

Colorado Wildlife Council

August Meeting
2023



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Date Issued:

August 2023

Agenda

- 01 **Paid Media FY22/23 Recap + FY 23/24 OOH Recommendation**
- 02 **Rockies Partnership**
- 03 **Creative Work**
- 04 **Website**
- 05 **Annual Quantitative Survey**
- 06 **Action Items**

Fiscal Year July 2022 – June 2023

Paid Media Recap & Highlights

Paid Media

Performance

Media Objectives & Goals

- Campaign Objective
 - Increase **awareness** among the In The Wind audience of the benefits of hunting and fishing for the state of Colorado.
- Measurable Goals
 - Increase education of the benefits of hunting and fishing measured by **impression delivery, video views and website visits.**
- Key Performance Indicators (KPIs)
 - Primary: reach, impressions, brand lift and annual tracker study
 - Secondary: clicks (CTR), video views (VCR) and website visits

Planning Parameters

BUDGET	\$1,477,550
TIMING	July 1, 2022 – June 30, 2023
AUDIENCE	In The Wind (Adults 18–34)
TACTICS	Television OOH The Trade Desk YouTube Facebook/Instagram Reddit Spotify TikTok Email

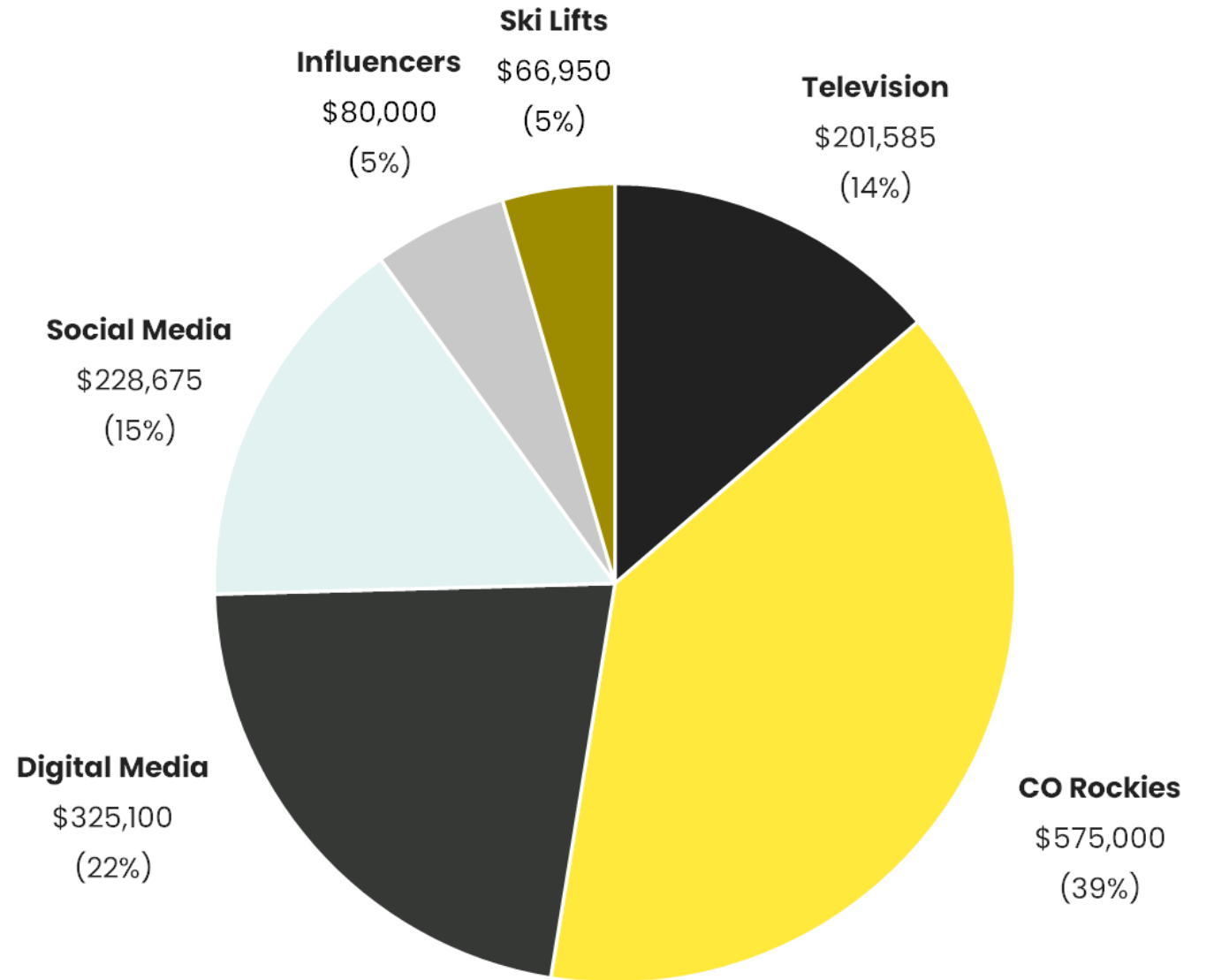
Campaign Results

7.1.22 to 6.30.23

157,600,000 total impressions

222,310 total clicks

\$1,477,550 total cost



Traditional Media

Television

TIMING October 2022 – May 2023

TOTAL SPOTS 276

GEO Denver DMA

PROGRAM HIGHLIGHTS

- ABC7 BRONCOS/JACKSONVILLE Game
- CBS COLORADO NFL/NCAA March Madness package
- 9NEWS Weather & Ski Conditions sponsor
- Nuggets/Avalanche playoffs (ESPN/TNT)

Broadcast delivered more than **832,000 impressions** to Adults 18-34 over FY2022-2023, with additional details below.

- ❑ Two spots aired in the AFC Championship game on CBS, which achieved the most impressions for the FY year at 297,503.
- ❑ Multiple spots in the NBA Playoffs featuring the Nuggets achieved a total of 104,350 impressions.
- ❑ Broncos/Jaguars game in London delivered a total of 26,820 impressions.
- ❑ NCAA March Madness spots aired with a total of 58,089 impressions achieved.
- ❑ Through negotiations and bonus spots, a **total of \$15,350 in added value** was achieved.

Television 9NEWS



TIMING

January-March 2023

TOTAL SPOTS

168 on KUSA and KTVD

GEO

Denver DMA

PROGRAM HIGHLIGHTS

Broadcast and Digital sponsorship of the **Colorado Ski Report on 9NEWS**

- :30 Colorado Wildlife spots on 9NEWS
- Ski Report Promo spots on KTVD
- :05 Ski Billboards
 - 9NEWS 6am – Fridays
 - 9NEWS 7am – Sat/Sun
- 232,800 A18-34 broadcast impressions

9News.com Ski Conditions display/masthead banners and weather pre-roll video

- 434,074 digital impressions
 - 0.23% CTR
 - 1,320 website visits

Ski Lift OOH

TIMING

December 2022 – March 2023

TACTICS

65 Chairs per Resort

GEO

Winter Park Resort and Copper Mountain

IMPRESSIONS

Delivered – 39,000,000

- The over delivery of 47% equates to **\$15,355 in added value**



Colorado Rockies Sponsorship

2022 Season executions:

- Pre-game video on jumbotron
- In-park signage
- Statue placement
- Kiosk tables
- Towel giveaway on 9/25/22
- First pitch on 9/25/22



