

Colorado Wildlife Council

November Call – 2020



Colorado
Wild
Council

Date Issued:

Nov. 2020

Agenda

- 01 **Creative Production Update**
- 02 **Website Redesign Update**
- 03 **Action Items**

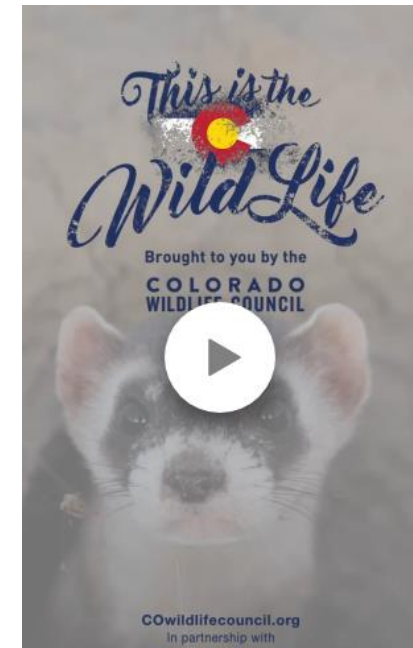
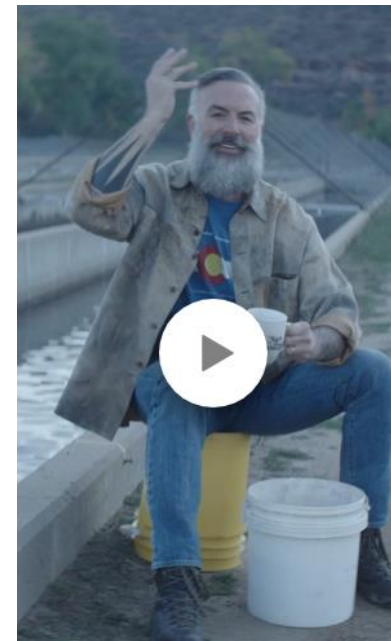
Creative Production

Update

This is the Wild Life

Post-Production

- Ad Videos
 - :30s
 - :15s
 - :06s
- Long Form Videos w/ CPW talent



Website Update

Content & Copy

Website

CURRENT ACTION ITEMS

- Final copy edits
- Jen/Garrett editing bios
- R&R loading videos + images into dev site environment

NEXT STEPS

- R&R and client to QA site once all content is loaded
- Website launch – end of November

Action Items & Next Steps

Action Items & Next Steps

NOVEMBER

- Website content load; copy, videos + images
- Post-production asset build-out, cont'd.
- Website launch

DECEMBER

- Dec. 10th – Virtual council meeting
- Presentation of all final creative assets
- Load all creative assets into media platforms for Jan 4th campaign launch

Thank
You



Thank
Thank
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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

Date Issued:
Nov. 2020

www.rrpartners.com

Appendix

FY20/21 Timeline

Colorado Wildlife Council FY5: 2020-2021

	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
	Jul-20			Aug-20			Sep-20			Oct-20			Nov-20			Dec-20			Jan-21			Feb-21			Mar-21			Apr-21			May-21			Jun-21																		
R&R Scope of Work																																																				
Research: Quant Survey																																																				
Research: Exploratory																																																				
Research: Competitive Analysis Report																																																				
Creative Concepting & Production																																																				
Media Planning & Buying																																																				
Media Flight (*exact dates TBD)																																																				
Media Analysis																																																				
Website Redesign																																																				
Website Maintenance																																																				
Social Media Community Management																																																				
Brand & Project Management																																																				
Council Meeting & Call Dates																																																				
Council Meetings & Retreat																																																				
Council Conference Calls																																																				
Hunting & Fishing Seasons																																																				
Big Game Season (Most Populist)																																																				
Small Game Season (Most Populist)																																																				
Fishing Season (Most Populist)																																																				

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

FY20/21 Budget

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	846	\$97,290	\$0	\$97,290
2	Creative Development	148	\$17,020	\$0	\$17,020
3	Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4	Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5	Website Maintenance	72	\$8,280	\$295	\$8,575
6	Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7	Strategic Consultation	0	\$0	\$72,000	\$72,000
8	Travel Expenses	0	\$0	\$15,000	\$15,000
SUBTOTAL:		1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)					\$23,202.08
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
9	Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10	Website Redesign	504	\$57,960	\$2,500	\$60,460
SUBTOTAL:		1514	\$174,110	\$302,500	\$476,610
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
11	Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12	Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13	Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:		282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:		609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:		4,067	\$467,705	\$1,607,295	\$2,075,000

Approval Sub-Committees

- Website Redesign (July–Sept): Review/approve strategy, template, layout, imagery & copy
 - Tony Gurzick
 - Andy Neinas
 - John Justman
- Creative Assets (during production windows- late summer/early fall 2020): Review/approve -all scripts before production, casting selects, & post-production assets (ex: video file links)
 - Bob Shettel
 - Dan Gates
- Influencers (during media campaigns July–August 2020 & January–April 2021): Review/approve new influencers (individuals) & posts
 - Robin Brown
 - Gary Melcher
 - Jen/Ginny - to approve verbiage, messaging, etc.
- Social Media – Community Management (year-round): Review/approve posts & responses.
 - Tony Bohrer
 - Erin Crider
 - Jen/Ginny - to approve verbiage, messaging, etc.
- RFP Process – timeline TBD: Review/evaluate/approve RFP for new 5-year advertising contract
 - Bob Shettel
 - Andy Neinas