

Colorado Wildlife Council

May Meeting
2024



COLO
WIL
COU

Date Issued:

April 18, 2024

Agenda

- 01 **Creative and Production Updates**
- 02 **Hunter and Angler Creative**
- 03 **Rockies Promo Item**
- 04 **Paid Media**

FY 23/24 A Day in the Life

Creative and Production Updates

Production Updates

TBD – pending script, talent and location
direction/approval from CPW team

Hunter & Angler Subcommittee

Creative Updates

Rack Card

Option 1



3 WAYS TO SUPPORT SCIENCE IN THE WILD



- 1** Have conversations with others about how hunting and fishing license fees fund wildlife science.
- 2** Share Science in the Wild posts from the Colorado Wildlife Council on social media or email. Visit the QR code below for easy to share resources!
- 3** Become an educated voter on wildlife science.

COWILDLIFECOUNCIL.ORG 

Option 2



3 WAYS TO SUPPORT SCIENCE IN THE WILD



- 1** Have conversations with others about how hunting and fishing license fees fund wildlife science.
- 2** Share Science in the Wild posts from the Colorado Wildlife Council on social media or email. Visit the QR code below for easy to share resources!
- 3** Become an educated voter on wildlife science.

COWILDLIFECOUNCIL.ORG 

Flyer

Option 1



THANK YOU, HUNTERS AND ANGLERS, FOR SUPPORTING SCIENCE IN THE WILD

Your hunting/angling license fees provide most of the funding to protect and manage Colorado's wildlife populations - over 960 species. Those funds support wildlife science such as threatened and endangered species programs, wildlife reintroductions and habitat conservation.

3 WAYS TO SUPPORT SCIENCE IN THE WILD

- 1 Have conversations with others about how hunting and fishing license fees fund wildlife science.
- 2 Share Science in the Wild posts from the Colorado Wildlife Council on social media or email.
- 3 Become an educated voter on wildlife science.

COWILDLIFECOUNCIL.ORG  

Option 2



THANK YOU, HUNTERS AND ANGLERS, FOR SUPPORTING SCIENCE IN THE WILD

Your hunting/angling license fees provide most of the funding to protect and manage Colorado's wildlife populations - over 960 species. Those funds support wildlife science such as threatened and endangered species programs, wildlife reintroductions and habitat conservation.

3 WAYS TO SUPPORT SCIENCE IN THE WILD

- 1 Have conversations with others about how hunting and fishing license fees fund wildlife science.
- 2 Share Science in the Wild posts from the Colorado Wildlife Council on social media or email.
- 3 Become an educated voter on wildlife science.

COWILDLIFECOUNCIL.ORG  

Banner, Logo and Sticker

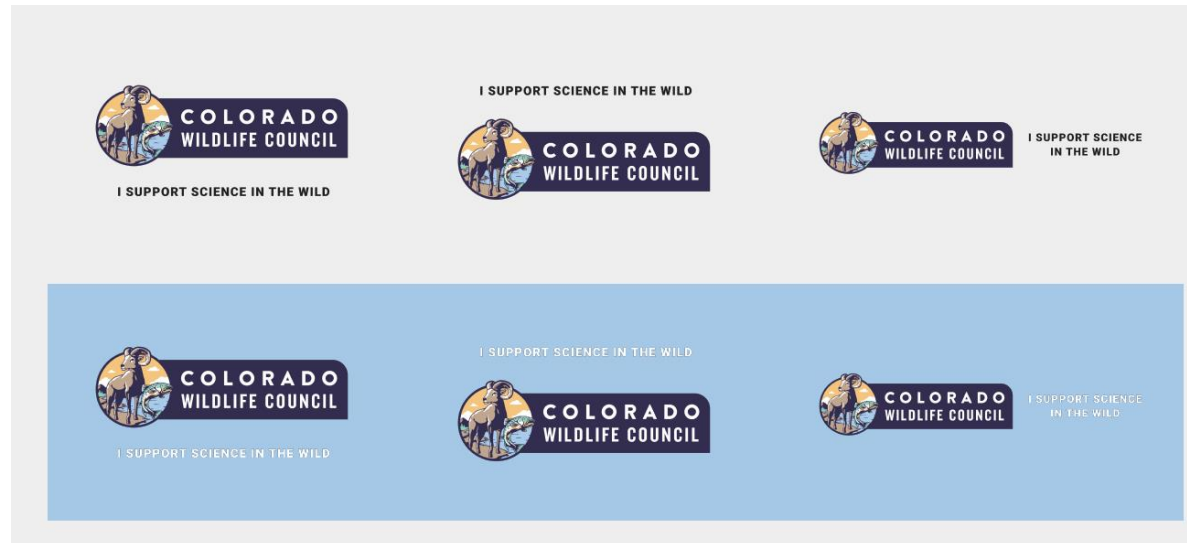
Banner



Sticker



Logo



Google Drive Assets

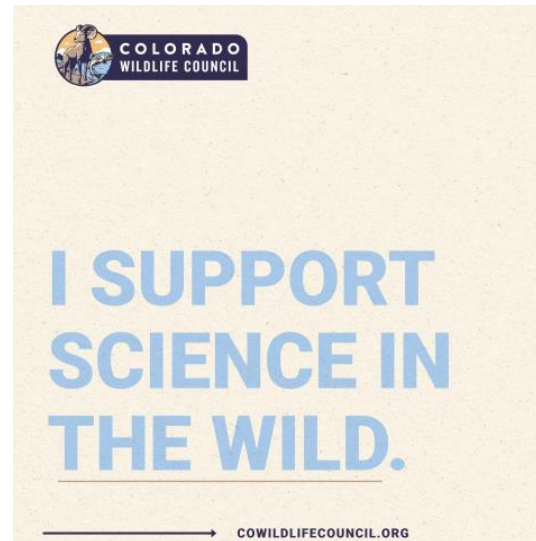
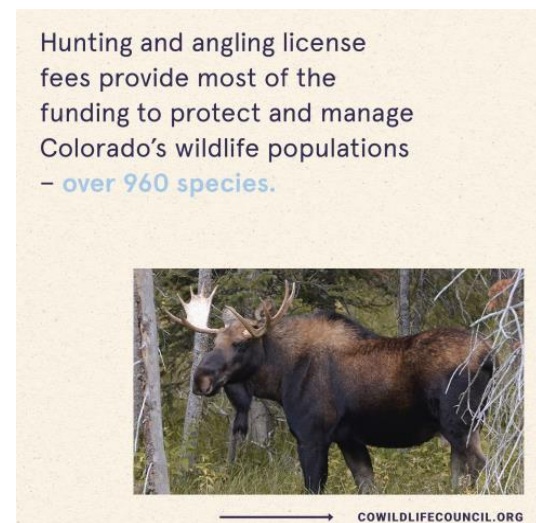


Photo overlay



Rockies Creative & Promo Item

Promo Item

- Size: 16" x 16" x 8"
- 100% recyclable cotton
- Total Quantity: 16,000
- 15,000 Rockies Stadium
- 1,000 CWC

