, is the wild life.

CARD: *This is the WildLife.org. In partnership with Colorado Parks and Wildlife.*



This is the Wildlife

Social Media Videos: *Estes Park*

Open on our guy sitting in his chair in Estes Park. Elk are walking around behind him.

GUY: The wildlife of Colorado. You've seen them on people's walls too. Some people think they are hunted as trophies. Trophy hunting is illegal and that's not how we do things in Colorado. It might sound funny, but hunters and anglers actually protect wildlife.

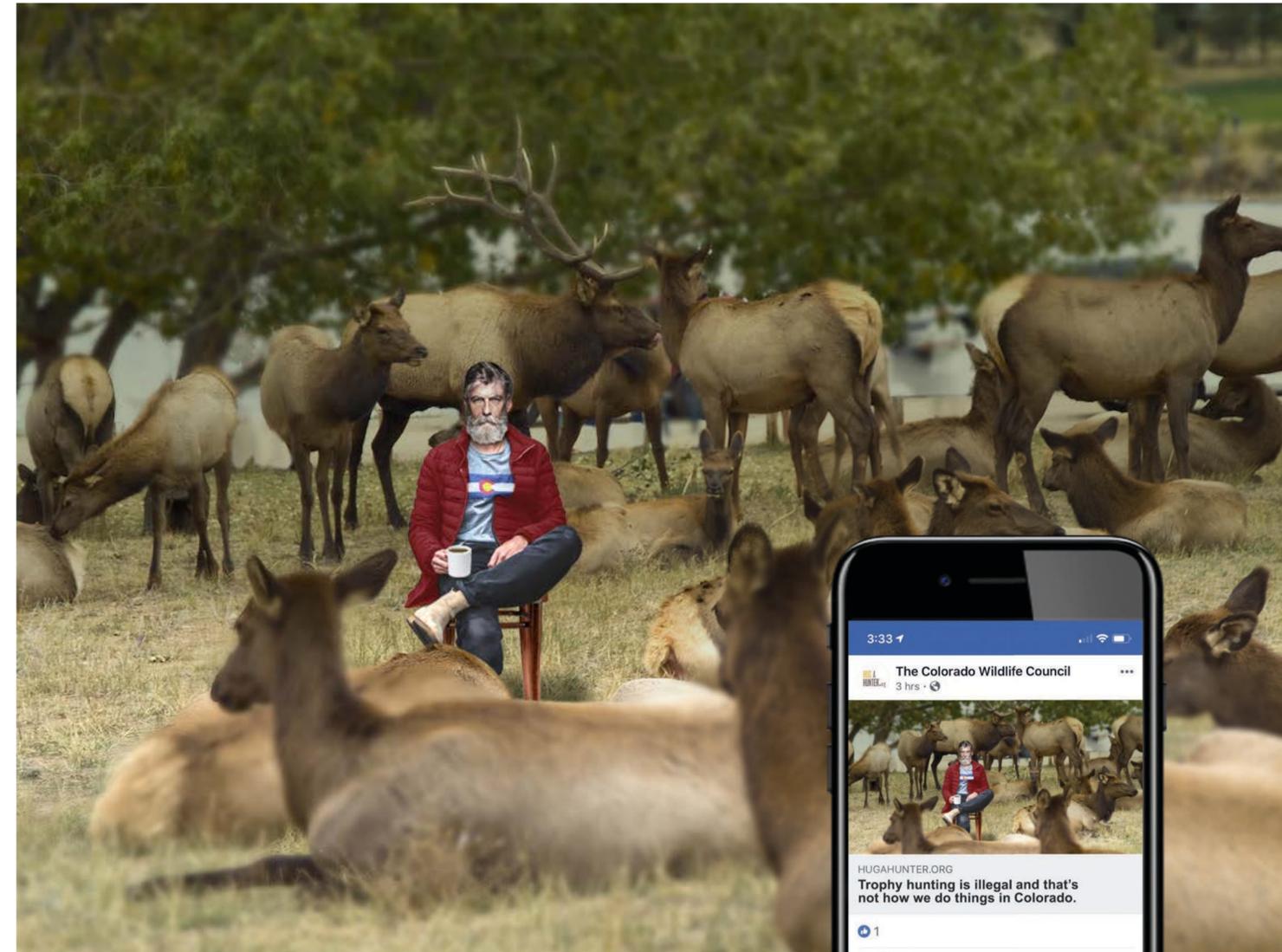
We see him walking in the middle of the herd, elk in front of him and in back.

