

Colorado Wildlife Council

December Meeting
2023



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Date Issued:

December 2023

Agenda

- 01 **Creative Updates**
- 02 **Website Updates**
- 03 **Public Relations Updates**
- 04 **Rockies Updates**
- 05 **Action Items**

Creative

Updates

Creative Updates

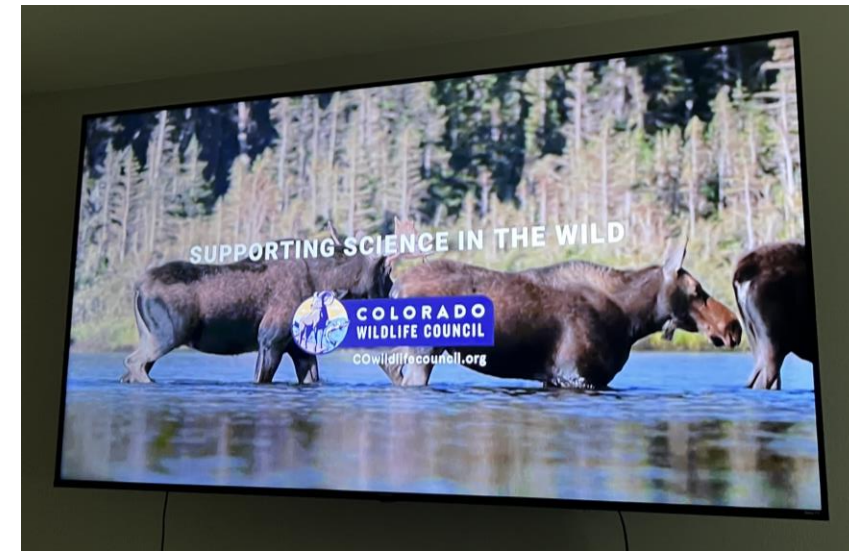
A Day in the Life is now live!



Billboard



Light Rail Wrap



The Moose made its debut after the 11/13 Broncos game!