Pre-game video on jumbotron

Average attendance per game: nearly 27,980

Estimated impressions for the 2022 season: 32,527,671



Towel giveaway

Colorado Rockies Sponsorship



Outfield Wall



L-Bar Signage



Statues

Digital Media

Digital Media Tactics – The Trade Desk

Activation Summary	Tactic	Impressions	KPIs	Cost
<p>Reaching the ITW audience’s attention within content where they spend time and attention.</p> <p>Targeted the audience with multiple messages across several channels with optimal frequency to keep CWC top-of-mind.</p>	Connected TV	1,947,142	98.4% Completion Rate	\$75,551
<p>Targeting:</p> <p>Behavioral: (BT Independent Voters and Outdoor Enthusiasts, excluding adults over 35)</p> <p>Contextual: Targeted branded/unbranded keywords such as Boreal toad, wildlife conservation, Black Footed ferret, mountain lion</p> <p>Retargeting website visitors</p>	Pre-Roll Video	2,535,729	74% Completion Rate 7,927 Clicks 0.313% CTR	\$75,000
	Display	4,549,432	5,198 Clicks 0.114% CTR	\$25,000
	Native	6,390,165	7,591 Clicks 0.119% CTR	\$25,000

The Trade Desk Key Learnings

- **Strong VCR performance from the CTV placements. CTV is consistently performing with a 98%+ VCR compared to an 85% benchmark.**
- **Best performing creative by clicks/CTR or Impressions**

Tactic	Metric	Creative
CTV	Impressions	The Fox :15
Pre-roll	Clicks	The Fox
Native	CTR	Lynx
Display	Clicks	Moose 320x50

- **Behavioral audiences performed best with Native and CTV, whereas retargeting was strongest for Display and Pre-Roll overall.**
- **For CTV, Discovery+/Discovery TVE and DirecTV Live Sports performed the strongest and the inventory contracts were heaved up based on previous reporting.**
- **For FY22-23, we included Inferred Brand Intent (IBI) tracking, which helps analyze customer behavior to track online activity after exposure to CWC digital ads to further drill down into CWC's target audiences. A few themes can be derived from the post-exposure activity and additional testing of niche audiences is recommended for FY 23-24 including:**
 - **Photography enthusiasts (web content including photography awards as well as petapixel.com for camera equipment/photography were common)**
 - **Birdwatching**
 - **Blocking certain key words is now an option with IBI and excluding words such as "killed", "attacked" "euthanized" is also recommended for 23/24 to avoid negative content post CWC exposure as it relates to wildlife.**

Social Media

Tactic	Activation Summary	Impressions	KPI	Cost
Facebook/Instagram	<ul style="list-style-type: none"> Utilized the platforms' robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data. Implemented geo-targeting around the downtown Denver mural to reach those in the area with the CWC filter. Leveraged look-alike and retargeting audiences based on data from past campaigns and website visitation. Boosted organic content to achieve greater engagement and reach beyond the organic feed. 	24,467,530	29,320 Clicks 16,166,969 Video Plays 1,639,511 Post Engagements 0.23% CTR	\$102,525
Influencers	<ul style="list-style-type: none"> Amplified messaging and organically connected with the target audience at one of their frequent media touchpoints. Partner with 4 influencers, Ty, Kyana, Macquel, Nelson, and Jason. In addition to the influencer's current in-feed content, the influencers produced more dynamic content such as IG Reels. 	8,400,000	4.4 million Organic & Paid Reach 19,272 Likes 4,711 Link Clicks 269k Post Engagements	\$80,000
Reddit	<ul style="list-style-type: none"> Targeted the ITW audience through wildlife focused creative based on based on interactions with content or communities relating to the outdoors and sustainability. Leveraged retargeting audiences based on website visitation. 	2,253,541	5,284 Clicks 516,440 Video Views 22.9% Video View Rate 0.23% CTR	\$20,000
TikTok	<p>Drove brand awareness and ad recall among adults 18-34 with thumb-stopping video creative.</p> <p>Utilized the platforms' targeting capabilities to reach the ITW audience based on their interests and demographic data.</p>	19,265,751	32,097 Clicks 18,011,310 Video Plays Cost per Completed View \$0.03 0.17% CTR	\$50,000

Social Key Learnings

Facebook:

- Facebook drove an average frequency of 13.4x throughout this period of the campaign.
- The CoExist 30 creative generated the most impressions, followed by the Sheep 15 and Lynx Fridays 15.
- The Wildlife 3.7 engagement ad generated the highest CTR of 12.54%.
- The 15s Lynx Fridays creative held the strongest video completion rate at 13.8%

Influencers:

- The campaign delivered 8.4 million impressions in total. There were 2.1 million impression delivered in fall 2022 and another 6.3 million impressions in spring 2023.
- Each influencer delivered one Instagram photo, two IG Story sets and two IG Reels, producing 19,272 likes and 4,711 clicks to the website.
- Overall, Ty Newcomb's content performed the best in paid media and generated the highest recall rate of 6.13%

Reddit:

- Campaign delivered over 2.2MM impressions, 5.3K link clicks and 516K video views.
- Campaign CTR averaged above the .17% benchmark at .23%.
- Co-Exist 15 has the highest CTR at .24% and held the strongest video view rate at 24.3%.

TikTok:

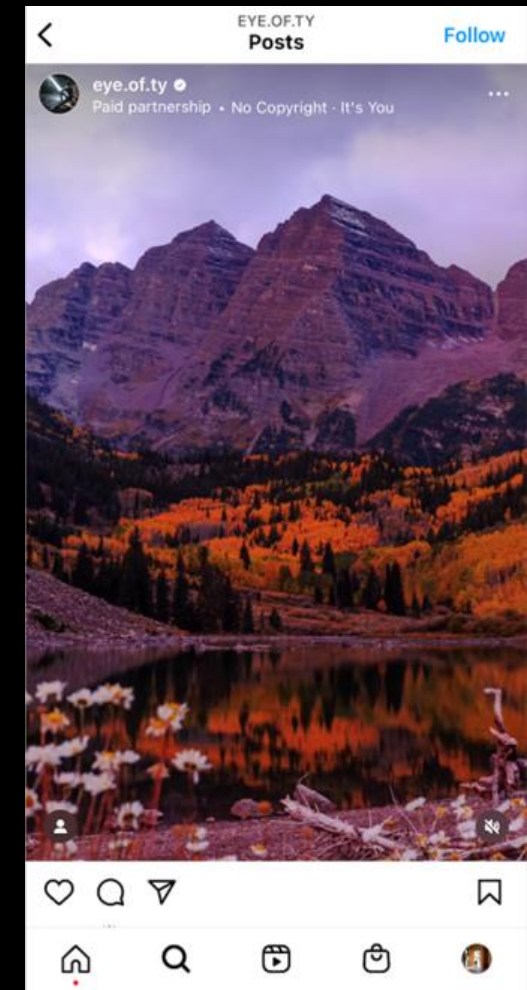
- Campaign delivered over 19.3MM impressions, 32K link clicks and 2.2MM video views.
- The 15s Goat video had the highest CTR at .19%, while the 15s Fish Story had the strongest video completion and the most cost-efficient CPM at \$2.43.

Fall '22 Influencer Engagement



Ty Newcomb 224K Followers	PAID CONTENT	ORGANIC CONTENT
	Impressions: 2,104,440 Reach: 849,157 Link Clicks: 1,463 Engagements: 10,646 Comments: 7 Shares: 19 3-Sec Video Plays: 7,267	INSTAGRAM IN-FEED: Impressions: 23,687 Est. Impressions (Reels): 121,167 Reel Plays: 31,549 Engagement Rate: 1.36% Likes: 9,092 Comments: 60 Reach: 47,927 Shares: 6 Saves: 65 STORY FRAMES: Impressions: 2,657 Reach: 2,093 Link Clicks: - Sticker Taps: 3 Shares: - Comments: 1
Content Deliverables: 1 IG Photo 2 IG Reels 2 IG Story Sets		

Ty continues to be the top performing influencer for the CWC demographic.