- Cost: \$65,000
- Delivery date: end of August



Paid Media Updates

Paid Media Updates

- Present Phase 2 campaign results (2/1-4/15)
- Present FY 24/25 media plan

February 1, 2024 – April 15, 2024

Paid Media Report & Performance Highlights

Planning Parameters

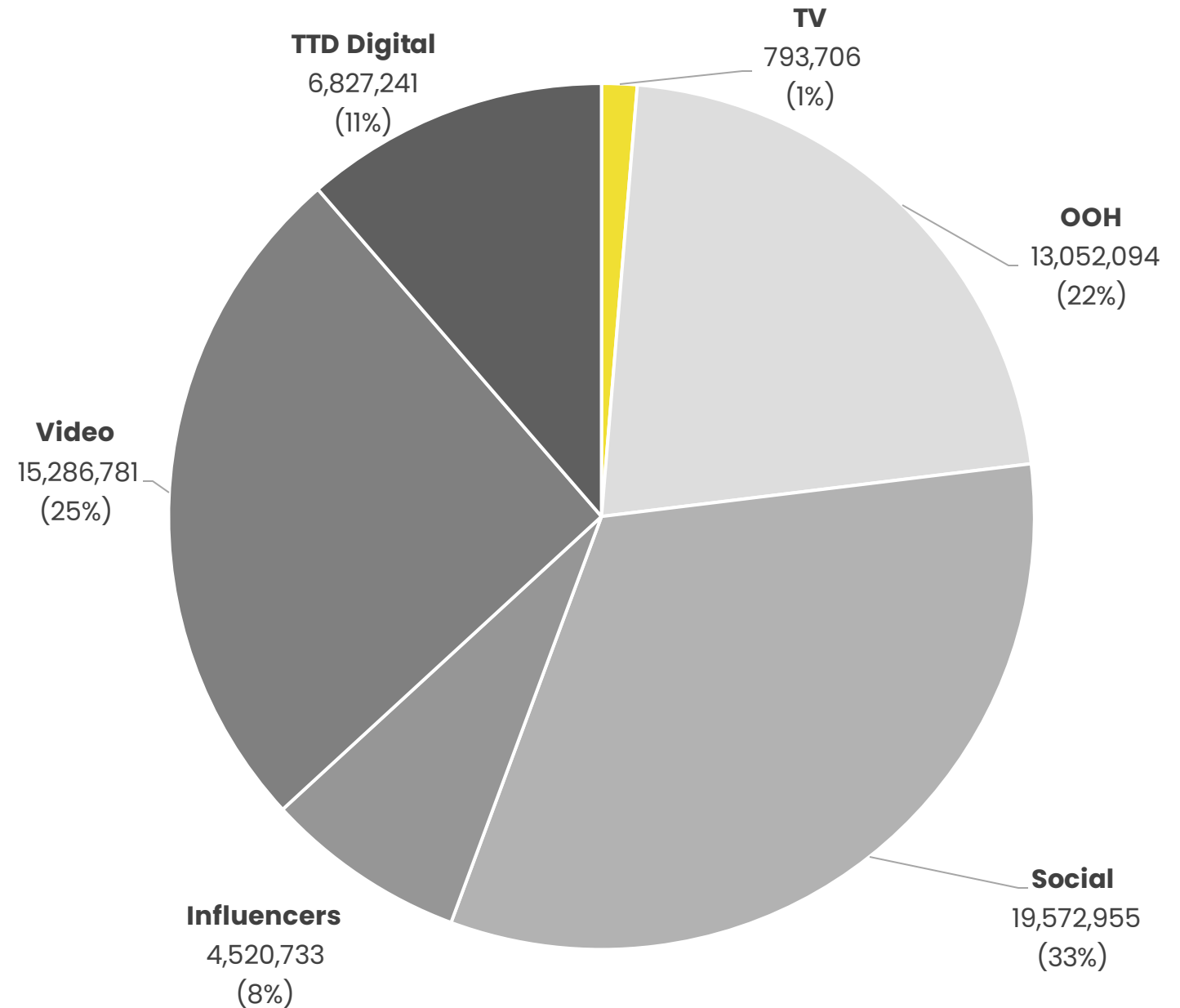
BUDGET	\$1,598,344
TIMING	November 1, 2023 – June 30, 2024
AUDIENCE	Adventurous Environmentalist (Adults 18-44) Hunter Adjacent (Adults 18-29)
TACTICS	Broadcast Television OOH The Trade Desk YouTube Facebook/Instagram Reddit Snapchat Spotify TikTok Email

Campaign Results 2.1.24 to 4.15.24

60,053,510 total impressions

108,641 total clicks

\$283,572 total cost



Traditional Media

Television

TIMING

February-April 15, 2024

TOTAL SPOTS

178

GEO

Denver DMA

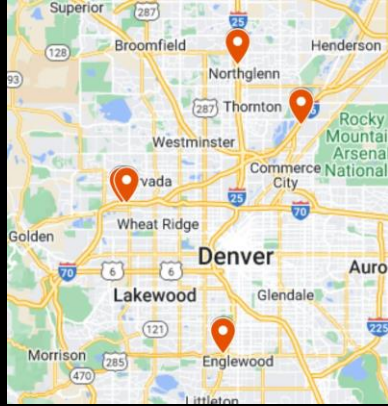
Broadcast delivered **793,706 impressions** to Adults 18-49 between February 1-April 15, 2024, with additional details below:

Top programming by Adults 18-49 impressions:

- NCAA Women's Basketball final: 95,906 impressions
- The Grammy's: 85,509 impressions
- NCAA Men's Basketball Elite Eight (Sunday): 76,922 impressions
- NCAA Men's Basketball Elite Eight (Thurs): 47,766 impressions
- Super Bowl Pre-Game: 41,104 impressions

- A total of 158 bonus spots were negotiated for **\$82,160 in added value from February-April 15.**

OOH Billboards



TIMING

February 2024 – March 2024

TACTICS

5 Static Billboards

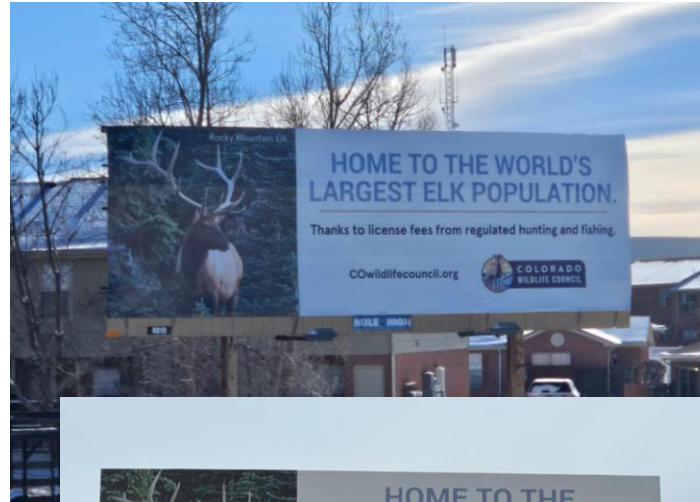
GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 968,076

9-week report total: 8,712,684



OOH Light Rail Wrap

TIMING

February 2024 – April 2024

TACTIC

1 Full Light Rail Wrap (2 sides)

GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 433,941

10-week report total: 4,339,410

**Added Value estimated at 1,735,764
impressions worth \$5,000**



Digital Media

Digital Media Tactics – The Trade Desk

Activation Summary	Tactic	Impressions	KPIs	Cost
<p>Reaching the target audience’s attention within content where they spend time and attention including online video and connected TV.</p> <p>Targeted the audience with multiple messages across several channels with optimal frequency to keep Colorado Wildlife Council top-of-mind.</p> <p>Targeting:</p> <p>Behavioral: Primary audience of outdoor enthusiasts via hiking, camping; lean left politically, aged 18-44, income of \$75k+. Secondary audience of hunter affinity, independent or moderate voter, aged 18-29, income under \$75k.</p> <p>Testing photography and birdwatching enthusiast audiences as well as custom AI audiences modeling current Colorado Wildlife audiences.</p> <p>Retargeting website visitors</p>	Connected TV	931,006	98.9% Completion Rate	\$30,314.21
	Pre-Roll Video	1,284,645	65.7% Completion Rate 3,656 Clicks 0.285% CTR	\$24,648.40
	Display	2,073,967	1,524 Clicks 0.073% CTR	\$10,962.64
	Native	2,537,623	2,780 Clicks 0.110% CTR	\$10,942.91

The Trade Desk Learnings

- **The creative showed a very slight increase in completion rate – from 98.8% to 98.9%**
- **Best performing creative by clicks/CTR or Impressions**

Tactic	Metric	Creative
CTV	Impressions	Bridges :15
Pre-roll	Clicks	Elk
Native	CTR	Elk
Display	Clicks	Outdoor Economics (Mobile)

- **The Adventurous Environmentalist audience performed the best for CTV and Native campaign groups. The Dstillery Display and Pre-Roll audience (details in following bullet) performed the best.**
- **For CTV, Pluto, Paramount and NBC inventory performed the strongest in overall impressions delivered. Fubo inventory was also strong with live sports content.**
- **Dstillery's Custom AI audiences continue to perform well for CTV. These are built by analyzing Colorado Wildlife's first-party pixel data to create a profile specific to the brand. The Custom AI Model then scores and ranks new potential audience members every 24 hours based on in-market signals, keeping the audience fresh and targeted only to relevant consumers as well as new prospects as they are scored into the model**
- **For FY23-24, we have included some additional audience targeting due to interests inferred from past campaigns, including photography enthusiasts and birdwatching. (Web content including photography as well as petapixel.com for camera equipment/photography were more frequently seen in browsing activity.) Birdwatching is performing better (0.298% CTR) than the Photography hobby ad group (0.160% CTR)..**
 - **Certain key words are blocked for 23/24 to avoid negative content post CWC exposure as it relates to wildlife ("killed", "attacked" "euthanized").**