2024/2025 Creative

Messaging

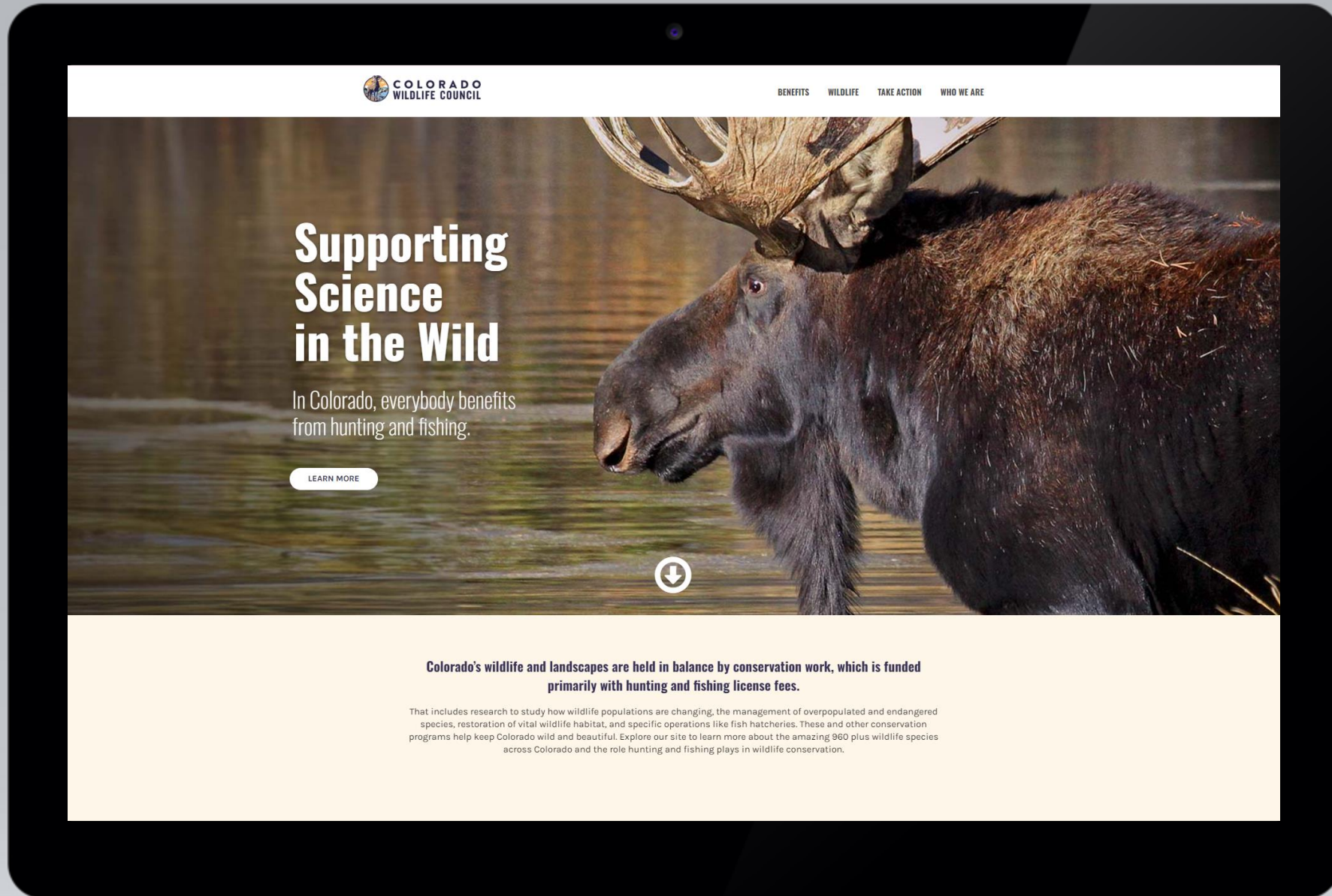
2024/2025 Messaging Topics

- Council to align on '24/'25 messaging topics. R&R recommends to focus on 2-3 topics. Possible topics could include:
 - Big Cats
 - CPW Researchers

Website

Updates

Homepage Updates



Supporting Science in the Wild

In Colorado, everybody benefits from hunting and fishing.

[LEARN MORE](#)



Colorado's wildlife and landscapes are held in balance by conservation work, which is funded primarily with hunting and fishing license fees.

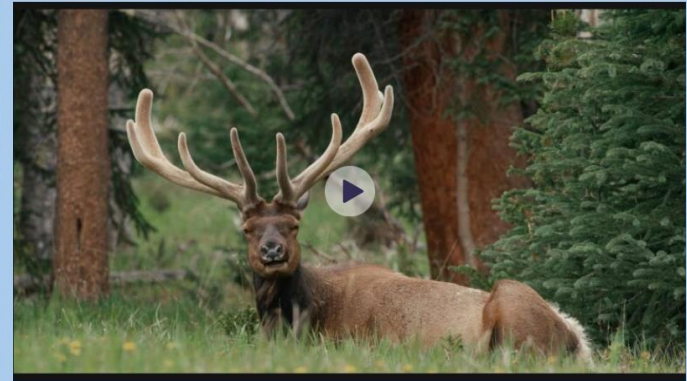
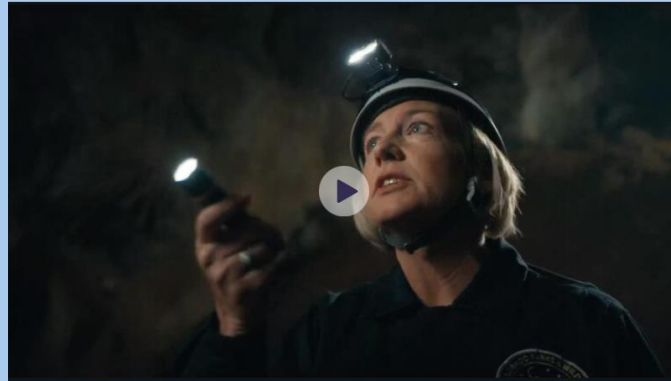
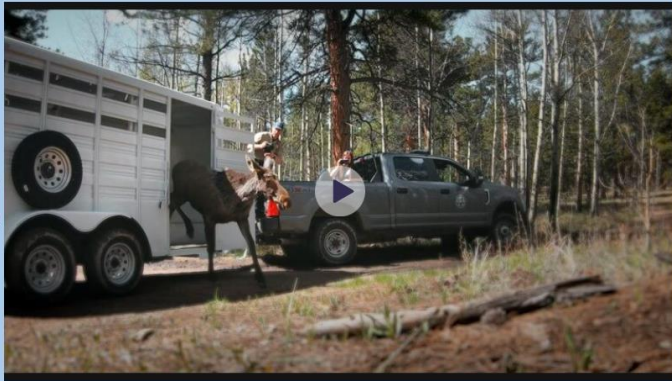
That includes research to study how wildlife populations are changing, the management of overpopulated and endangered species, restoration of vital wildlife habitat, and specific operations like fish hatcheries. These and other conservation programs help keep Colorado wild and beautiful. Explore our site to learn more about the amazing 960 plus wildlife species across Colorado and the role hunting and fishing plays in wildlife conservation.

