



# COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes  
July 11, 2023 ~ 1:00 - 2:00 p.m.

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

**Members Absent:** Gates

**Also in Attendance:** CPW: Ginny Sednek (Secretary/Acting Treasurer) & Becky Mares (Acting Staff Liaison);

**R&R Partners:** Dani Schneider (Program Manager), Miriam Swofford (Corporate Director), Pat Buller (Creative), Gerri Angelo (Producer)

## Video Ad Feedback

The subcommittee provided feedback for the draft :30 second moose and elk ads.

- Change CPW acronym to Colorado Parks and Wildlife
- Titles -Wildlife Officer might make more sense for the general public
- Make sure audio is clear, some narration was hard to understand
- Narration feels a little forced, like reading a script
- The authentic stock images look good and GoPro footage works well
- Drone shots
  - Like starting with the wide drone shots and then moving in closer
    - Start wide and then go in really close (don't bounce back to wide)
    - Add medium images to the Elk ad
  - Have a lot of drone shots of the truck, dial this back
- These two stories are very similar, can test which one performs better
- Important to get the message out in the first 2-5 seconds
- Would like to see different font samples for the text at the end
- Background music
  - R&R chose a natural/outdoorsy fill
  - Twinem offered to help select different background music if needed

The subcommittee prefers to provide feedback of :15 ads/banners/etc. via email. R&R will make sure to give the committee 24 hours or more for feedback. Want to keep feedback moving along so assets can go live by August 1.

For photos, will have 40 retouched images to be used over the next 5 years. Twinem would like to participate in selecting the 40 images.

Scope of video usage:

- 5 years for CO Broadcast, Print, & OOH
- Perpetuity for All Digital & Social

Start date: "First Air Date"

Territory: Colorado and Worldwide for Digital/Social)

Would like time on 7/13 meeting to discuss the tagline. Yes, R&R will bring this back to the subcommittee before talking with the Council.