GUY: The fees from licenses help restore populations like the Rocky Mountain elk, who were almost extinct.

He sits back in his chair.

Guy: And if they were extinct, well, you wouldn't be able to come out and view them, now would you? Now you're living the wild life.

CARD: *This is the Wildlife.org. In partnership with Colorado Parks and Wildlife.*



This is the WildLife



Hunting and Angling
**Make Colorado
\$3 Billion Better
Every Year.**

ThisIsTheWildLife.org

4307E

This is the WildLife

Hunting and Angling
Make Colorado
\$3 Billion Better
Every Year. *ThisIsTheWildLife.org*

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This is the WildLife



Hunting and Angling
**Make Colorado
\$3 Billion Better
Every Year.**

ThisIsTheWildLife.org

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This is the WildLife

Decals

Much like people put Yeti logos on their cars and gear, we would create collectible decals that direct people to This is the WildLife.org.



CONCEPT

#4

Six Degrees of Conservation

You might not hunt, but chances are you're affected by it. And the connection might be closer than you think. Whether that's because you know someone who hunts, or enjoy the secondary benefits brought to Colorado by the \$3 billion from hunters and anglers. In this concept, we'll show how Coloradoans are connected to hunting and fishing in six connections or less.



Six Degrees of Conservation

HUNTER :30 Broadcast

We open over a sheet of paper that says "WELCOME TO COLORADO" on the front.

VO: In Colorado, we're all connected to hunting and fishing. Just like hunting and fishing are connected to the heritage of Colorado.

A hand flips that paper over and up pops our hero, an in-the-winder. She hops in her car with a group of friends.

VO: Fees from hunting and fishing licenses provide over \$3 billion to Colorado's wildlife every year. Helping bring nearly-extinct populations back from the brink. Like the Rocky Mountain Elk.

The car drives up from the city, into the mountains, the scenery changing as they drive. As the \$3 billion line is read, an abundant, lush wilderness pops up—wildlife running through the hills, birds flying through the air. The car is now in the mountains. As the car parks, a group of Rocky Mountain Elk passes by.

VO: You might not hunt or fish, but if you enjoy the outdoors, you enjoy what hunters and anglers do for Colorado.

As a group of hikers stop to look over a vista, a hunter walks out of the trees.

VO: Where wildlife is now thriving and lands are kept open for everyone, thanks to the money from hunting and fishing licenses.

CARD: CONNECTED TO COLORADO.org
In partnership with Colorado Parks and Wildlife



Six Degrees of Conservation

CONNECTED RIVER :30 Broadcast

We open over a sheet of paper that says "WELCOME TO COLORADO" on the front.

VO: In Colorado, we're all connected to hunting and fishing. Just like hunting and fishing are connected to the heritage of Colorado.