Spring '23 Influencer Engagement



Kyana's post on 2/1

Kyana Miner 21.2K Followers	PAID CONTENT	ORGANIC CONTENT																		
 <p>Content Deliverables: 1 Instagram Photo 2 IG Story Sets 2 IG Reels</p>	<p>Impressions: 997,556 Reach: 639,218 Link Clicks: 673 Engagements: 60,981 Reactions: 692 Saves: 2 Shares: 20 3-Sec Video Plays: 59,583</p>	<p>INSTAGRAM</p> <table border="1"> <thead> <tr> <th>IN-FEED:</th> <th>STORY FRAMES:</th> </tr> </thead> <tbody> <tr> <td>Impressions: 14,145</td> <td>Impressions: 950</td> </tr> <tr> <td>Reel Plays: 6,084</td> <td>Reach: 947</td> </tr> <tr> <td>Engagement Rate: 2.31%</td> <td>Link Clicks: 28</td> </tr> <tr> <td>Likes: 1,016</td> <td>Sticker Taps: 290</td> </tr> <tr> <td>Comments: 193</td> <td>Shares: 3</td> </tr> <tr> <td>Reach: 7,368</td> <td>Replies: 35</td> </tr> <tr> <td>Shares: 14</td> <td></td> </tr> <tr> <td>Saves: 34</td> <td></td> </tr> </tbody> </table>	IN-FEED:	STORY FRAMES:	Impressions: 14,145	Impressions: 950	Reel Plays: 6,084	Reach: 947	Engagement Rate: 2.31%	Link Clicks: 28	Likes: 1,016	Sticker Taps: 290	Comments: 193	Shares: 3	Reach: 7,368	Replies: 35	Shares: 14		Saves: 34	
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Jason George 4.4K Followers	PAID CONTENT	ORGANIC CONTENT																		
 <p>Content Deliverables: 1 Instagram Photo 2 IG Story Sets 2 IG Reels</p>	<p>Impressions: 2,913,712 Reach: 1,335,553 Link Clicks: 979 Engagements: 103,527 Reactions: 1,931 Saves: 11 Shares: 20 3-Sec Video Plays: 100,573</p>	<p>INSTAGRAM</p> <table border="1"> <thead> <tr> <th>IN-FEED:</th> <th>STORY FRAMES:</th> </tr> </thead> <tbody> <tr> <td>Impressions: 4,230</td> <td>Impressions: 1,413</td> </tr> <tr> <td>Reel Plays: 6,049</td> <td>Reach: 1,395</td> </tr> <tr> <td>Engagement Rate: 7.76%</td> <td>Link Clicks: -</td> </tr> <tr> <td>Likes: 952</td> <td>Sticker Taps: -</td> </tr> <tr> <td>Comments: 50</td> <td>Shares: -</td> </tr> <tr> <td>Reach: 6,628</td> <td>Replies: 5</td> </tr> <tr> <td>Shares: 37</td> <td></td> </tr> <tr> <td>Saves: 20</td> <td></td> </tr> </tbody> </table>	IN-FEED:	STORY FRAMES:	Impressions: 4,230	Impressions: 1,413	Reel Plays: 6,049	Reach: 1,395	Engagement Rate: 7.76%	Link Clicks: -	Likes: 952	Sticker Taps: -	Comments: 50	Shares: -	Reach: 6,628	Replies: 5	Shares: 37		Saves: 20	
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Shares: 37																				
Saves: 20																				



Jason's post on 4/5

Spring '23 Influencer Engagement – Cont.



Macquel's post on 2/28

Macquel Martin 16.4K Followers	PAID CONTENT	ORGANIC CONTENT
	<p>Impressions: 1,622,701</p> <p>Reach: 904,106</p> <p>Link Clicks: 994</p> <p>Engagements:</p> <p>Reactions: 1,325</p> <p>Saves: 17</p> <p>Shares: 26</p> <p>3-Sec Video Plays: 53,309</p>	<p>INSTAGRAM</p> <p>IN-FEED:</p> <p>Impressions: 15,966</p> <p>Reel Plays: 10,895</p> <p>Engagement Rate: 1.49%</p> <p>Likes: 646</p> <p>Comments: 48</p> <p>Reach: 14,344</p> <p>Shares: 24</p> <p>Saves: 30</p> <p>STORY FRAMES:</p> <p>Impressions: 11,390</p> <p>Reach: 11,244</p> <p>Link Clicks: -</p> <p>Sticker Taps: 43</p> <p>Shares: -</p> <p>Replies: 3</p> <p>Poll Respondents: 234</p>
<p>Content Deliverables:</p> <p>1 Instagram Photo</p> <p>2 IG Story Sets</p> <p>2 IG Reels</p>		

Nelson Holland 59.3K Followers	PAID CONTENT	ORGANIC CONTENT
	<p>Impressions: 727,339</p> <p>Reach: 461,924</p> <p>Link Clicks: 552</p> <p>Engagements: 38,784</p> <p>Reactions: 750</p> <p>Saves: 3</p> <p>Shares: 33</p> <p>3-Sec Video Plays: 37,435</p>	<p>INSTAGRAM</p> <p>IN-FEED:</p> <p>Impressions: 45,818</p> <p>Reel Plays: 51,198</p> <p>Engagement Rate: 5.92%</p> <p>Likes: 7,566</p> <p>Comments: 162</p> <p>Reach: 66,192</p> <p>Shares: 68</p> <p>Saves: 59</p> <p>STORY FRAMES:</p> <p>Impressions: 11,817</p> <p>Reach: 11,635</p> <p>Link Clicks: 22</p> <p>Sticker Taps: 50</p> <p>Shares: -</p> <p>Replies: 18</p>
<p>Content Deliverables:</p> <p>1 Instagram Photo</p> <p>2 IG Story Sets</p> <p>2 IG Reels</p>		



Nelson's post on 4/6

Video

Tactic	Activation Summary	Impressions	KPI	Cost
Rich Media	<ul style="list-style-type: none"> The Page Grabber unit reached Adults 18-34 living in Colorado with a passion for the outdoors through Undertone's proprietary high-impact video unit, creating an emotional connection that compels a user to act. 	3,576,655	12.60% VCR 10.97% Engagement Rate 123,475 Clicks 3.45% CTR	\$55,000
Spotify	<ul style="list-style-type: none"> Sponsored sessions drove brand awareness and ad recall among the ITW audience with thumb-stopping video creative that provides the user with a reward for watching the video to completion. 	321,915	94.04% VCR 2,225 Clicks 0.69% CTR	\$50,000
YouTube	<ul style="list-style-type: none"> Optimized the Skippable In-Stream campaign toward view-rate with a cost-per-view (CPV) bid method. Targeting included: Outdoor Enthusiasts & Sports Fans. Topics (Hiking, Camping, Local News, College Sports and Sports News), keywords, retargeting site visitors and engagers from past campaigns. 	11,534,369	77.9% Completion Rate 3,524,033 Total Views 5,305 Clicks 0.05% CTR	\$75,000

Video Key Learnings

Rich Media:

- The campaign delivered 3.5 million impressions in total with an overall CTR at 3.45%, which is much higher than the 1%-2% benchmark.
- Interaction rate was 3.52% while the Engagement rate came in at 10.97%, and the Viewability at an 80% rate — all above benchmark.
- Evenings outperformed Workday Hours and Early Mornings. While Sunday had the highest click through rate, followed by Saturday and Tuesday.