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 Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data. 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. 	10,496,804	26,342 Clicks 8,657,804 Video Plays 11.90% VCR 639,331 Post Engagements 0.25% CTR	\$42,962
Influencers	<ul style="list-style-type: none"> Amplified messaging and organically connected with the target audience at one of their frequent media touchpoints. Partnered with 2 influencers, Nelson (a prior partner) and Presley. In addition to the influencer's current in-feed content, the influencers produced more dynamic content such as IG Reels. 	4,520,733	2.2M Organic & Paid Reach 1,973 Likes 25 Link Clicks 14,743 Reels Plays	\$54,000
Reddit	<ul style="list-style-type: none"> Targeted the Adventurous Environmentalist and Hunter Adjacent audiences 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. 	885,463	2,594 Clicks 321,621 Video Views 36.3% Video View Rate 10.3% VCR 0.29% CTR	\$11,361
Snapchat	<ul style="list-style-type: none"> Targeted the Adventurous Environmentalist and Hunter Adjacent audiences through wildlife focused creative based on based on interactions with content or communities relating to the outdoors and sustainability. 	810,803	3,668 Clicks 391,951 Video Views 30.5% Video View Rate 25.4% VCR 0.45% CTR	\$9,103
TikTok	<p>Drove brand awareness and ad recall among adults 18-44 with thumb-stopping video creative.</p> <p>Utilized the platforms' targeting capabilities to reach the Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data.</p>	7,379,885	15,603 Clicks 7,328,938 Video Plays 5.06% VCR 0.21% CTR	\$23,753

Social Key Learnings

Facebook:

- Facebook drove an average frequency of 7.36x throughout this period of the campaign.
- The Conservation engagement ad on 2.15 generated the highest CTR of 5.98%.
- The 15s Bridges creative held the strongest video completion rate at 14.47%

Reddit:

- Campaign CTR averaged above the 0.17% benchmark at 0.29%.
- The Bridges 15 and Economics 15 creatives saw similarly high CTR, both at 0.31%.

Snapchat:

- Economics 15 has the highest CTR at 0.45% and the highest video view rate at 50.1%
- Snapchat CTR is strong for the campaign, averaging 0.45% across creatives.

TikTok:

- The 30s Elk and 15s Economics and Bridges creatives saw similarly high CTR, at 0.22%, 0.21%, and 0.21% respectively
- CPMs were similar across all videos, averaging \$3.22

Video

Tactic	Activation Summary	Impressions	KPI	Cost
Rich Media	<ul style="list-style-type: none"> The Page Grabber Moose ad unit reached Adults 18-44 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. 	1,813,021	11.35% Engagement Rate 46,832 Clicks 2.56% CTR	\$29,008
Spotify	<ul style="list-style-type: none"> Sponsored sessions drove brand awareness and ad recall among the AE/HA audience with thumb-stopping video creative that provides the user with a reward for watching the video to completion. 	199,601	78.8% VCR 1,555 Clicks 0.78% CTR	\$27,000
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: Winter Sports, Outdoor Enthusiasts & Sports Fans. Topics (Hiking, Camping, Outdoor Recreation, Local News, College Sports and Sports News), keywords, retargeting site visitors and engagers from past campaigns. 	13,274,159	92.31% Completion Rate 12,253,188 Total Views 4,062 Clicks 0.03% CTR	\$63,327

Video Key Learnings

Rich Media:

- The campaign delivered just over 1.8M impressions with a CTR of 2.56%, which is at the high end of the 1%-2% benchmark range.
- Interaction Rate was 2.48%, while the Engagement Rate came in at 11.35%, and the Viewability at an 79% rate — all above benchmark and holding steady.

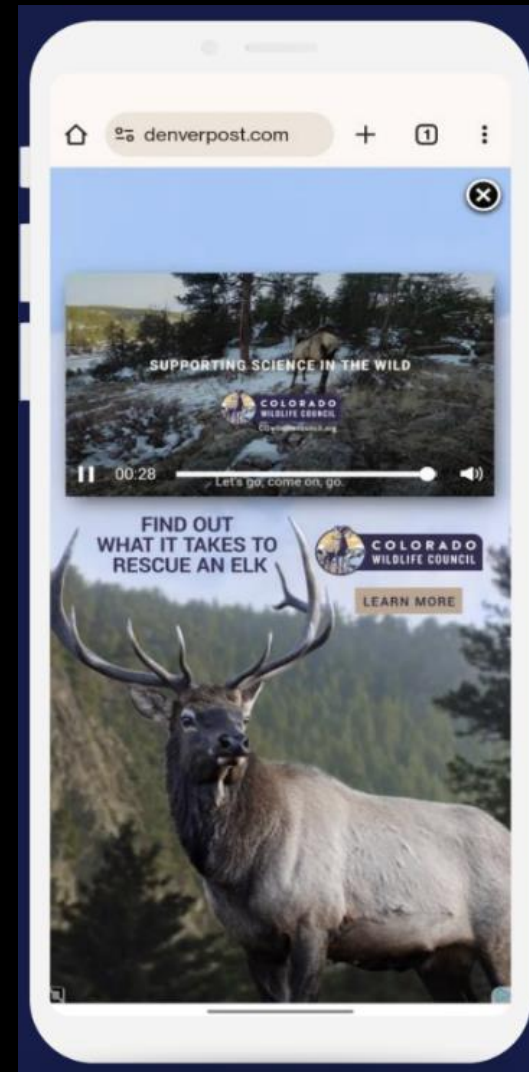
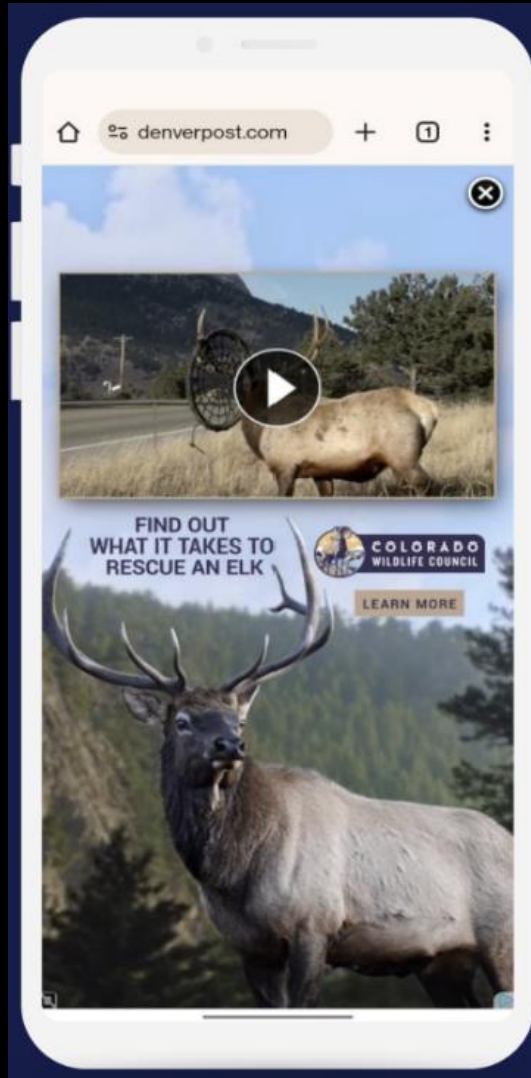
Spotify:

- The campaign has delivered 199.6K impressions with a 78.8% Video Completion Rate, which is above Spotify's benchmark of 71% on sponsored session placements.
- The Click Through Rate for the campaign was at 0.78%, which was also above the benchmark of 0.5%.

