



COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes August 21, 2023 ~ 3:30 - 4:00 p.m.

Members Present: Ehrhart-Gemmill & Twinem

Members Absent: Gates

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer)

Subcommittee Feedback For the Creative Campaign

- The campaign is lacking cohesiveness
 - A lot of the assets do not connect to 'A day in the life of a Wildlife Biologist'
 - What does 'A day in the life' look like across all the channels? Want to see more alignment here.
- Would like to see that most of the creative shifts back to the primary messaging, A day in the life of a wildlife biologist
 - What was tested in the research was the primary message - from a trusted source. You only see this in the :30 second spots.
 - Want the audience to hear from the subject matter expert and make the connection that they are the biologist
 - There are several headlines that are not consistent and there are too many messages (i.e. banner ads).
- What we did like
 - :30 second - Elk
 - Are there options to make this the primary :30 second spot and reallocate funds from dropping the moose spot into other parts of the campaign?
 - :15 second - Batty and Bridges (enough time to soak in the message)
 - It is clear that the message is coming from a trusted source
- What needs to be reimagined:
 - Moose was too scripted, not genuine
 - Seeds and Economics were too rushed to get the message (Specifically the :15s)
 - Refocus on the primary messaging rather than the secondary message
 - :06 ads do not allow enough time to make a connection with a biologist
 - :06 batty is underexposed
- Frustrated that only a 30 second commercial was tested and the Council didn't get to see how the 30 second spot would be rolled out into a full campaign.
 - For example, how would 'A day in the life' look like as a banner ad, wrap, etc.
- Paying for a \$3 million dollar campaign and the end result did not meet expectations
 - Would like to see detailed invoices of the creative campaign/concepting to see how funds were spent
 - Would like for this to include a hard-costs break down for Futuristic, and the post production, etc. To see what if any we have left of the \$480,000 that was earmarked for hard costs.
 - Where did the 1,000 hours go towards creative concepting/asset production?
 - Staff time on set, etc
 - 1,000 hours is a lot of time for assets that feel like they didn't get enough time/attention

- Music sounds very canned and cheap. How should the music sound for the target audience, Adventurous Environmentalist? Would they key into this type of music?
- Want to see more premium aesthetics and design for a \$3 million campaign.
 - Design was very rushed and the end result was simple.
- In the future, the creative subcommittee would like to have better rounds for feedback
- At the moment, all media is paused until this is fixed. Is there a way to run the prior creative until the new campaign is ready so we are not completely dark?
- Would like R&R to show how we can better sell and tell 'A day in the life' from a trusted source
 - Problem solving on how to make the campaign feel more cohesive
- Don't think we need to refilm
 - Can utilize more images that were captured during the filming rather than stock.
 - Are there pieces in Moose on the cutting room floor that can be salvaged that sound more natural/candid?
 - Are there options to use video from the cutting room floor?

Overall, the campaign is missing the mark and doesn't feel right. The campaign feels disjointed since many spots focus more on the secondary messaging rather than the primary messaging. Would like to see R&R do some problem solving and come back to the creative subcommittee with options that may work to make the campaign more cohesive. Additionally, would like to see detailed invoices for the creative concepting, production, and to Futuristic to know where the money was spent.