Spotify:

- The campaign delivered 321,915 impressions in total with a 94.04% Video Completion Rate, which is above Spotify's benchmark of 93% on sponsored session placements.
- The Click Through Rate for the campaign finished at .69% overall, which is also above the benchmark of .05%.
- Spotify overdelivered, which gave us almost **\$2,000 in added value**.

YouTube:

- Outdoor enthusiasts, affinity to camping and hiking, and sports fans were among the top audience segments for the video completions, but retargeting efforts had the highest clicks to the website.
- 06s Bumper units had a 95.4% VCR compared to a 90% VCR benchmark, improving year over year (up from 94.4%)
- :15s skippable in-stream units had a 61.9% VCR improving year over year (up from 60.42%) - benchmark is 40% VCR.

Email (MailChimp)

TIMING

4 newsletters (one each quarter)

TACTICS

MailChimp

AUDIENCE

Collected 32 subscribers

DETAILS

4x Newsletters were deployed this year producing an average open rate of 56% and an 11% CTR.

INSIGHTS

While open rate and CTR prove engagement, the subscriber volume is low. In the next fiscal, we can support email sign-ups to further nurture this channel.

Flowchart



R&R Partners
Colorado Wildlife Council
2022-2023

	Jul					Aug					Sep					Oct					Nov					Dec					Jan					Feb					Mar					Apr					May					Jun					Cost	% of Total
	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26									
Option 1																																																														
SPOT TV / CABLE - Denver DMA																																																														
:15s/:30s A18-34, English																																																														
Watermark + Traffic																																																														
Spot TV / Cable Total	\$0					\$0					\$0					\$0					\$0					\$0					\$40,004					\$40,004					\$30,394					\$30,394					\$30,394					\$30,394					\$201,585	14%
OUT-OF-HOME																																																														
CO Rockies Sponsorship																																																														
Ski Lifts - Winter Park & Copper Mountain																																																														
OOH Total	\$100,000					\$100,000					\$0					\$0					\$0					\$23,075					\$14,625					\$14,625					\$14,625					\$375,000					\$0					\$0					\$641,950	43%
DIGITAL																																																														
Email - MailChimp																																																														
Facebook/Instagram - AR Filter																																																														
Facebook/Instagram - Promoted Posts																																																														
Spotify Streaming Audio																																																														
Digital Ad Serving																																																														
<i>The Trade Desk</i> DSP																																																														
Display - Native/Standard																																																														
Video - Connected TV																																																														
Video - Pre-Roll																																																														
<i>Undertone</i>																																																														
Influencers																																																														
Rich Media																																																														
Digital Ad Serving																																																														
R&R:																																																														
Social - Facebook/Instagram																																																														
Social - Reddit																																																														
Social - TikTok																																																														
Video - YouTube																																																														
Digital Total	\$271					\$271					\$23,789					\$60,640					\$60,640					\$9,059					\$68,248					\$81,581					\$81,581					\$87,581					\$87,581					\$72,773					\$634,015	43%
MEDIA TOTAL	\$100,271					\$100,271					\$23,789					\$60,640					\$60,640					\$32,134					\$122,877					\$136,210					\$126,600					\$492,975					\$117,975					\$103,167					\$1,477,550	100%

* Political Window

FY23/24 OOH

Recommendation

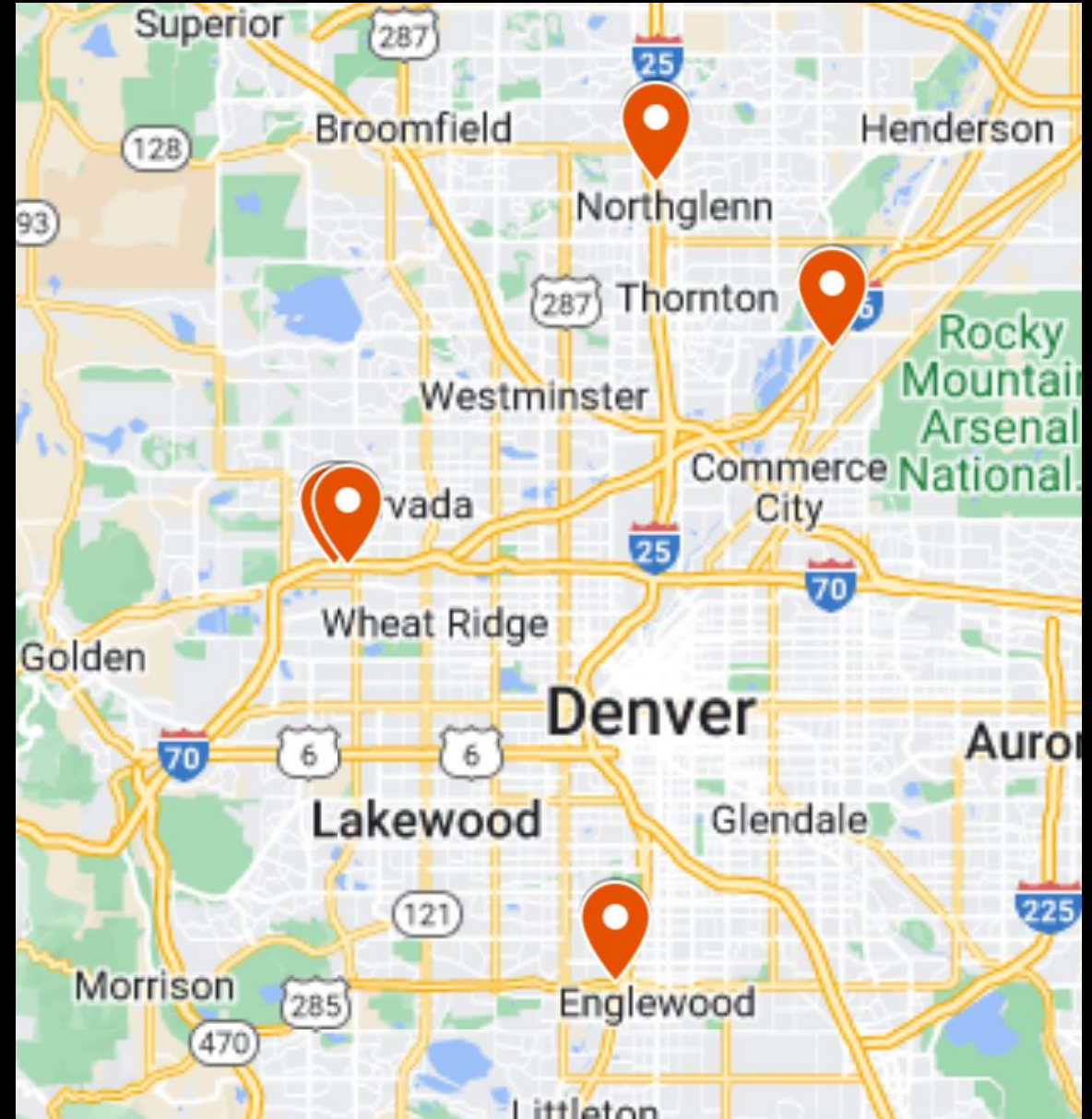
Out-of-Home Inventory

Leverage Static Billboards to capture high-traffic areas around Denver, Colorado.