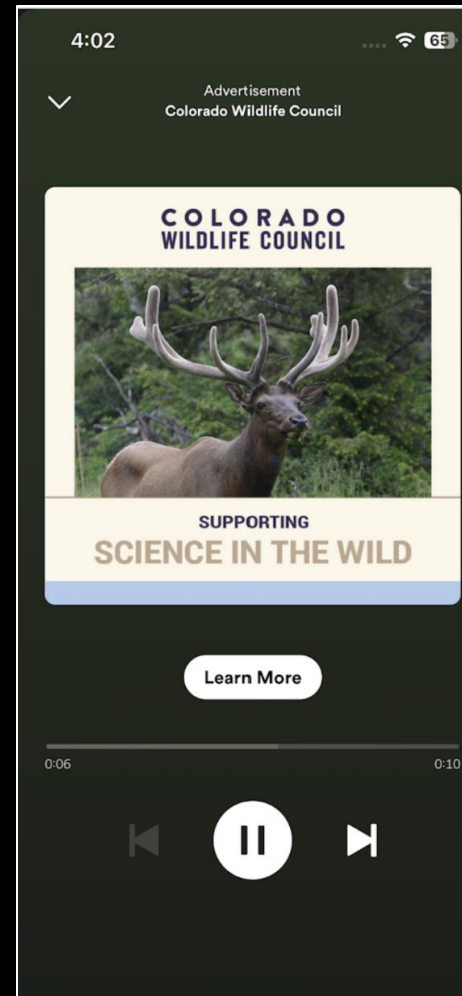
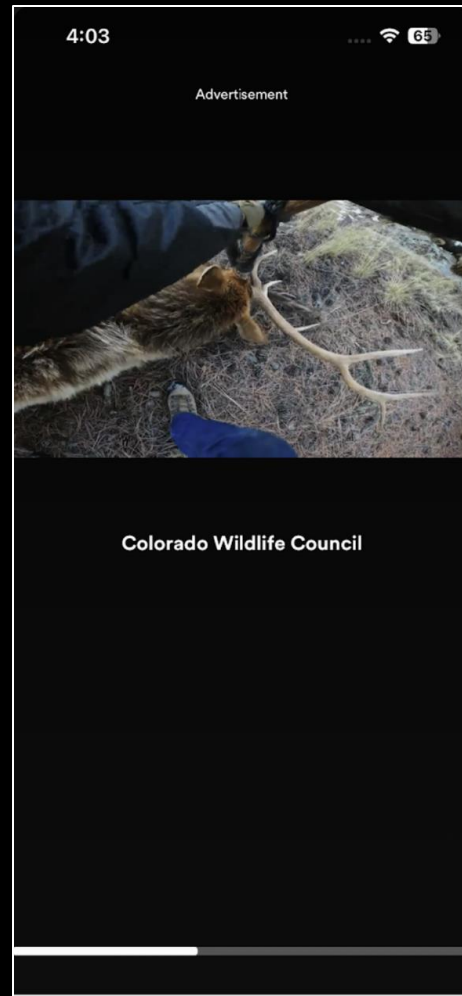
YouTube:

- Outdoor enthusiasts, sports fans, and site visitors were the top audience segments for the video completions, with sports fans and outdoor enthusiasts holding the highest share of clicks
- 06s Bumper units had a 96.3% VCR compared to a 90% VCR benchmark
- :15s skippable in-stream units had a 75.1% VCR compared to the benchmark of 40%

Video – Rich Media Page Grabber



Video – Spotify Sponsored Session



Email (MailChimp)

TIMING	4 newsletters (one each quarter)
TACTICS	MailChimp
AUDIENCE	Collected 372 subscribers (1,000%+ increase since last FY!)
DETAILS	3x Newsletters have been deployed this fiscal year producing an average open rate of 43.0% and an 4.2% CTR (the CTR has decreased significantly YoY).
INSIGHTS	Open rate and CTR show proven engagement, and the increase in subscriber volume shows the outreach team has been successful with collecting opt-ins.

Influencers

Influencer Updates

- **Winter/Spring 2024 Influencers:** Arielle, Jason, Kyana, Mary
- **All four Influencers:** generated a combined **86.5K+ organic impressions** with their first/second round of content
- **Reels:** Kyana, Arielle, and Mary's IG reels have generated **14K+ reel plays**
- **Paid ads:** the first and second round of content (for all but Jason) generated **over 4.4M+ impressions** and **3.2K clicks to the website**

First Round of Content

Winter/Spring 2024 Influencer – Arielle



arielleshipe  • [Follow](#)

Paid partnership with [coloradowildlifecouncil](#) 

arielleshipe  #ad I LOVE living in Colorado. As a kid growing up here, I am not sure I fully appreciated how magical it is, but as an adult, I don't take a single moment for granted. I love having these mountains to look up at as I go about my day and how my commute to work usually includes a wildlife sighting. The herds of elk and deer out in the fields, the glimpse of a fox, the occasional bear... it never gets old.

If you've lived in Colorado (or have been visiting) for any length of time you know a lot has changed over the years. With more of us enjoying these wild spaces, it's become more important than ever to do our part to take care of these magical places.

Arielle's IG carousel had the **highest organic reach at 5.5x** that of the next Influencer and she **delivered the most** impressions (10.2K), comments (62), likes (981) and content saves (11)

Winter/Spring 2024 Influencer – Jason



jason_g_swann #ad Over a year ago, I started expanding my recreational and nature-based experiences and tried quail hunting for the first time. That standalone experience has begun shaping my curiosity and understanding of Colorado's unique needs, challenges, and constraints of wildlife conservation programs that help our state's over 960 wildlife species thrive. With the imminent threat of population growth, development, infrastructure needs, drought, climate change, and many other natural and human-made changes that are placing new pressures on wildlife conservation, there is an increased need to ensure



24 likes

48 minutes ago

Jason's photo **generated the most paid impressions** of all influencer's first release at **377K impressions!**

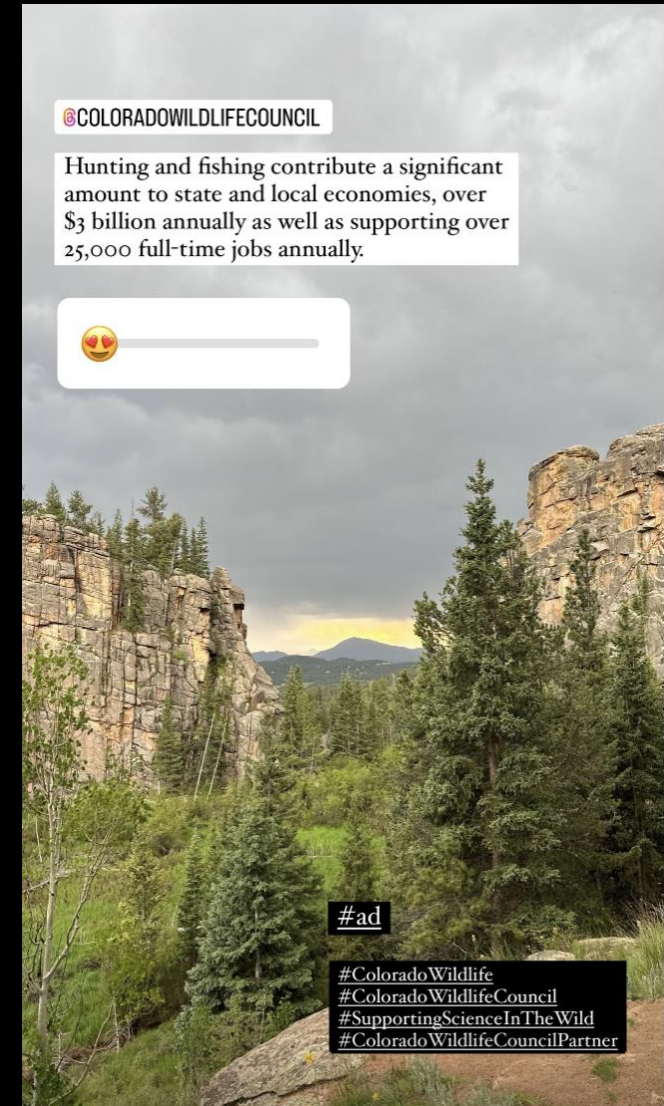
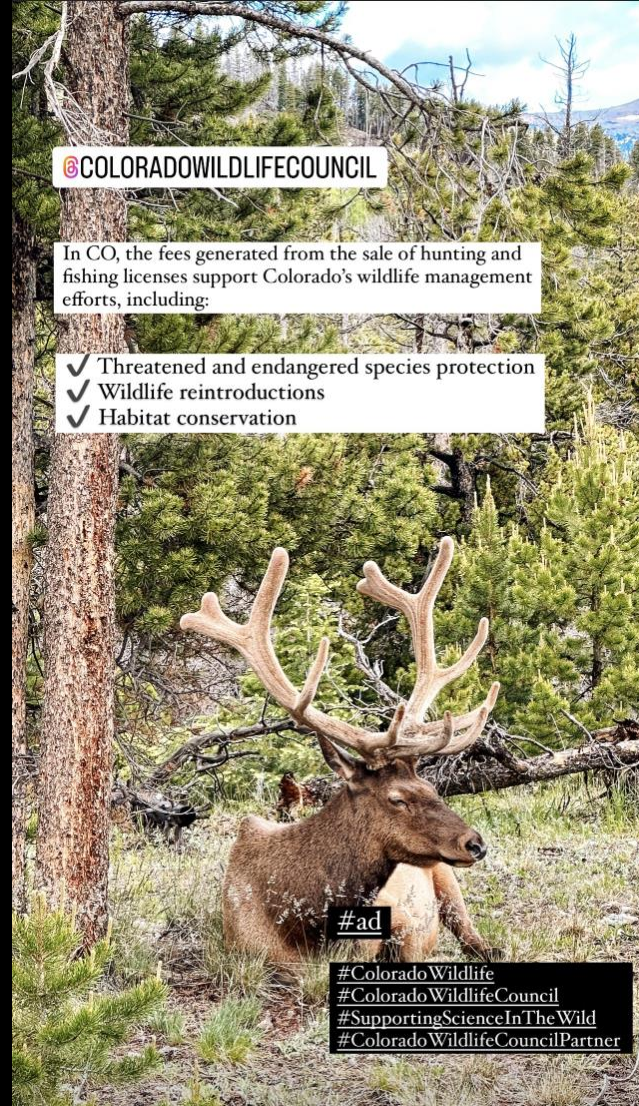
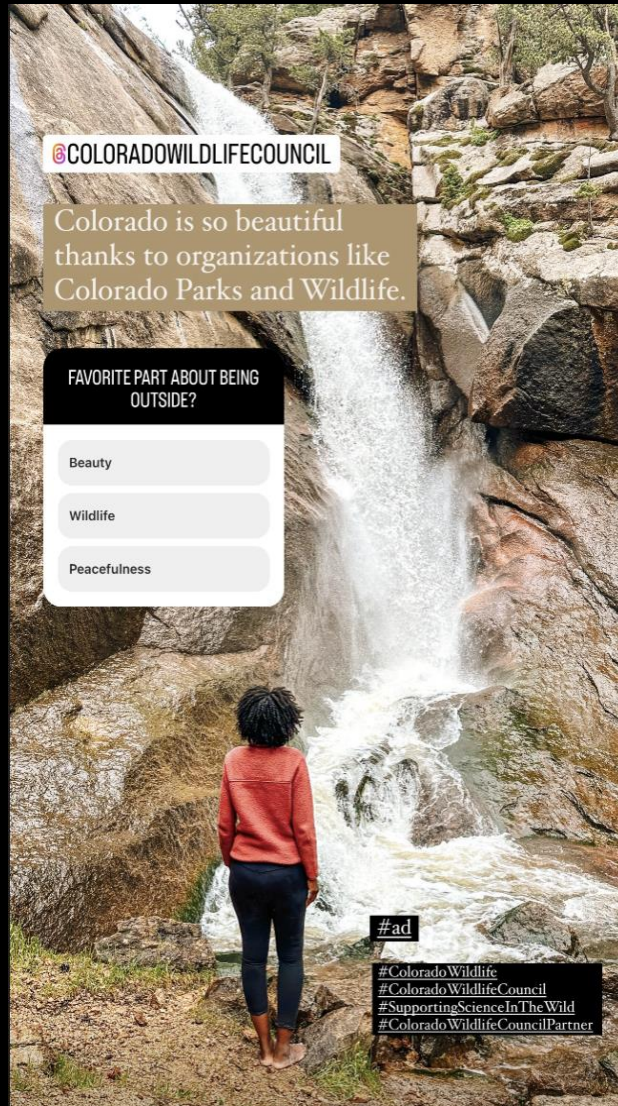
While Jason has only posted one round of content so far, he has the **highest organic engagement rate of 2.79%.**