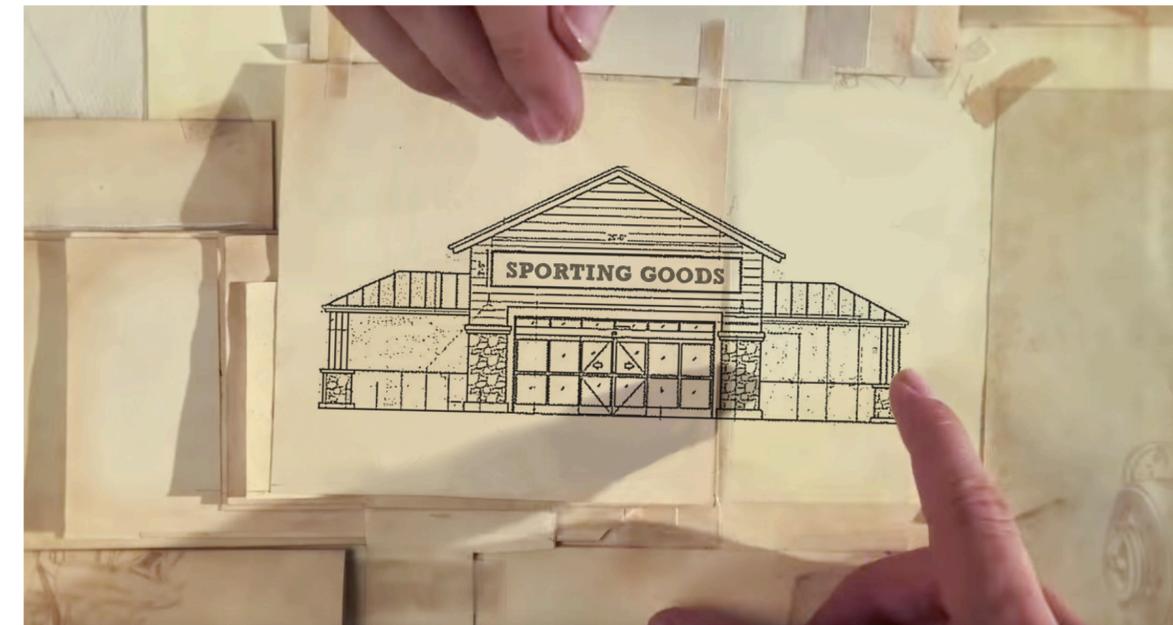
A hand flips that paper over and up pops our hero, a small business owner who sells outdoors equipment (we see kayaks and other equipment through the window) is opening shop for the day, unlocking the door, flipping the sign to read open. As he flips the sign, we zoom into the letters OPEN, the O specifically, which turns into a serene river and a beautiful wilderness scene.

VO: Fees from hunting and fishing licenses help maintain our rivers, keeping our water kayak-able.

In the middle of the river, a group of people on kayaks float by an angler, who has just cast on the opposite side of the river. They nod at each other as they pass. The angler casts again, this time, we follow the line into the water where we see a school of cutthroat trout and other river life.

VO: You might not hunt or fish, but if you enjoy the outdoors, you enjoy what hunters and anglers do for Colorado.

CARD: [CONNECTED TO COLORADO.org](http://CONNECTEDTOCOLORADO.org)
In partnership with Colorado Parks and Wildlife



Six Degrees of Conservation

Social Media

This concept plays really well with Instagram and Facebook stories. It's very visual and works with the sound off. Bringing the broadcast spot into a social world, telling the story with words as the imagery animates alongside. The concept works especially well with the carousel options, creating one long stitched image with no seams that people can swipe through in their newsfeeds.

 **Colorado Wildlife Council**
Sponsored · 

In Colorado, we're all connected to hunting and fishing.
ConnectedToColorado.org



Welcome Home
We're all connected to hunting and fishing

A \$3 billion impact
Thanks to fees from hunting and fishing licenses

Improve the outdoors
Making them welcoming for everyone

Creating Thriving Populations
Like the majestic Rocky Mountain Elk

Even if you don't fish
You probably love what hunters and anglers do for Colorado

Connected to Colorado
A place we can all enjoy

 Like  Comment  Share

Six Degrees of Conservation

Augmented Reality

Using AR, we would create paper-animated worlds that give users a first-person perspective as the world around them unfolds and connects the things they love to hunting and fishing.