The combined original budget for OOH boards plus Ski Lift ads was \$147,913; this buy would come in \$1,963 under budget.

**Production costs waived for 1x.*

Media Partner	Run Dates	Board #	4-week Impressions	Production	Total Cost
Outfront	11/27/23-3/31/24	8881A	456,295	\$700	\$50,200
Lamar	11/27/23-3/31/24	10064	413,327	\$900	\$36,000
Mile High*	11/27/23-3/31/24	03-3063	248,474	\$0	\$11,250
Mile High*	11/27/23-3/31/24	02-2160	312,013	\$0	\$13,500
Mile High*	11/27/23-12/17/23 & 1/15/24-3/31/24	04-4019	2,442,196	\$0	\$35,000
TOTAL		5 Boards	3,872,305	\$1,600	\$145,950



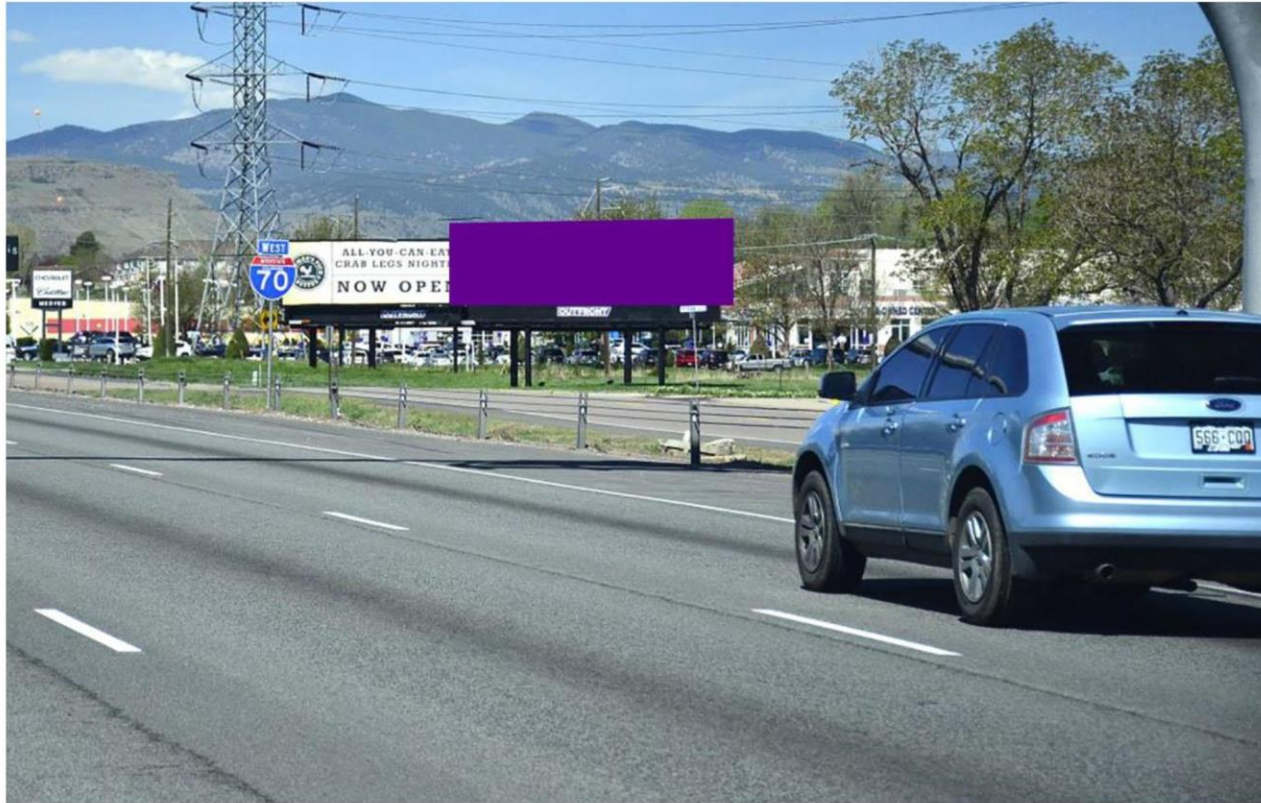
I-70 East Face

Media Partner	Unit	Facing	Size	Start Date	End Date
Outfront	8881A	East	14'X48'	11/27/23	3/31/24

MARKET
Denver

BOARD #
8881A

ADDRESS
I-70 Ns .50 mi W/O Kipling 2 F/E



18+ Weekly Imp: 456,295

Size: 14'x48'

Area: Denver/Denver

Zip Code: 80033

Latitude: 39.78476

Longitude: -105.119974

Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1A

geopath ID#: 637089

I-70 West Face

Media Partner	Unit	Facing	Size	Start Date	End Date
Lamar	10064	W	12'X48'	11/27/23	3/31/24

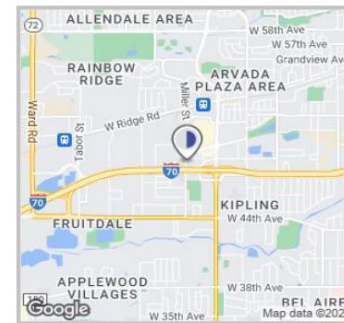
PANEL #10064

I-70 .2 MILE W/O KIPLING STREET NS WF



LOCATION #2

ADVERTISING STRENGTHS: Targets eastbound traffic on the main commuter route from the mountains and western suburbs of Evergreen, Golden and Wheat Ridge, driving east towards Denver and Denver International Airport. Prime location just before I-70 splits with I-76.



WEEKLY IMPRESSIONS:
413,327*

MEDIA TYPE/STYLE:
Permanent Bulletin - Regular

GEOPATH ID:
7402778

LAT/LONG:
[39.78478 / -105.11405](#)

MARKET:
DENVER

PANEL SIZE:
12' 0" x 48' 0" [View Spec Sheet](#)

VINYL SIZE:
13' 0" x 49' 0"

FACING/READ:
West / Left

ILLUMINATED:
YES

RATE:
\$7,800.00

PRODUCTION COST:
900

SHIPPING ADDRESS:
12301 Grant St #240

Metro Denver

Media Partner	Unit	Facing	Size	Start Date	End Date
Mile High	03-3063	E	10'X30'	11/27/23	3/31/24

N/L Hampden .3 w/o Santa Fe E/F



Street View

Description

Fantastic bulletin targeting westbound commuters headed toward the Littleton and Lakewood suburbs. Hampden is also known as Hwy 285 and is heavily used for mountain travel.

Illuminated Bulletin

City: Sheridan, CO 80110

Facing: East (RR)

Latitude/Longitude: 39.6539/-105.0054

Bulletin Face Size: 10' x 30'

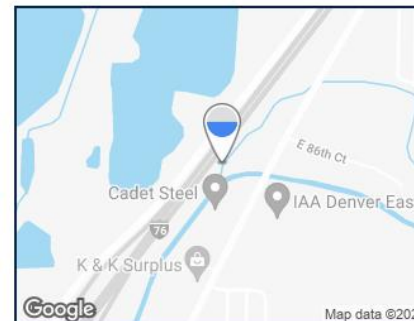
Geopath ID#: 7400699 Weekly Impressions: 248,474

\$2500.00 / 4 Week Period (Rate is based on 4.5 4-Week periods.)

Metro Denver

Media Partner	Unit	Facing	Size	Start Date	End Date
Mile High	02-2160	N	14'X48'	11/27/23	3/31/24

E/L I-76 s/o 88th Avenue N/F



Street View

Description

Targets traffic headed into Denver metro from NE suburbs located just east of I-270 Hwy 36/I-25 interchange.