Website Updates Phase 1 Videos Added to Homepage



[BENEFITS](#) [WILDLIFE](#) [TAKE ACTION](#) [WHO WE ARE](#)

Explore Our Videos [View All](#)



Get Out in the Field

Get ready to take a walk on the wild side. Take an expedition into the field to meet the people who help keep Colorado's wildlife wild. From real hunters to the team of biologists and wildlife managers who carefully study animals and protect habitats, these new videos will help you go deeper than ever before. Get to know the team of experts involved in wildlife conservation. They love what they do, and it shows. Check them out below.

Website Updates

Wildlife Crossings Info Added to Benefits Page

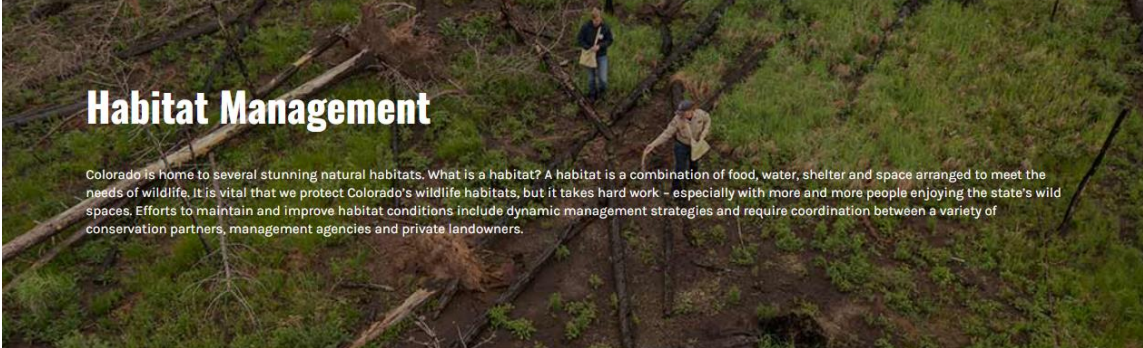
Supporting All of Colorado's Wildlife Species

Though many aren't aware, hunting and fishing are a big part of the Colorado we love. Their license fees provide most of the funding to protect and manage Colorado's abundant and diverse wildlife populations – over 960 species. The revenue generated from the sale of hunting and fishing licenses supports many of our state's wildlife management efforts, including threatened and endangered species programs, wildlife reintroductions and habitat conservation.



Habitat Management

Colorado is home to several stunning natural habitats. What is a habitat? A habitat is a combination of food, water, shelter and space arranged to meet the needs of wildlife. It is vital that we protect Colorado's wildlife habitats, but it takes hard work – especially with more and more people enjoying the state's wild spaces. Efforts to maintain and improve habitat conditions include dynamic management strategies and require coordination between a variety of conservation partners, management agencies and private landowners.



Resource Conservation

State wildlife experts, scientists and biologists analyze the wildlife impact on natural ecosystems to better understand how growing and contrasting populations impact habitats. These findings help wildlife managers balance the number of hunting licenses distributed in order to sustain healthy wildlife populations with overpopulation, which could lead to starvation and disease.