CREATIVE CAMPAIGN CONCEPTS

Creative Campaign Concepts



Without Hunting & Fishing



Making Colorado the Place We All Love



This is the WildLife



6 Degrees of Conservation



QUALITATIVE FOCUS GROUPS

Next Steps



ACTION ITEMS:	W/O April 1	W/O April 8	W/O April 15	W/O April 22	W/O April 29	5/1 – 6/30
R&R to develop focus group screener & CWC to approve (2) creative concepts for testing						
CWC to approve focus group screener						
R&R to create animatic videos for testing (2)						
R&R to develop focus group guide						
CWC to approve focus group guide						
Participant recruitment conducted						
Conduct focus groups; tentatively April 22 & 23						
Topline memo with final recommendation; April 30 (R&R to deliver full report by EOW)						
CWC to approve concept to produce; May 1 st (conference call)						
R&R Creative Production						

The image features two spotted deer standing in a field of tall grass. The deer are positioned on either side of the central text. The background is a soft-focus field of green and brown grass. The text is overlaid on the lower half of the image.

CHANNEL STRATEGY

Where we interact with ITW

Television

Specific television shows reach the ITW audience where they are still unable to cut the cord. Mass reach within sports and high profile entertainment can be achieved with a broadcast television campaign.

Connected Television

Connected television provides the opportunity to reach cord cutters on a big screen similar to traditional television. Just like the TV, ads are non-skippable and ideal for full :30s video.

Out Of Home

Out of home (billboards, ski lifts, marquee boards) can be used for mass reach amongst the Denver market. Digital boards can host animations/video and reach users while on the commute or en route to enjoy the Colorado Outdoors.

Digital Radio

Utilize Spotify to reach users with audio/visual/video within a platform they use heavily throughout the day.

Website

Hugahunter.org is our brand hub. It should house informative and engaging content that can be easily shared and referenced.

Facebook

Facebook is widely used by ITW as a platform to garner news and updates. Distribute video and – imagery + messaging here for mass reach.

Instagram

Instagram can be used to reach a large portion of ITW while they are browsing for inspirational content on the highly aesthetic platform. Consider influencers and content partnerships.

YouTube

YouTube should be used to distribute short form video to the ITW audience at scale. Messaging can be aligned with audience and/or with contextually relevant subjects like outdoors or Colorado lifestyle.

Web/In-App

Digital media across web/in-app can be used to distribute native ads and video to the ITW audience wherever they consume digital content.



= recommend supporting with paid media



CONTENT STRATEGY

What we want to say to ITW.

WILDLIFE



- Utilize well known and liked animals
- Confront animal cruelty head-on

CONSERVATION



- ITW enjoys CO natural beauty
- Highlight CWC funded wildlife projects
- Conservationist spotlights
- Pair aesthetic imagery + educational messaging

ECONOMIC IMPACT



- Humanize economic benefits
- Improves Coloradans quality of life
- Colorado jobs, small business owners
- Tax payers would pay more if hunting were restricted

CO LIFESTYLE



- Show the benefits to ITW's lifestyle that are afforded by CWC efforts
- Popular past times, monuments, sites in Colorado made possible by CWC

LIVE & LET LIVE



- Focus on Colorado's unique culture and acceptance
- Allowing all people of all beliefs and values stake their claim to CO as home



WEBSITE UX TESTING OVERVIEW

TIMING

- Conduct UX testing in May 2019

GOALS

- Optimize visitor site experience
- Increase time on site

APPROACH

- Click test study that includes open-ended questions
- 40 participants





FY 19/20 BUDGET & TIMELINE

Media Flights

- Feb. 18 – March 22, 2019
- April 2 – June 10, 2018
- Sept. 9 – Nov. 11, 2017
- March 1 – April 28, 2017
- July 18 – August 7, 2016

Quantitative Surveys

- Wave 4: 1/31/19 – 2/7/19
- Wave 3: 1/8/18 – 1/19/18
- Wave 2: 5/30/17 – 6/8/17
- Wave 1: 10/24/16 – 11/4/16