Illuminated Bulletin

City: Commerce City, CO 80022

Facing: North (CR)

Latitude/Longitude: 39.8517/-104.9182

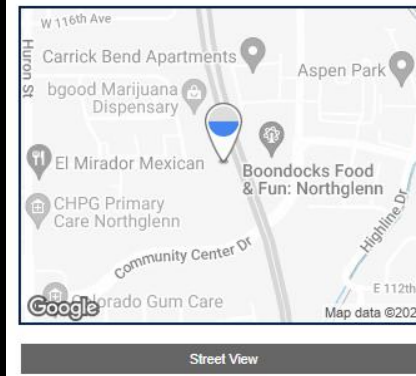
Bulletin Face Size: 14' x 48'

Geopath ID#: 7400827 Weekly Impressions: 312,013

\$3000.00 / 4 Week Period (Rate is based on 4.5 4-Week periods.)

Metro Denver

Media Partner	Unit	Facing	Size	Start Date	End Date
Mile High	04-4019	N	11'X36'	11/27/23 1/15/24	12/17/23 3/31/24



Description

Excellent right hand read targeting traffic heading towards North suburbs of Thornton/Westminster/Arvada and also downtown commuting traffic. Just north of 104th exit with major shopping retailers and dining establishments.

Illuminated Bulletin

City: Northglenn, CO 80234

Facing: North (RR)

Latitude/Longitude: 39.9033/-104.9900

Bulletin Face Size: 11' x 36'

Geopath ID#: 7400761 Weekly Impressions: 610,549

\$10000.00 / 4 Week Period (Rate is based on 4.5 4-Week periods.)

Next Steps

- Council to approve the 5 billboard locations and timing recommendations on 8/10
- R&R to utilize feedback provided by subcommittee to create billboard OOH mockups for approval

CWC DAY

Coors Field










- The game is Sunday, September 17
- Starts at 1:10 pm
- Suite available for council & friends/family
- Please contact Dani to receive your tickets
- CWC will throw the first pitch, who will be designated?










Rockies Partnership








Updates

Hospitality Tickets

- There are 4 tickets to 4 games available to the council for the Rockies
- Please let Dani know if you would like to attend a game

Aug 14 Mon	vs.  D-backs	6:40 pm MDT
Aug 15 Tue	vs.  D-backs	6:40 pm MDT
Aug 16 Wed	vs.  D-backs	1:10 pm MDT
Aug 18 Fri	vs.  White Sox	6:40 pm MDT
Aug 19 Sat	vs.  White Sox	6:10 pm MDT
Aug 20 Sun	vs.  White Sox	1:10 pm MDT
Aug 28 Mon	vs.  Braves	6:40 pm MDT
Aug 29 Tue	vs.  Braves	6:40 pm MDT
Aug 30 Wed	vs.  Braves	6:40 pm MDT

Sep 1 Fri	vs.  Blue Jays	6:40 pm MDT
Sep 2 Sat	vs.  Blue Jays	6:10 pm MDT
Sep 3 Sun	vs.  Blue Jays	1:10 pm MDT
Sep 11 Mon	vs.  Cubs	6:40 pm MDT
Sep 12 Tue	vs.  Cubs	6:40 pm MDT
Sep 13 Wed	vs.  Cubs	1:10 pm MDT
Sep 14 Thu	vs.  Giants	6:40 pm MDT
Sep 15 Fri ROBERTO CLEMENTE DAY	vs.  Giants	6:40 pm MDT
Sep 16 Sat	vs.  Giants	6:10 pm MDT

Sep 26 Tue	vs.  Dodgers	1:10 pm MDT
	vs.  Dodgers	6:40 pm MDT
Sep 27 Wed	vs.  Dodgers	6:40 pm MDT
Sep 28 Thu	vs.  Dodgers	6:40 pm MDT
Sep 29 Fri	vs.  Twins	6:10 pm MDT
Sep 30 Sat	vs.  Twins	6:10 pm MDT
Oct 1 Sun	vs.  Twins	1:10 pm MDT

Colorado Rockies Partnership

- R&R to discuss the 2024 season partnership contract with the Rockies
- The partnership is budgeted for the in the Paid Media funds and included on the FY23/24 flowchart

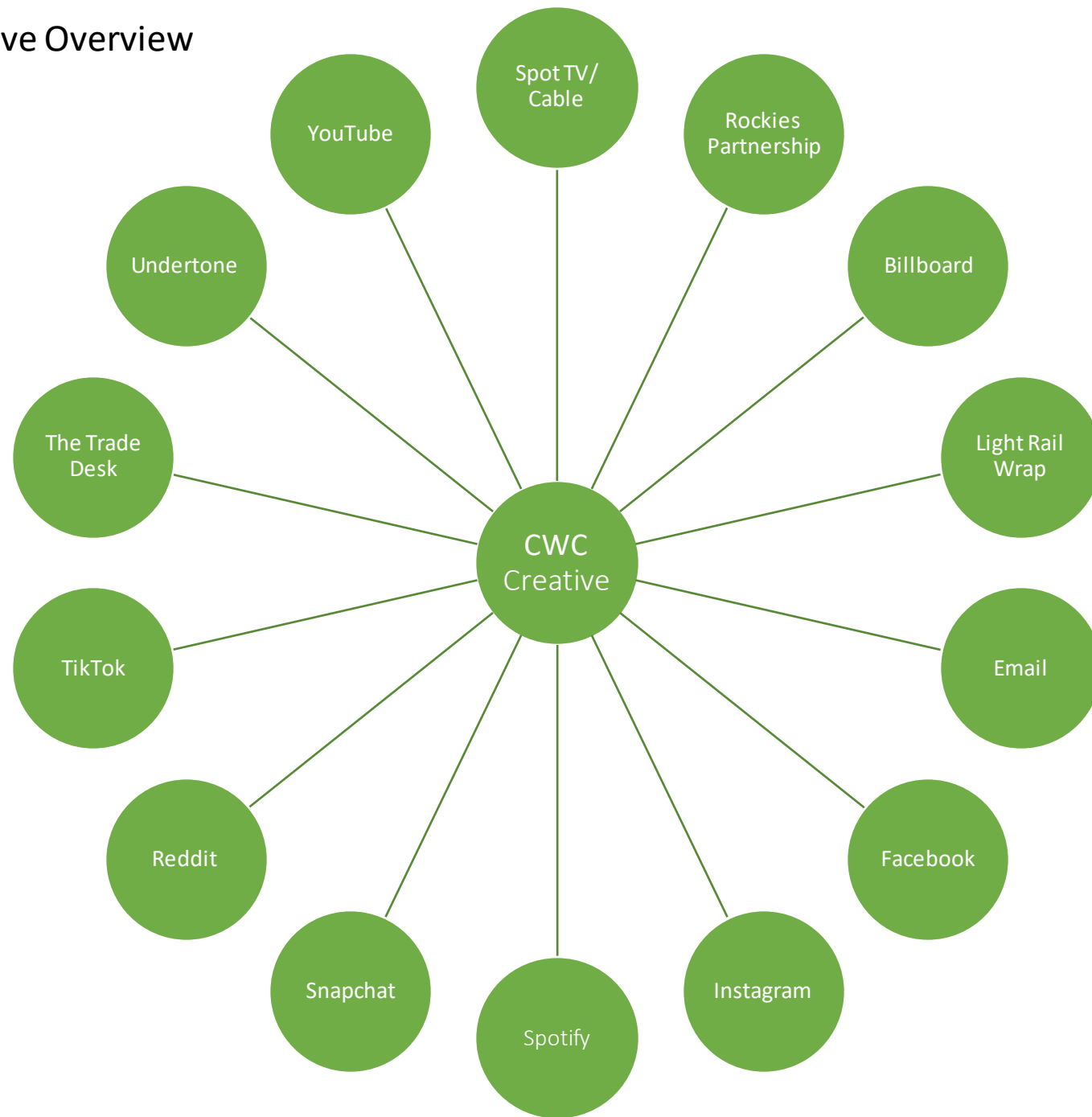
Creative

Updates


Creative Updates

- A Day in the Life campaign work is paused, subcommittee is reviewing work and providing feedback
- R&R and the creative subcommittee have determined a new process. We will have standing weekly creative subcommittee meetings to discuss creative recommendations.
- This will allow for R&R and the creative subcommittee to review and discuss creative work on a regular basis.

