

# Colorado Wildlife Council

November Meeting  
2021



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**Date Issued:**

November 2021

# Agenda

- 01 **5-Year Strategic Plan – feedback**
- 02 **Creative Production Update**
- 03 **Mural Highlight**
- 04 **Action Items**

# 5-Year Strategic Plan

*Any Questions or Edits?*

# Creative Production

*Video Update*



CWC 202110 > EDIT > CWC Client Review 2021.11.01

Media

Review Links

Presentations



00:15

CWC\_Moose15\_4x5\_v2.mp4

Micah Y · Nov 1st, 12:47pm



00:15

CWC\_Goat15\_4x5\_v4.mp4

Micah Y · Nov 1st, 12:47pm



00:15

CWC\_LynxFridays15\_4x5\_...

Micah Y · Nov 1st, 12:47pm



00:15

CWC\_LynxFlannel15\_4x5\_...

Micah Y · Nov 1st, 12:47pm

Rough cuts to be shared in meeting.

# Mural Highlight

*Google Listing*



## This is the Wildlife Mural

5.0 ★★★★★ 1 review

Tourist attraction



Directions



Save



Nearby



Send to your  
phone



Share



1114 Acoma St, Denver, CO 80204



cowildlifecouncil.org



P2M6+MJ Denver, Colorado



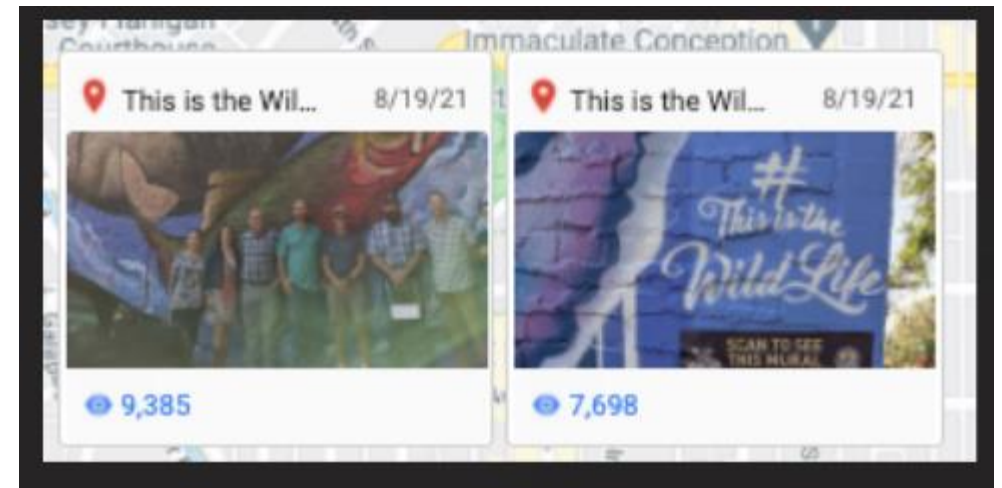
Claim this business



Add a label



Suggest an edit



# Action Items

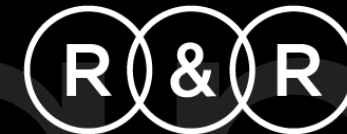


# Action Items

## **DECEMBER (meeting on 12/16)**

- Launch of new assets
- Discuss merchandise – possibility to sell?

Thank  
You



Thank  
Thank  
Thank  
Thank  
Thank

Prepared by:  
R&R Partners

Company Representative:  
Jacqueline Meason  
Group Account Director

[www.rrpartners.com](http://www.rrpartners.com)

# FY 21/22 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	900	\$117,000	\$0	\$117,000
2 Travel Expenses	n/a	n/a	\$15,000	\$15,000
<b>SUBTOTAL:</b>	<b>900</b>	<b>\$117,000</b>	<b>\$15,000</b>	<b>\$132,000</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$11,000.00</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
<b>SUBTOTAL:</b>	<b>1446</b>	<b>\$187,980</b>	<b>\$330,300</b>	<b>\$518,280</b>
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
<b>SUBTOTAL:</b>	<b>486</b>	<b>\$63,180</b>	<b>\$38,000</b>	<b>\$101,180</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
<b>SUBTOTAL:</b>	<b>600</b>	<b>\$78,000</b>	<b>\$1,245,540</b>	<b>\$1,323,540</b>
<b>GRAND TOTAL**:</b>	<b>3,432</b>	<b>\$446,160</b>	<b>\$1,628,840</b>	<b>\$2,075,000</b>

# Media Flights

- **Always On 21/22:** Sept. 13 – June 30, 2022 (\$1,245,540)
- **Spring 2021:** March 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – March 31, 2021 (\$650,000)
- **Summer 2020:** July 1 – Aug. 31, 2020 (\$400,000)
- **Spring 2020:** Feb. 10 – May 31, 2020 (\$764,000)
- **Fall 2019:** Aug. 12 – Oct.31, 2019 (\$466,000)
- **Spring 2019:** Feb. 18 – March 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** March 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

# Quant Studies

- **Wave 7:** 8/30/21 – 9/10/21
- **Wave 6:** 9/2/20–9/13/20
- **Wave 5:** 1/20/20–1/31/20
- **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

# Subcommittee Roles

<b>Review Category:</b>	<b>FY 21/22 Members:</b>	<b>Estimated Time Involved:</b>	<b>Commitment Details:</b>
Public Relations/ Earned Media	Gary Melcher	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Robin Brown	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Andy Neinas Erin Crider	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Bob Shettel Dan Gates	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Qtrly. Newsletter	Tony Bohrer, Robin Brown, Gary Melcher	.25 hours per quarter	Review copy and images for quarterly email newsletter