Wildlife Crossings

In northwestern Colorado, an average of 65 animals were killed every year trying to cross State Highway 9 during seasonal migrations. This led not only to the death of the animals but to thousands of dollars in damage to the vehicles that hit them. To make this stretch of State Highway 9 safer for animals and people alike, Colorado Parks and Wildlife, Colorado Department of Transportation and conservation partners, constructed multiple wildlife overpasses and underpasses along the migration corridor. In the first four years they were in place, almost 100,000 animals used the crossings, which led to a 90% reduction in wildlife/vehicle collisions. This is just one example of the work happening to make roads safer across the state. And it's funded in part by hunting and fishing license fees.



Website Updates

Bat Feature added to Wildlife Page



BENEFITS WILDLIFE TAKE ACTION WHO WE ARE



Home to an astonishing 960 wildlife species, Colorado boasts one of the most diverse and abundant wildlife populations in North America.

Wildlife professionals dedicate time to activities such as habitat protection efforts, wildlife management and research programs to ensure these species succeed. The vast majority of Colorado Parks and Wildlife's conservation programs are paid for when sportspeople purchase licenses and gear. Let's get to know Colorado's wonderful wildlife.



Toad



Moose



Elk



Bat



Canada Lynx



Pronghorn



Cutthroat Trout



Black-Footed Ferret



Bighorn Sheep

Website Updates

Bat Feature



[BENEFITS](#) [WILDLIFE](#) [TAKE ACTION](#) [WHO WE ARE](#)



An Interesting and Interdependent Relationship

One little brown bat can eat thousands of insects in a single night. In just 15 minutes, it can consume up to 150 mosquitoes and other pests.

PR/ Earned Media

Updates

Press Relations/ Earned Media Coverage

- An op-ed highlighting a couple who owns Kremmling Mercantile, Moose Café and Bear Mountain Outfitters in Kremmling was shared with media outlets during November and early December
- The op-ed highlights how hunters and anglers positively impact communities and local businesses
- The article was picked up by The Durango Telegraph and earned over 48,000 impressions
- Our PR team is continuing to pitch the article to other outlets



[Click here to read the article.](#)

Rockies Partnership

Updates



2023 Rockies Partnership Recap

2023 Partnership - \$300,000 plus cost to produce promotional giveaway item

Creative Assets:

- DESIGNATION AND LOGO RIGHTS
- OUTFIELD WALL SIGNAGE
- PRE-GAME VIDEO
- L-BAR BRANDING
- MOOSE MURAL
- DIGITAL ASSETS
 - Two (2) Social Posts
 - One (1) Email Blast
- HOSPITALITY
 - Four (4) VIP Tickets to four (4) games
- PROMOTIONAL DAY
 - September 17th, 2023



FUTURE OPPORTUNITIES



2024: SOCIAL MEDIA SCAVENGER HUNT



Colorado Wildlife Council will be the presenting partner of a social scavenger.

Colorado Rockies fans will be tasked with taking a photo of themselves out in the wilderness with their Rockies gear for a chance to win mutually agreed upon VIP items and experiences.