CWC Paid Media and Creative Overview



Example of work subcommittee is currently reviewing
Snapchat and Banner Ad



**ELEVATING
WILDLIFE CROSSINGS**

License fees from hunting and fishing partly fund the building of safe crossings for wildlife – and drivers

**COLORADO
WILDLIFE COUNCIL**



**HUNTING AND FISHING
FEES PROTECT WILDLIFE**

[Learn More](#)

**COLORADO
WILDLIFE COUNCIL**

Website

Updates



Dan Gates

Chair – East Slope Hunter Representative

A Colorado resident since 1976, Dan is an avid lifetime sportsman. He lives in Canon City, Colorado, where he owns and operates a wildlife control business to help solve human-animal conflicts in a variety of settings. Dan is deeply engaged in multiple sportsmen's and conservation organizations, and sit: ...

[View more >](#)



Eeland Stribling

East Slope Angler Representative

Eeland Stribling is a CSU graduate with a degree in fish, wildlife and conservation biology. He's also an outdoor educator for Lincoln Hills Cares, and currently works with Brown Folks Fishing, and many other conservation groups. His grandfather, Theodore Washington, was a wildlife biologist for the ...

[View more >](#)



Kelly Weyand

West Slope Hunter Representative

As a lifelong resident of Colorado, it's been true love between Kelly and the outdoors since birth. That passion began early while on the farm where he grew up near Cortez. Since childhood, he has treasured his encounters with our state's diverse wildlife. In fact, many of his earliest memories are of small-g: ...

[View more >](#)



Tony Bohrer

Counties Representative

Tony has a strong connection to Colorado and its wildlife, serving as a professional hunting outfitter and spending time with his family exploring the outdoors. He serves as a pastor at his local church, is a member of the Craig City Council, serves as a coach and public speaker, and is passionate abo: ...

[View more >](#)



Brittni Ehrhart-Gemmill

CPW Representative

Brittni grew up in rural northwestern Pennsylvania, spending the majority of her free time outdoors – hiking the rolling Allegheny Mountains or fishing on the river. As an indigenous person, she firmly believes that hunting and fishing are an integral part of life. ...

[View more >](#)



Lani Kitching

Colorado Municipalities Representative

After catching her very first trout in the summer of 1979, Lani's love for the outdoors has grown each day. Today, she's honored to keep her outfit, Proudline afloat, helping fly-fishing newcomers feel as excited and confident to venture into the water as she did in her early experience. ...

[View more >](#)



Don Anderson

Agricultural Representative

Residing just outside of Johnstown, Colorado, Don has always had a keen connection to Colorado's outdoors. He's always been committed to Colorado agriculture and producers around the state. In fact, he's spent most of his career working with large commercial cattle feeding organizations, acting e: ...

[View more >](#)



Shyanne Orvis

West Slope Angler Representative

Shyanne was born and raised in Michigan, but shortly after high school, she moved to Colorado to pursue life in the mountains. She acts as a fly-fishing guide in the Roaring Fork Valley and as an international travel host. Shyanne spends most of her year sharing her passion for fishing with guests arou: ...

[View more >](#)



Tim Twinem

Media and Marketing Representative

When Tim turned 19, he packed his bags and moved away from the state where he grew up, Colorado. It wasn't until spending a handful of years away that he realized what a gift it is to grow up in such a beautiful and wild state. He has now been back in Colorado for 12 years with his wife Rebekah, and they are proud to be raising their three kids in the state they love. ...

Kelly's bio has been added to the website

Annual Quantitative Survey

Annual Survey

Overview

- Agency to conduct the annual education and awareness tracking survey.
- This is a statewide effort with a sample size of up to 1,400 Colorado registered voters.
 - Larger sample allows us to collect robust subgroups of hunters and anglers.
 - Additionally, this includes an oversample of Adventurous Environmentalists (our new primary target).
- Length will increase to include questions needed to identify our target audience, as well as to include the questions asked specifically of hunters and anglers.

Annual Survey

Overview

- Tentatively launch the online survey following Labor Day weekend.
- This year's fielding window, coming in-between campaigns, may impact results. But it's important to keep to the same timeframe each year so the data is comparable year to year.

Action Items

Action Items

- Approve FY 23/24 Paid Media OOH
- Select who is throwing the first pitch at the Rockies game

Upcoming

- September 14- council meeting – Zoom

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Appendix

FY 23/24 Budget (\$2,800,000)

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1176	\$152,880	\$0	\$152,880
2 Travel Expenses	0	n/a	\$20,000	\$20,000
SUBTOTAL:	1176	\$152,880	\$20,000	\$172,880
Basic Compensation Rate (Monthly Fee)				\$14,406.67
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	2,209	\$287,170	\$450,000	\$737,170
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	156	\$20,280	\$2,000	\$22,280
SUBTOTAL:	2,605	\$338,650	\$452,000	\$790,650
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7 Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8 Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9 Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
SUBTOTAL:	356	\$46,280	\$50,000	\$96,280
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,595,030	\$1,690,190
11 Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
SUBTOTAL:	732	\$95,160	\$1,645,030	\$1,740,190
GRAND TOTAL**:	4,869	\$632,970	\$2,167,030	\$2,800,000

FY 22/23 Budget (\$2,650,000)

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$480,000	\$622,740
4	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5	Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:		1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
SUBTOTAL:		510	\$66,300	\$1,477,550	\$1,543,850
GRAND TOTAL**:		3,290	\$427,700	\$2,222,300	\$2,650,000

FY21/22 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
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00
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
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280
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
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
0 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

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

FY 19/20 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel Expenses	0	\$0	\$12,000	\$12,000
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

FY 18/19 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	550	\$63,250	\$0	\$63,250
2 Creative Development	92	\$10,580	\$0	\$10,580
3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5 Website Maintenance	60	\$6,900	\$300	\$7,200
6 Community Partnership Building	24	\$2,760	\$0	\$2,760
7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8 Strategic Consultation	0	\$0	\$48,000	\$48,000
9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

FY 17/18 Budget

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	525	\$60,375	\$0	\$60,375
2	Creative Development & Production	250	\$28,750	\$0	\$28,750
3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
6	Community Partnership Building	30	\$3,450	\$0	\$3,450
7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
9	Travel Expenses	0	\$0	\$4,000	\$4,000
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
Description	HOURS	FEES	EXPENSES	TOTAL	
10	Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
11	In-Store POS Display	100	\$11,500	\$10,000	\$21,500
12	Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
13	Website Design & Development	410	\$47,150	\$250	\$47,400
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
Description	HOURS	FEES	EXPENSES	TOTAL	
14	Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
15	Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
Description	HOURS	FEES	EXPENSES	TOTAL	
16	Working Media Placements	0	\$0	\$620,000	\$620,000
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