Winter/Spring 2024 Influencer – Kyana



Kyana's IG photo generated the **second most impressions at 1,666** (and saves at 5), as well as **the most shares at 4**

Winter/Spring 2024 Influencer – Kyana



Winter/Spring 2024 Influencer – Mary



merry.with.mary • Follow

Paid partnership with
coloradowildlifecouncil
Colorado



merry.with.mary #ad Forever grateful to live in such a beautiful state that provides so much room to explore and play. That's why the work that Colorado Parks and Wildlife does in conservation and wildlife management is so important in keeping our state a place we all love to live.

Did you know that these conservation and management efforts help over 960 wildlife species thrive here in Colorado?!

Did you also know that hunting and fishing licenses (even if you don't personally partake) help fund science in the wild?



Liked by **chrisbrinleejr** and others

1 hour ago

Log in to like or comment.

Mary's IG carousel produced **the most impressive organic engagement rate at 3.56%** (the usual range is 1%–5%, so this was on the higher end!)

Winter/Spring 2024 Influencer – Mary



Second Round of Content

Winter/Spring 2024 Influencer – Arielle



POV- You are a Colorado 🏔️ Mama
Who wants to do her part to preserve the wild spaces she loves for the next generation
Read how below 📖

arielleshipe • Follow
Paid partnership with coloradowildlifecouncil
Mike Floss • All For You (Reels Sound - Li...

arielleshipe • 3h
#ad I strongly believe that we owe it to the next generation to do our part!

As a steward partner for Care for Colorado, the @coloradowildlifecouncil recommends starting with LNT (#LeaveNoTrace):

- Know before you go: Do your research before you head out on your adventure
- Stick to the trails: Stay on established/designated trails to minimize impact
- Leave it as you find it: This includes obvious things like not carving your name into a tree but also less obvious things like...

184 likes
3 hours ago

Add a comment...

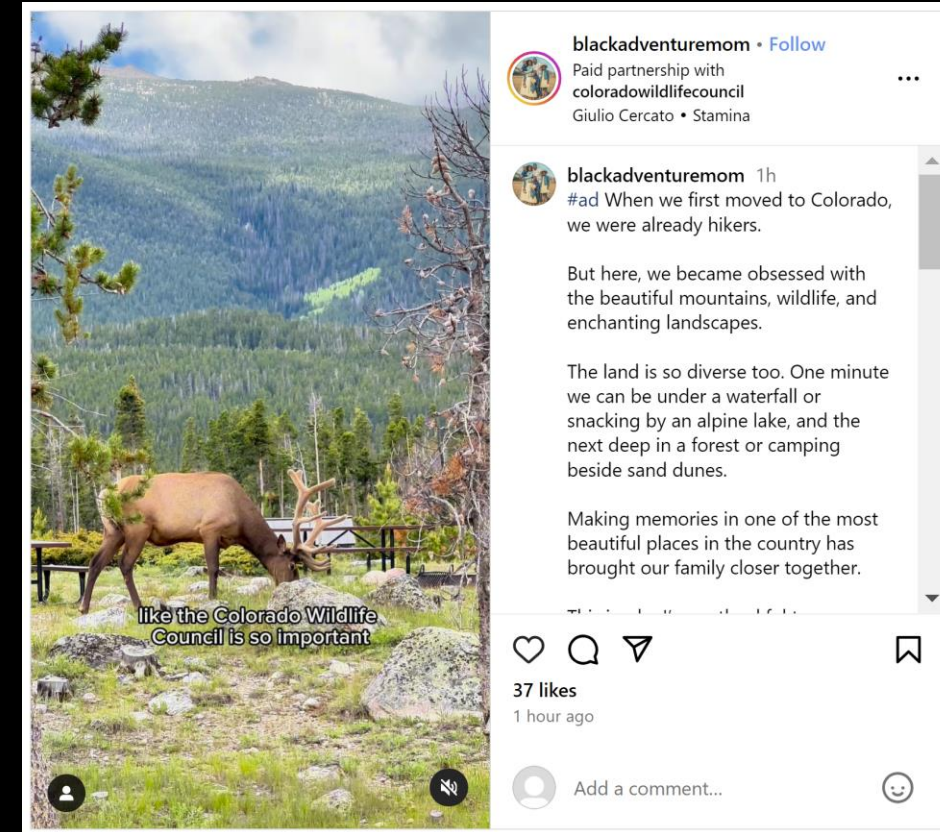
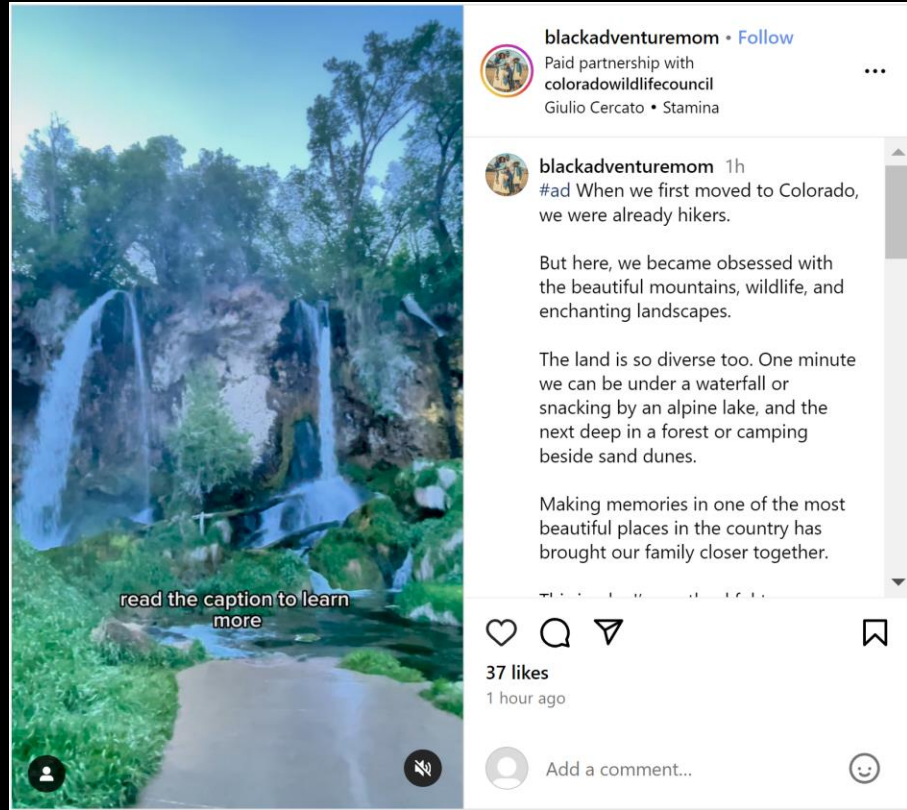


