

Colorado Wildlife Council

July Virtual Meeting
2021



Colorado Wildlife Council

Date Issued:

July 2021

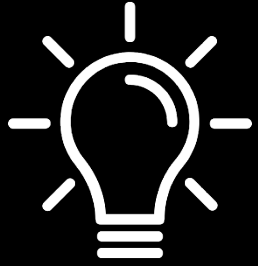
Agenda

- 01 **FY 21/22 Action Plan & Timeline**
- 02 **Creative: Mural & AR Highlight**
- 03 **PR Team Member**
- 04 **Action Items**

FY 21/22 Action Plan

Timeline

FY 21/22 Action Items



Creative Ideas

- DUE Aug. 2021
- Extension of the *"This is the Wild Life"* campaign



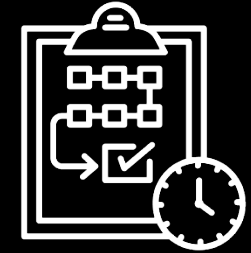
Creative Production

- Filming to take place late September or early October 2021
- These new assets will be implemented by the Dec. 2021 deadline



Annual Tracker Study

- To be conducted in September 2021
- Wave 7
- Utilizing same questions from last version



Strategic Planning

- 5-Year Strategic plan DUE Oct. 2021
- Refined measurement approach
- Refined target audience
- Revisit channel strategy

Creative

Mural/AR Highlight

Final Mural



Final Mural: Full Building Wall

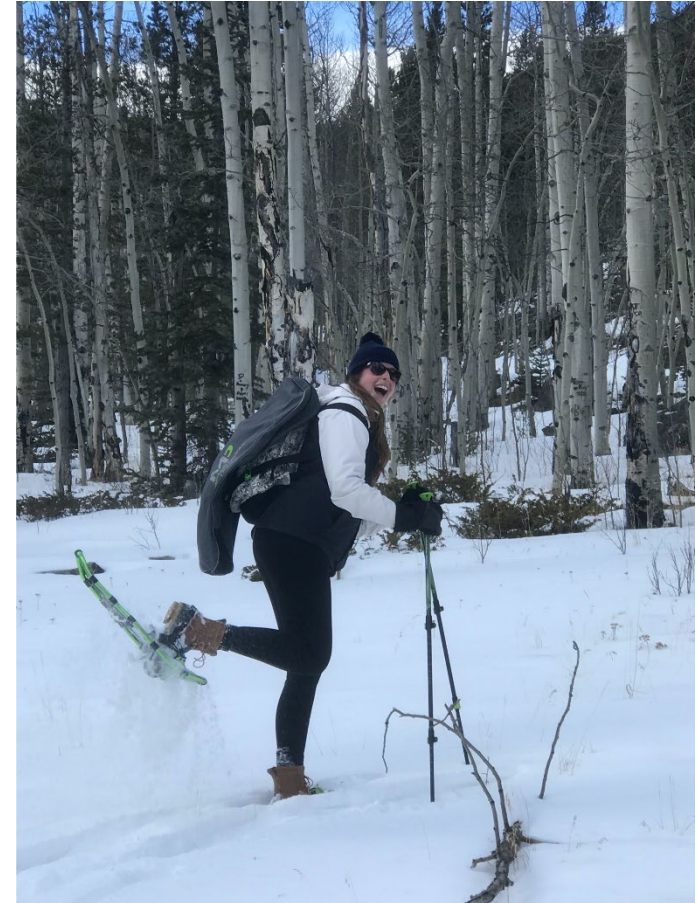


PR Team Member

Re- introduction

Erin Mowry, PR Assistant Account Executive

- Erin previously worked on CWC under our social media community management role
- She now joins us as our PR/Earned Media lead



Action Items

Action Items

MISC. CREATIVE PROJECTS

- Origami re-wrap
- License visual
- Council Spotlights

AUGUST (meeting on 8/19: in-person!)

- R&R to present the refined channel strategy & paid media recommendation
- R&R to present refined creative for approval

SEPTEMBER (call on 9/16)

- Creative pre-production (production will take place late Sept./early Oct. with new assets ready by Dec.)

Thank
You



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