FY 16/17 Budget

Description	HOURS*	FEES	EXPENSES	TOTAL	
1 Brand & Project Management	285	\$32,775	\$0	\$32,775	
2 Creative Development & Production	315	\$36,225	\$0	\$36,225	
3 Media Planning & Buying	275	\$31,625	\$0	\$31,625	
4 Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800	
5 Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880	
SUBTOTAL:		1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)				\$11,859	
Description	HOURS	FEES	EXPENSES	TOTAL	
6 Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200	
7 Website Design & Development	65	\$7,475	\$0	\$7,475	
8 Photography	20	\$2,300	\$15,000	\$17,300	
SUBTOTAL:		165	\$18,975	\$115,000	\$133,975
Description	HOURS	FEES	EXPENSES	TOTAL	
9 Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375	
10 Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345	
SUBTOTAL:		185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL	
11 Working Media Placements	0	\$0	\$520,000	\$520,000	
SUBTOTAL:		0	\$0	\$520,000	\$520,000
GRAND TOTAL**:		1,585	\$182,275	\$667,725	\$850,000

Media Flights

- **Always on 23/24:** July 1 – June 30, 2024 (\$1,645,030)
- **Always on 22/23:** July 1 – June 30, 2023 (\$1,052,550)
- **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 9:** September 2023 (dates tbd)
- **Wave 8:** 9/6/22 – 9/15/22
- **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

Previous Influencers

Influencers used since 2019

- [Kyana Miner](#)
- [Macquel Martin](#)
- [Nelson Holland](#)
- [Jason George](#)
- [Ty Newcomb](#)
- [Rob Herrman](#)
- [Olivia Hsu](#)
- [Hunter Lawrence](#)
- [Abigail Lafleur](#)
- [Meredith Drangin](#)
- [Shyanne Orvis](#)
- [Maddie Brenneman](#)
- [TJ David](#)

Subcommittee Roles

Review Category:	FY 2/23 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media/ Community Outreach	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Eeland Stribling	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	Shyanne Orvis	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	Dan Gates Tim Twinem	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)
Quarterly Newsletter	Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

* Brittni Ehrhart-Gemmill will oversee/participate on all subcommittees

Glossary of Terms

animated display ad: digital creative that has motion awareness: top-of-funnel marketing to drive brand awareness and educate your target audience

benchmark: a single metric that averages the performance of all brands in an industry, used to gauge performance of media efforts

bumper ad: six-second videos that play before a user's selected video content. These add frequency to a larger Campaign.

call to action (CTA): the instruction in the creative to take some action; for example: "Book Now," "Learn More" or "Sign Up."

connected TV (CTV): TV connected to the internet that can stream videos through apps. CTV allows full-length video assets to be distributed on a big screen to our audiences (like broadcast) with the added benefit of precise targeting (like digital).

consideration: engaging users who have interacted with your brand and driving toward a call to action.
cost per acquisition (CPA): measures the total costs to acquire a desired campaign objective for your business; ex., enrollment in Way to Quit services

cost per click (CPC): your cost for each click your ad receives. Keep in mind that a click is not unique to the person taking action. If one person clicks on your ad three times, you will be charged for three clicks.

cost per thousand impressions (CPM): this is the most common method for web pricing. You will be charged for every 1,000 times your ad loads to a page. Keep in mind that a CPM is not a unique view.

click-through rate (CTR): the number of clicks your ad receives divided by the number of times your ad has been shown. The CTR percentage allows you to measure the engagement with your ad. The higher the percentage, the higher the engagement.

display tactics: made up of text-based, image or video advertisements that encourage the user to click through to a landing page and take action (e.g., call the quit line)

designated market area (DMA): a geographic location representing a county, state or country you choose to Target

demand side platform (DSP): a technology that allows advertisers to purchase display ad inventory across real-time bidding (RTB) networks like Google. Think of it this way: This is your campaign, your bid, your target audience; the DSP is just placing the ad buys on your behalf based on the criteria you've identified.

engagement: metric used to gauge user interaction with creative

frequency: average number of times individuals are exposed to the ad.

interactive advertising bureau (IAB): a business organization that sets the industry standard for digital advertising including ad specifications. Consider these specifications the standard and best practice for anything digital-advertising related.

impressions: the number of people exposed to an ad, without regard to duplication

Glossary of Terms

influencer marketing: partnering with a prominent social personality (“influencer”) to create content and posts for a brand. Compensation is either paid or in trade for products/services, or a combination of both.

key performance indicator (KPI): key metric(s) you plan to measure to determine the success of a campaign

MoM, YoY, PoP: timeline acronyms for: month over month, year over year, period over period

native ads: an ad that looks to be part of the host site, often presented as an article. These must be clearly labeled as sponsored or promoted.

opt-in: when a user chooses to receive messaging from a company or advertiser

organic social: a brand’s social presence on owned channels, such as the Way to Quit Facebook page

outstream: video/display ad format that fits within natural breaks of website article content

over the top (OTT): content delivered over the internet without the involvement of a cable or satellite operator. Examples of OTT devices include Roku, AppleTV, Chromecast, game consoles, connected TVs. OTT services/apps include Hulu, Netflix, Amazon Prime, HBO Max, Discovery+, Peacock, etc.

page view: each time a full web page loads

paid social: paid advertising opportunities within social media networks

paid traffic vs. organic traffic: paid traffic is website traffic from paid media sources. Organic traffic is those visitors to your website who manually type in the URL. Note that much of the organic traffic is a result of offline paid media efforts promoting WayToQuit.org.

pre-roll: 15- or 30-second video ad that plays before the user’s selected video content; can be skippable or non-skippable.

programmatic: programmatic media buying uses data insights and algorithms to serve ads to the right user at the right time and at the right price. This gives us more control over the inventory and placement of our ads. It’s our preferred digital buying method.

reach: the number of unique individuals or homes exposed to media.

referral traffic: users who come to your domain from other sites, without searching for you on Google

retention: re-engaging users who have taken action and are superfans of your brand; can be effective if the bulk of your searches are happening at specific times

rich media ad: digital ad with motion, and additional features like an embedded video player, game or link to Pages.

real-time bidding (RTB): this is a method of purchasing unsold inventory by CPM through programmatic auction. Your CPM bid may be overruled by other advertisers and is not guaranteed. The highest bid takes inventory priority.

search engine marketing (SEM): examples of SEM are the advertisements that appear on Google Search, Bing Search or Yahoo Search. Your ad would appear based on the search criteria, keywords and your maximum budget.

social bookmarking: aggregation, rating, describing and publishing “bookmarks” – links to web pages or other content

standard display ad unit: an online banner that falls within the usual sizes

Glossary of Terms

streaming audio: streaming audio refers to listening to content that arrives via an over-the-air data connection: in-car Wi-Fi or the data signal from your cellphone. This also includes devices such as smart speakers or desktop.

The Trade Desk: The Trade Desk is a demand side platform (DSP) that uses programmatic advertising for media buying to get more efficient targeting and optimize digital media, allowing us to layer on third-party data across multiple publishers.

unique visitor: someone visiting a website for the first time that day or time period.

video completion rate (VCR): the percentage of times the video played to the end.

view-through click (VTC): helps you measure the effectiveness of your ad campaign. A view-through click would mean that a customer saw your ad, did not click; however, in a later session, visited your website and took action.

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