arielleshipe • 4h

Run # 2 ✓
Decided to bring Riley along for this one
What she looks like in her stroller
Reply to arielleshipe...


Arielle's **IG reel** generated the majority of the reel plays to date, with a **total of 12k plays!**

Winter/Spring 2024 Influencer – Kyana



Kyana has the **leading number of story engagements** in the form of **1,461 sticker taps!** This means people are clicking on the hashtags and brand mentions, so they're engaged with the content and messaging. Also, Kyana's **IG reel ad** has seen the **highest number of video views**, generating **58.6K views!**

Winter/Spring 2024 Influencer – Mary



merry.with.mary • Follow
Paid partnership with coloradowildlifecouncil
Original audio

merry.with.mary 1h
#ad Come Backcountry skiing with me 🏔️👉👈

A ski pass is not required to backcountry ski, but how are we doing our part to leave areas we recreate in better than they were?

We can start by disposing of waste responsibly and respecting wildlife. It's also important to support guardians of nature, such as @coloradowildlifecouncil, that partner with communities to educate, inspire, and ensure the preservation of Colorado's rich biodiversity. Together, we protect and cherish our natural heritage.

Liked by coloradowildlifecouncil and others
1 hour ago

Add a comment...



merry.with.mary • Follow
Paid partnership with coloradowildlifecouncil
Original audio

merry.with.mary 1h
#ad Come Backcountry skiing with me 🏔️👉👈

A ski pass is not required to backcountry ski, but how are we doing our part to leave areas we recreate in better than they were?

We can start by disposing of waste responsibly and respecting wildlife. It's also important to support guardians of nature, such as @coloradowildlifecouncil, that partner with communities to educate, inspire, and ensure the preservation of Colorado's rich biodiversity. Together, we protect and cherish our natural heritage.

Liked by coloradowildlifecouncil and others
1 hour ago

Add a comment...

Mary has a great **engagement rate of 2.60%**, which is the second highest of all influencers.

FY2024/2025 Media **Recommendation**

- 01 Media Landscape
- 02 Channel Strategy
- 03 FY24/25 Media Recommendation
- 04 Additional Considerations
- 05 Next Steps
- 06 Appendix

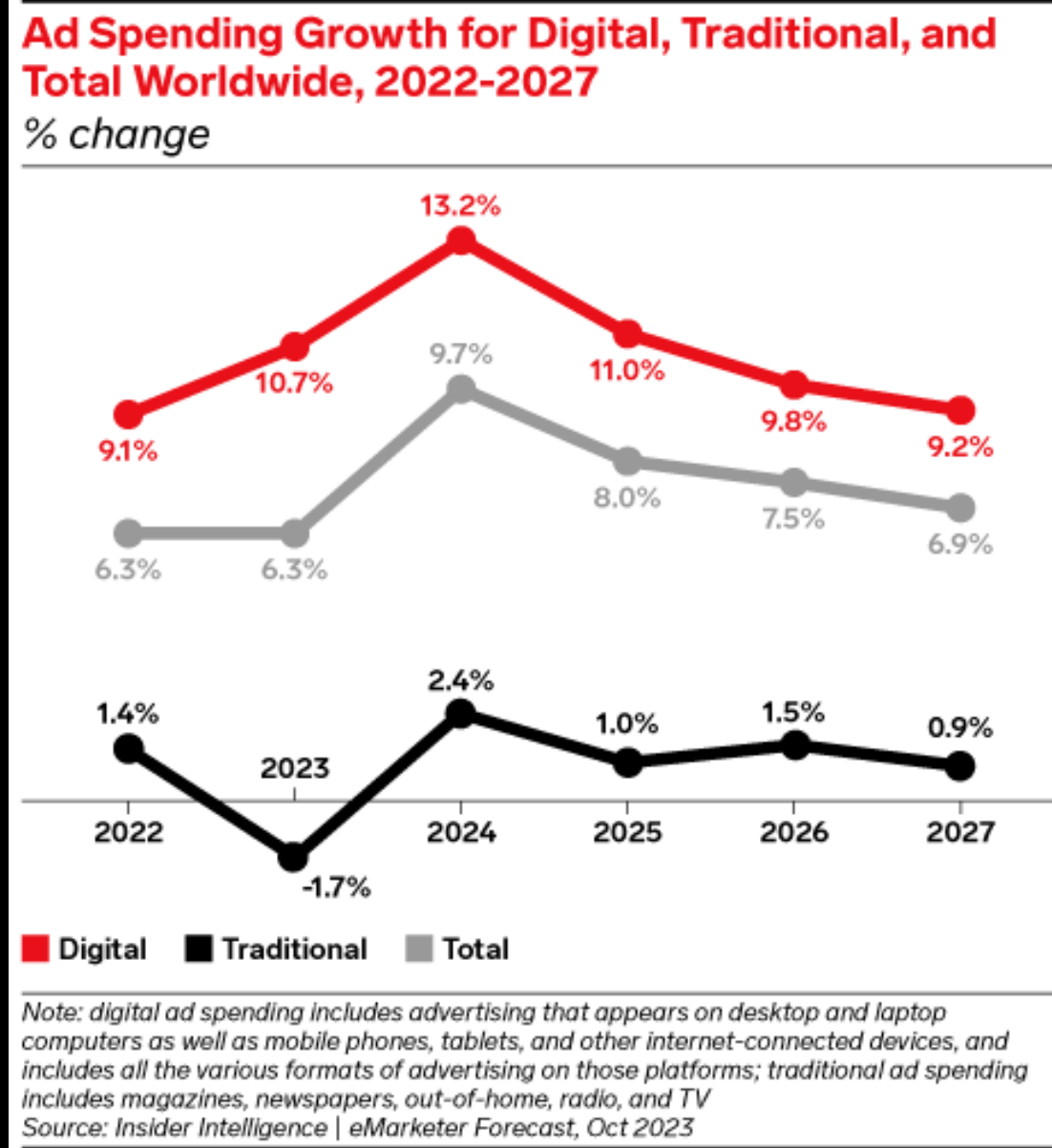
Media Landscape

TikTok– The Clock is Ticking



- Tik Tok has until January 2025 to sell with a possible 3-month extension
- Tik Tok would lose control of its algorithm
- Legal challenges may delay the timeline
- Any sale would have to be approved by the CCP
- Politicians are still using it to reach young voters in the lead up to the election