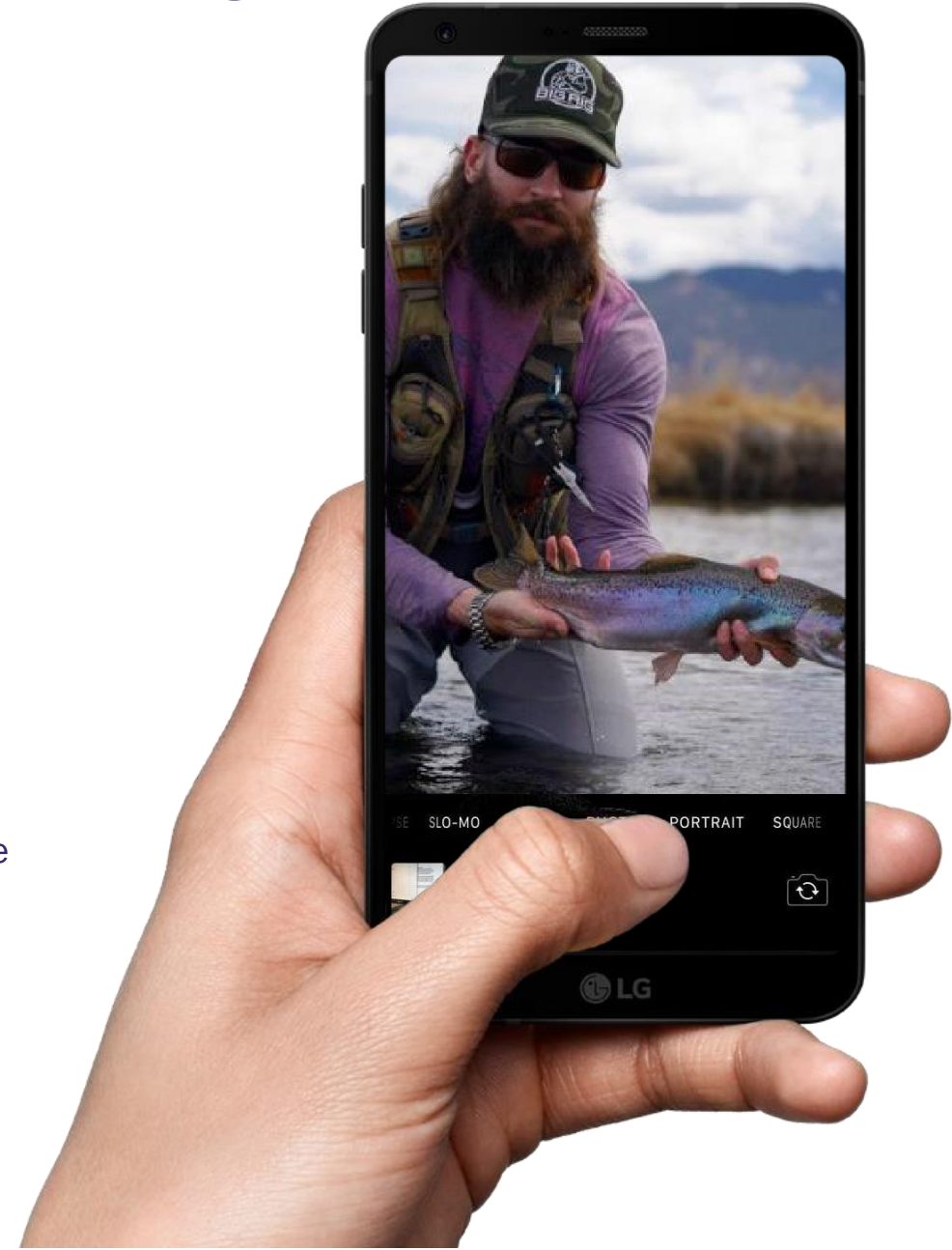
Option 1:

- User-Generated Content series, fans post photos of "key destinations" while attending games at Coors Field
- Fans enter contest with co-branded hashtag
 - e.g. #KeepCoorsFieldWILD Option

Option 2:

- User-generated Content series, fans submit photos / videos in real Wild-Life settings from their favorite places in Colorado

Winners will be honored as the Rockies Wild Man of the Season during a pregame ceremony and receive free tickets for their family and fellow wild men/women, an autographed item, and a money-cant-buy experience. e.g. Tour of the CF Forest.



2024: COLORADO WILDLIFE FOREST



Colorado Wildlife Forest will have a dominant presence in Center Field as one of the coolest and most unique placements in all of professional sports.

We will transform our beautifully landscaped lake and forest environment in centerfield into a co-branded CWC activation as a fixture of the ballpark! This space is frequently shown on TV broadcasts across the Rocky Mountain Region.



2024: TV-VISIBLE SIGNAGE: BULLPEN WALL SIGNAGE



Colorado Wildlife Council will be showcased on a 11' x 27' BULLPEN sign will be visible in-ballpark, as well as, on local and national television broadcasts, during replays, home runs and pitching changes.