Colorado Wildlife Council FY4: 2019 - 2020

	1 8 15 22 29	5 12 19 26	2 9 16 23	30 7 14 21 28	4 11 18 25	2 9 16 23	30 6 13 20 27	3 10 17 24	2 9 16 23	30 6 13 20 27	4 11 18 25	1 8 15 22
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
R&R Scope of Work												
Research: Quant Survey												
Creative Concepting												
Creative Production												
Media Planning & Buying												
Media Flight (*exact dates TBD)												
Media Analysis												
Community Partnerships/Coalition Building												
Website Maintenance												
Social Media Community Management												
Brand & Project Management												
Council Meeting & Call Dates												
Council Meetings & Retreats												
Council Conference Calls												
Hunting & Fishing Seasons												
Big Game Season (Most Populist)												
Small Game Season (Most Populist)												
Fishing Season (Most Populist)												

*FY4 timeline is subject to change based on client needs/goals.





BASIC COMPENSATION	Description	HOURS*	FEES	EXPENSES	TOTAL
	1 Brand & Project Management	656	\$75,440	\$0	\$75,440
	2 Creative Development	100	\$11,500	\$0	\$11,500
	3 Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
	4 Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
	5 Website Maintenance	72	\$8,280	\$300	\$8,580
	6 Community Partnership Building	36	\$4,140	\$0	\$4,140
	7 Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
	8 Strategic Consultation	0	\$0	\$72,000	\$72,000
	9 Travel Expenses	0	\$0	\$12,000	\$12,000
	SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
	Basic Compensation Rate (Monthly Fee)				\$20,115.83
CREATIVE PRODUCTION	Description	HOURS	FEES	EXPENSES	TOTAL
	10 Creative Concepting & Creative Asset Production	516	\$59,340	\$200,000	\$259,340
	11 Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
	SUBTOTAL:	596	\$68,540	\$200,000	\$268,540
RESEARCH & PLANNING	Description	HOURS	FEES	EXPENSES	TOTAL
	12 Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
	13 Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
	SUBTOTAL:	142	\$16,330	\$15,000	\$31,330
MEDIA PLACEMENTS	Description	HOURS	FEES	EXPENSES	TOTAL
	14 Media Placements; Campaign Planning & Buying	399	\$45,885	\$1,162,855	\$1,208,740
	SUBTOTAL:	399	\$45,885	\$1,162,855	\$1,208,740
	GRAND TOTAL**:	2,503	\$287,845	\$1,462,155	\$1,750,000

A person wearing an orange beanie, a grey jacket, and an orange safety vest is walking through a field of tall, dry grass. In the background, there are rolling hills or mountains under a clear sky. The overall scene is outdoors and appears to be in a rural or natural setting.

ACTION ITEMS & NEXT STEPS

ACTION ITEMS

1. Approve 2 Creative Concepts for Testing
2. Approve FY 19/20 budget & timeline

NEXT STEPS

1. April: Concept Testing Focus Groups
2. May: Concept Selection
3. May & June: Production

Thank You



APPENDIX

FY3 (2018-2019) Scope/Budget

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	550	\$63,250	\$0	\$63,250
2	Creative Development	92	\$10,580	\$0	\$10,580
3	Media Planning & Buying	52	\$5,980	\$0	\$5,980
4	Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5	Website Maintenance	60	\$6,900	\$300	\$7,200
6	Community Partnership Building	24	\$2,760	\$0	\$2,760
7	Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8	Strategic Consultation	0	\$0	\$48,000	\$48,000
9	Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:		1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)					\$14,770.83
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
10	Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11	Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:		770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
12	Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13	Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14	Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15	Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16	Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:		634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
17	Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:		327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:		2,774	\$319,010	\$630,990	\$950,000