Media Landscape – Ad Spend Growth

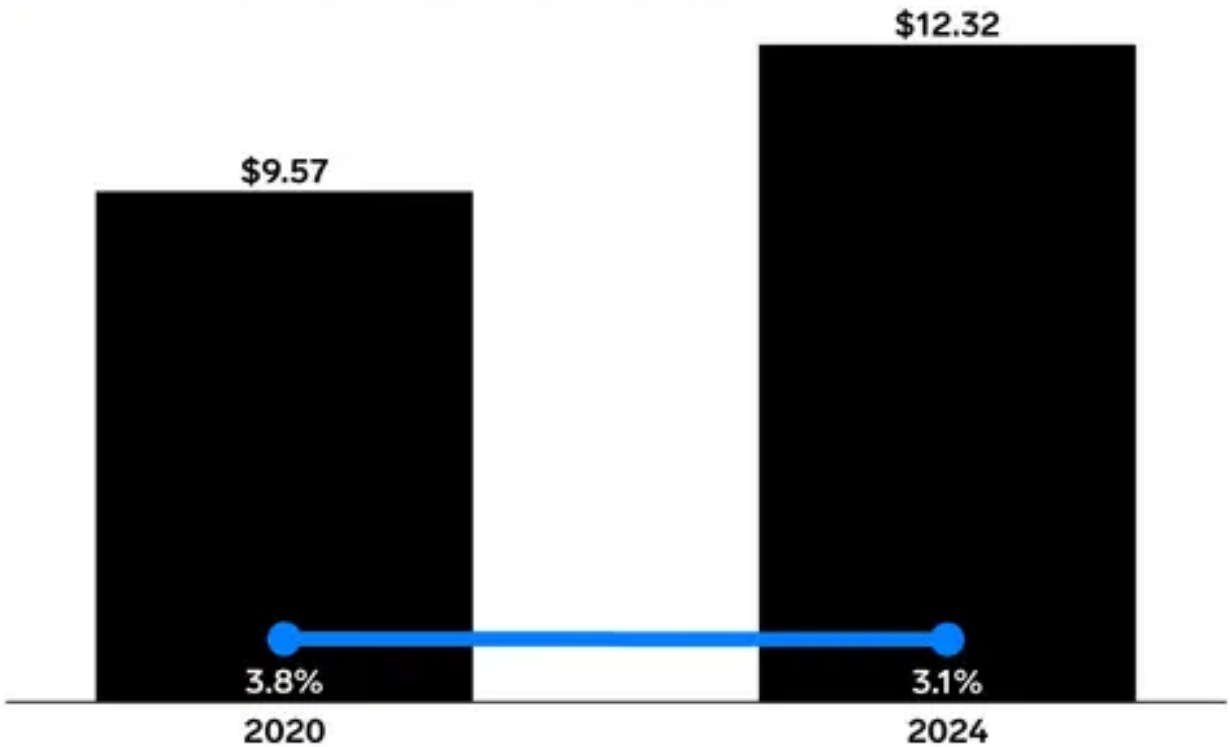


- After two years of uncertainty, the ad market has stabilized
- Digital advertising is looking healthy, while traditional may decline slightly

Media Landscape – Political Ad Spending

US Total Political Ad Spending, 2020 & 2024

billions and % of total media ad spending



■ Total political ad spending ■ % of total media ad spending

Note: includes advertising related to federal, state, or local politics, including elections and lobbying activities; includes advertising directly related to legislative and regulatory issues

Source: Insider Intelligence | eMarketer Forecast, Jan 2024

284368

Insider Intelligence | eMarketer

- Traditional will grow over 7.9% (from 2020), with TV making up nearly half
- Digital ad spending will spike 156% over 2020 levels, making up 28% of total political spend vs 14% in 2020

Channel Strategy

Target Audiences

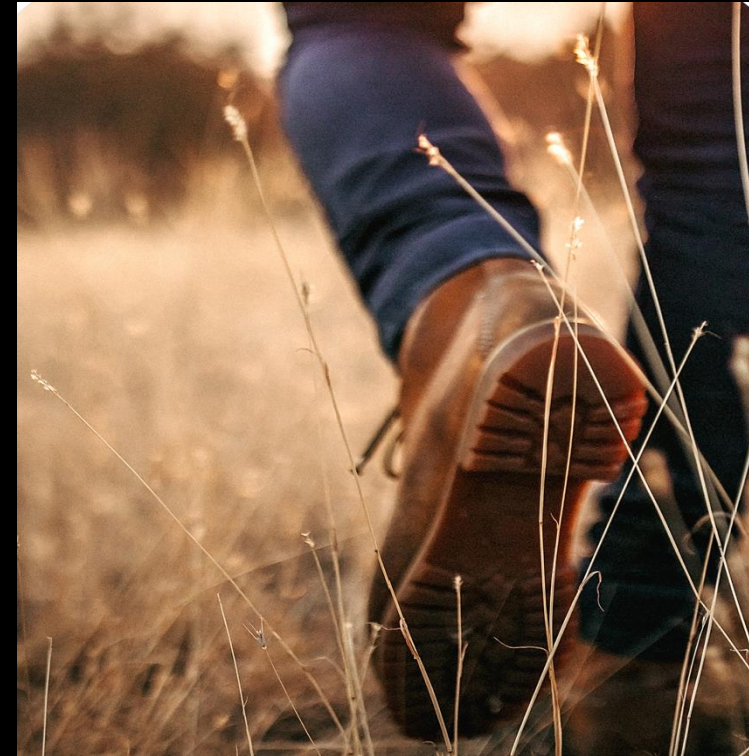
Primary Audience



Adventurous Environmentalist

- Adults 18 to 44
- Outdoorsy audience who enjoys hiking, fishing and camping
- More likely to be female
- Leans democratic and liberal

Secondary Audience



Hunter Adjacent

- Adults 18 to 29
- Not active hunters, but indifferent to or supportive of hunting
- More likely to be male
- Range on political views; majority are independents
- Falls in a lower income bracket

Media Consumption Behaviors

Trends in media usage across both the **Adventurous Environmentalist** and the **Hunter Adjacent** audiences were relatively similar with two notable highlights:

- **Internet** and **OOH** reported the **heaviest** consumption
- While TV showed light usage, this is still a viable channel for reaching the Advocates audience (through live sports and specials)

Platform specifics

- While specific digital/social platforms mostly indexed in the heavy range, those in **bold** had the highest target % and index (**Video Streaming Services, Google, FB/IG, and Spotify**)
- Note that both audiences had a high affinity for **Colorado Rockies** consumption (over 43%)

Heavy (120+)
Moderate (90-120)
Light (<90)

Source: Scarborough, Adults 18-44 & AE Hobbies;
Adults 18-29 & HA Hobbies
Denver, CO 2023 & 2022 Release 2

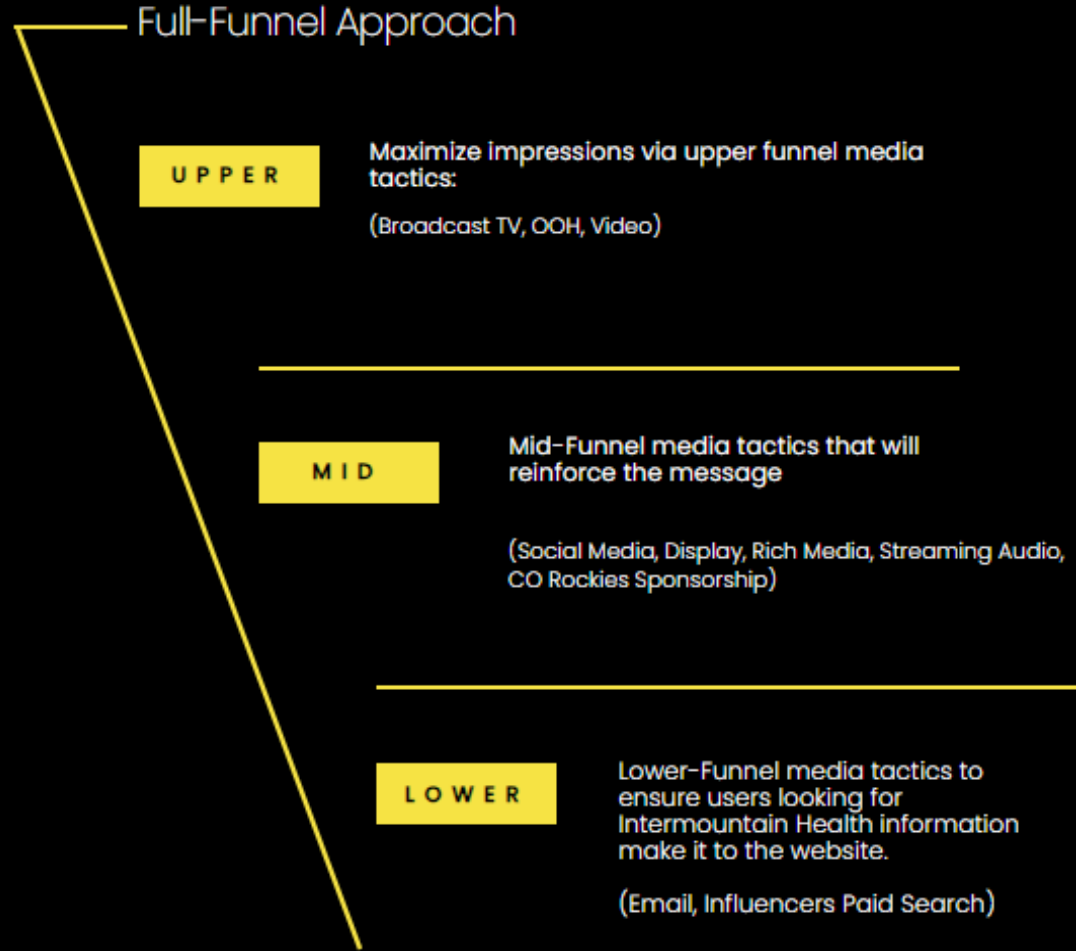
Media Quintiles

	AE	HA
Internet	Heavy	Heavy
TV	Light	Light
Radio	Moderate	Moderate
OOH	Heavy	Moderate
Print	Moderate	Moderate

