



Creative Subcommittee Meeting Minutes  
August 14, 2023 ~ 4:00-4:30pm

**Members Present:** Gates, & Twinem, Ehrhart-Gemmill

**Also in Attendance:** CPW: Jennifer Anderson (Staff Liaison)

This is a follow-up discussion to the Subcommittee's meeting with R&R from 3:30-4:00pm

- The messaging layout was helpful-primary, secondary, tertiary but it still doesn't track
- Council shouldn't have to be the one to edit and make suggestions - we are paying R&R for that
- Execution is lacking creatively- it feels like "This is the wildlife"
- The messages don't feel inspirational
- This isn't resonating with us...why would it resonate with the audience
- Their strategy doesn't match the funnel
- To heavy reliance on the secondary messages
- This doesn't look like a multi-million dollar campaign
- In :30s show them talking
- Execution feels cheap - elementary, doesn't feel sophisticated
- Words/scripts- disjointed
- It doesn't make us feel something
- "This is the Wildlife" was seen, recognized - larger impact - this doesn't feel attention getting
- words/pictures don't translate into a "day in the life"
- Research/strategy is sound - agree with identify the audience
- Creative execution is lacking - this will fall flat (swing and a miss)
- Can we salvage the money already spent (rescue the content)
- R&R will present a solution - but have we given them enough feedback?
- How do we move forward- we need to go back to the drawing board- this doesn't meet our expectations.
- Most expensive - production - you can recut, rerecord voiceover
  - How was the money spent? Where did the money go to?
- This is an important year in preparation for next year's ballot initiatives - we need a stronger message - this campaign needs to make a difference about how people feel about wildlife management
- Spending authority increase was based on bigger, stronger, better
- Campaign feels a little all or none...is there an opportunity to implement pieces and parts?
- Contingency plan - leaner campaign plan for awhile
- Billboard messages/lightrail - not powerful enough to make an impact