



## Creative Subcommittee Meeting Minutes October 2, 2023

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

**Also in Attendance:** *R&R Partners:* Miriam Swofford (Corporate Director), Dani Schneider (Account Coordinator), Pat Buller, Greg King (Creative), Melissa Erst (Project Manager)

### Review of the A Day in the Life Asset Deck & Comments

R&R walked the creative subcommittee through the deck of campaign assets for Phase 1 and Phase 2.

#### OOH

- For the Elk (and other animals) avoid butt shots.
- What is the third option for OOH? R&R stated potentially bringing back the goat creative due to some stories needing more information to tell the whole story. Twinem recommended revisiting Batty; the images are really strong and paired with a strong headline, it could be powerful.

#### Video Updates

- R&R to provide cost and timing updates once they receive information from Futuristic
- Avoid using any grain or filters
- Updates to the music- seeing cost to score a piece or revisiting Artlist for additional options
- Revisit the location of the end frames on the :06s
- The updated font is great on the end frames
- The :06s are mainly used for YouTube

#### Display Ads (Banners)

- R&R to revisit the use of periods on display ads
- Remove “even” from the Moose ad
- Additionally, remove “whole” from frame 2 (emphasize they have a lot of rules but do not use whole)
- R&R to update the frame to include anglers
- Be explicit about hunting and fishing license fees since some people may not know what license fees we are talking about

#### Next Steps/ Next Meeting

- R&R to share deck with subcommittee for review
- Subcommittee to complete the approval chart located on each slide by Thursday
- R&R to contact April Estep to review bat images and information
- Move the next meeting to Tuesday (Dani to reach out for availability)
- Subcommittee to decide which pieces of creative is presented to the council during the October meeting