FY2 (2017-2018) Scope/Budget

BASIC COMPENSATION/MONTHLY FEE		Description	HOURS*	FEES	EXPENSES	TOTAL
	1	Brand & Project Management	525	\$60,375	\$0	\$60,375
	2	Creative Development & Production	250	\$28,750	\$0	\$28,750
	3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
	4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
	5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
	6	Community Partnership Building	30	\$3,450	\$0	\$3,450
	7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
	8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
	9	Travel Expenses	0	\$0	\$4,000	\$4,000
		SUBTOTAL:	1,647	\$189,405	\$4,280	\$193,685
		Basic Compensation Rate (Monthly Fee)				\$16,140.42
CREATIVE PRODUCTION		Description	HOURS	FEES	EXPENSES	TOTAL
	10	Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
	11	In-Store POS Display	100	\$11,500	\$10,000	\$21,500
	12	Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
	13	Website Design & Development	410	\$47,150	\$250	\$47,400
		SUBTOTAL:	990	\$113,850	\$32,750	\$146,600
RESEARCH & PLANNING		Description	HOURS	FEES	EXPENSES	TOTAL
	14	Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
	15	Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
		SUBTOTAL:	265	\$30,475	\$6,820	\$37,295
MEDIA PLACEMENTS		Description	HOURS	FEES	EXPENSES	TOTAL
	16	Working Media Placements	0	\$0	\$620,000	\$620,000
		SUBTOTAL:	0	\$0	\$620,000	\$620,000
		GRAND TOTAL**:	2,902	\$333,730	\$663,850	\$997,580

FY1 (2016-2017) Scope/Budget

BASIC COMPENSATION/MONTHLY FEE					
	Description	HOURS*	FEES	EXPENSES	TOTAL
	1 Brand & Project Management	285	\$32,775	\$0	\$32,775
	2 Creative Development & Production	315	\$36,225	\$0	\$36,225
	3 Media Planning & Buying	275	\$31,625	\$0	\$31,625
	4 Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
	5 Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
	SUBTOTAL:	1,235	\$142,025	\$280	\$142,305
	Basic Compensation Rate (Monthly Fee)				\$11,859
CREATIVE PRODUCTION					
	Description	HOURS	FEES	EXPENSES	TOTAL
	6 Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200
	7 Website Design & Development	65	\$7,475	\$0	\$7,475
	8 Photography	20	\$2,300	\$15,000	\$17,300
	SUBTOTAL:	165	\$18,975	\$115,000	\$133,975
RESEARCH & PLANNING					
	Description	HOURS	FEES	EXPENSES	TOTAL
	9 Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375
	10 Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345
	SUBTOTAL:	185	\$21,275	\$32,445	\$53,720
MEDIA PLACEMENTS					
	Description	HOURS	FEES	EXPENSES	TOTAL
	11 Working Media Placements	0	\$0	\$520,000	\$520,000
	SUBTOTAL:	0	\$0	\$520,000	\$520,000
	GRAND TOTAL**:	1,585	\$182,275	\$667,725	\$850,000

IN THE WIND AUDIENCE

About 19% (apx. 750,000) of Colorado's voting-eligible population could fall into the 'In The Wind' category.