This static signage above the Coors Field bullpen, located in right center field, is the largest signage position available.

LOCATION	Location	Total Exposures	Total Duration	100% Media Value For 2022	Sponsorship Impressions
Static	Outfield Bullpen	18,267	21_04_20	\$5,775,110	153,928,747



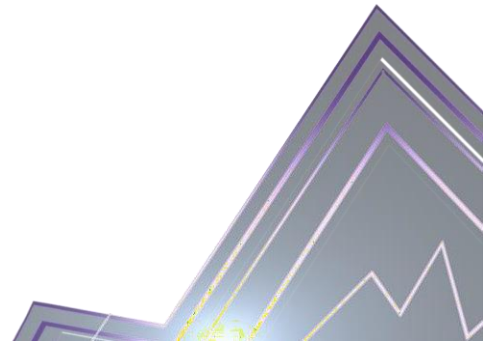
2024: MCGREGOR SQUARE OVERVIEW



McGregor Square is the premier downtown destination in Denver. Our new mixed-use facility is adjacent to Coors Field and will be a pregame stop for all Rockies fans AND a 365-day activation platform for our valued partners.

PROPERTY OVERVIEW – Three buildings, 365 Days of Activation

- HOTEL BUILDING
 - 176 key Hotel operated by Sage Hospitality
 - 20,000 square feet of indoor/outdoor space for corporate events, weddings, conferences, charity events, etc
- OFFICE BUILDING
 - 11 Stories, Retail banking, gym, food-hall, and bar
- RESIDENTIAL BUILDING
 - 103 Units, approx. \$1,100 / sq ft



2024: LED Totems: moments of exclusivity



Colorado Wildlife Council will be included on all five (5) Totem LED signage at McGregor Square. The Totem LED schedule will feature one brand on all Totem LED boards for :15 to create moments of dominance and signage exclusivity.

Tool Location	Exposure per Hour	Operation per Day
LED Totems	3min	20-30min



2024: ROCKIES RENEWAL OPPORTUNITY SUMMARY



OPTION 1 (Keep as is)

RENEWAL \$300,000

2024 ONE-YEAR PARTNERSHIP

- Designation and Logo Rights
- TV-Visible Outfield Wall Signage for all 81 Rockies Games
- L-Bar Branding during all 81 Rockies Games
- Pre-game Video prior to all 81 Rockies Games
- Gate B Moose Mural
- Colorado Wildlife Council Promotional/Theme Day

- Digital Assets on Rockies Channels
 - One (1) Email Blast
 - Two (2) Social Posts

- Hospitality:
 - Four (4) VIP Tickets to Four (4) Regular Home Games

OPTION 2

RENEWAL ASSETS + BELOW INCREMENTAL SPEND \$

2024 ONE-YEAR PARTNERSHIP

- Current Asset Mix plus the below incremental assets:

- Colorado Wildlife Forest branding + \$75,000
 - During all 81 Rockies Home Games

- + Bullpen Sign \$75,000
 - This is a swap out, CWC will receive Bullpen in lieu of Outfield Wall Sign
 - (\$150,000 total for Bullpen + Forest)

- Social Media Scavenger Hunt Contest + \$50,000

- :30 In-Game Radio Spots During 81 Games + \$25,000

- McGregor Square LED Integration + \$55,000

Things to note:

We have \$375,000 budgeted for the Rockies for 2024 which includes the production of the giveaway item. There is an additional \$50,000 available via the opportunity fund.

- The Bullpen Sign inclusion is a replacement asset. The sign would move from the Outfield Wall to the bullpen for \$75K.
- McGregor Square LED can start in January and run until the end of the 2024 baseball season.
 - The ice-skating rink will be up starting in December at McGregor Square
- The social scavenger hunt would be in addition to your current social assets. We could use those current social assets to make that scavenger program bigger.

Action Items

Action Items

- Approval for the 2024 Rockies partnership/
council decision on which package to secure

Upcoming – January

- 2024 Council meeting dates TBD
- Creative Competitive Overview

Thank
You



Thank
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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 Kelly Weyand	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 Kelly Weyand	.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.