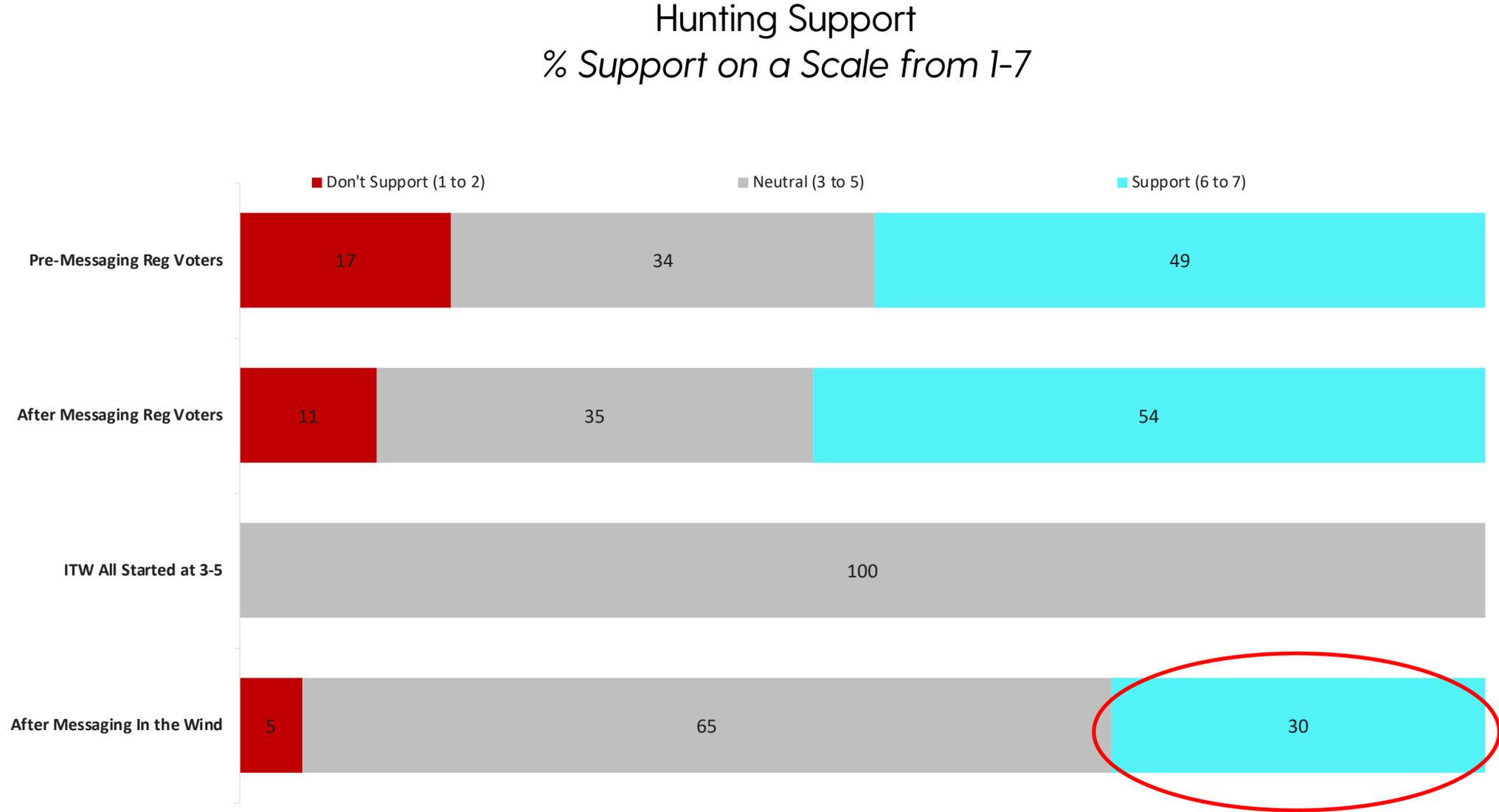
- From the wave 3 tracking research, 52% of respondents responded on a 7-point scale as being completely neutral (4) or on the fence (3 or 5) when it comes to a ballot initiative involving the restriction of hunting. Further, 19% are millennials that are on the fence.
- The survey is weighted for census representation and can be projected out to the Colorado population.

General Guidelines:

- Younger Demo: 18-34
- Very tech savvy with an interest in the outdoors
- Heavy interest in local sports
- Not very politically active, but tend to lean liberal

IN THE WIND AUDIENCE: QUANT SURVEY

Our messaging is successful in moving voters, especially ITWs, to be more supportive of hunting.



TRUSTED SOURCE

Voters Are Looking for Non-Partisan Experts to Provide Info About Hunting

Trust in Each Entity for Information About Hunting/Fishing
NET 5-7 on a 7 pt scale