Platform Specifics

	AE	HA
Amazon Prime Video	67.9%, 122	62.7%, 113
Disney+	51.8%, 138	35.9%, 96
Facebook	77.8%, 104	75.5%, 101
Google	89.1%, 103	87.5%, 101
(HBO) Max	39.7%, 127	36.3%, 116
Hulu	49.9%, 132	49.1%, 130
Instagram	66.4%, 133	67.4%, 135
Netflix	76.3%, 114	70.1%, 105
Pandora	18.4%, 100	15.1%, 82
Reddit	33.5%, 160	38.2%, 182
Snapchat	32.7%, 161	40.1%, 196
Spotify	51.9%, 156	61.4%, 184
TikTok	37.6%, 129	42.5%, 146
X (fka Twitter)	31.1%, 120	31.9%, 123
YouTube	68.5%, 120	73.3%, 129
YouTube Music	36.2%, 127	33.6%, 118

Channel Strategy



Creative assets for upper funnel:

- (1) :30 video
- (2) :15 videos
- (1) :06 videos
- (2) OOH messages

Creative assets for mid-funnel

- Social media
 - (1) :30 video
 - (3) :15 video
 - Static images
- (3) digital display creative executions for 7 sizes (total of 21)
- Streaming audio
- Rich media (page grabber unit)
- CO Rockies Sponsorship

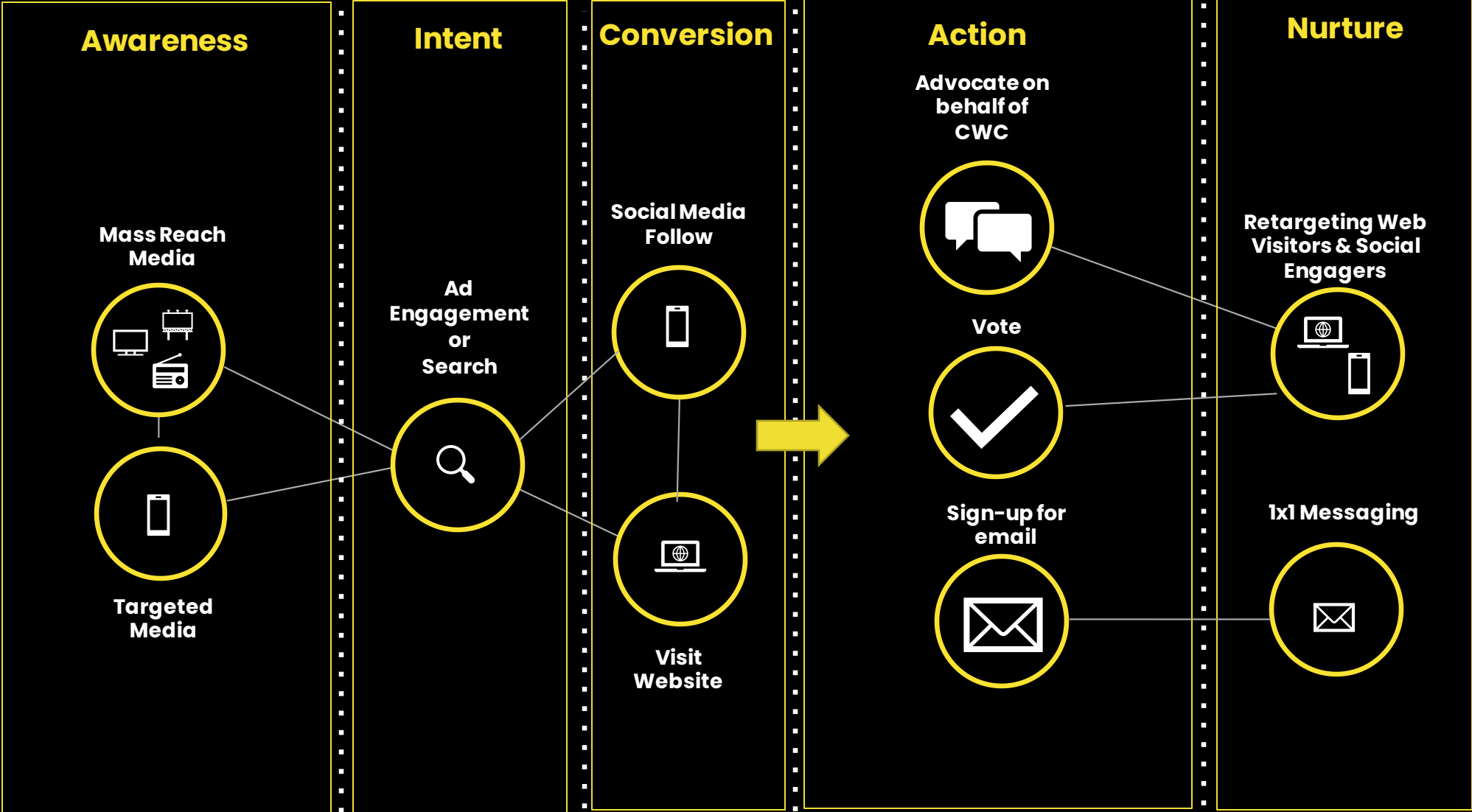
Creative assets for lower funnel

- Email
- Weekly influencer content
- Headlines, descriptions, keywords for paid search

Audience Journey

Objective:

Through traditional and digital media channels, increase awareness among the "Adventurous Environmentalist" and "Hunter Adjacent" audiences, paving the way for them to become advocates.



FY24/25 Media Recommendation

Media Objectives & Goals

- Campaign Objective
 - Increase **awareness** among the Adventurous Environmentalist and Hunter Adjacent audiences 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

\$2,299,550

TIMING

July 1, 2024 –
June 30, 2025

AUDIENCES

Adventurous Environmentalist
Hunter Adjacent

TACTICS

Television
OOH
The Trade Desk
YouTube
Facebook/Instagram
Reddit
Snapchat
TikTok
Paid Search
Email

Media Audiences

- **Adapting the CWC target audiences:** With the target audiences of the **Adventurous Environmentalist** (primary) and **Hunter Adjacent** (secondary and within the AE audience), we will optimize and fine tune the audience as the campaign gathers data and evolve this audience over time.
 - **Diversity & Inclusion:** Integrate specific BIPOC data segments into the media plan that reach diverse audiences that fall within the Adults 18-44 demo.
 - **New to Colorado:** Target those who fall within the AE audience but are new to Colorado.
 - **Outdoor:** Continue to target those who are interested in outdoor activities, but do not participate in hunting or fishing.
- **Stakeholder inclusion:** Remain visible among CWC's key stakeholders to ensure that we're remaining top-of-mind for our advocates. Reach them specifically within paid media efforts such as TV, OOH, social influencers, evergreen social, and earned efforts.
- **Growth:** Leverage lookalike and retargeting audiences based on past campaigns and website visitors.

Broadcast

Television

Utilize broadcast television to reach a broad audience of Adults 18-49, distributing video content to diverse audiences within key programming to drive awareness. Note that TV , reach, frequency, and impressions estimates are for pre-election. Additional TV will be secured post-election as opportunities arise in high-profile programs.

Buy Detail	Denver DMA + ALBQ DMA Zoned Cable
Weekly GRPs	75
Total Weeks	6
Total GRPs	450
Estimated Reach	61%
Estimated Frequency	7.3x
Estimated Impressions	9,094,000
Total Cost	\$894,191
Flighting	8/5/24 - 10/13/24 (pre -election) 11/25/24-5/31/25 (post-election)

Out-of-Home

Out-of-Home

Leverage digital billboards to reach high-traffic areas in the Denver Metro area.

Buy Detail	Denver
Number of Boards	6
Locations	TBD
Total Weeks	14
Estimated Impressions	TBC
Total Cost	\$140,040
Flighting	8/5/24- 11/10/24

Light Rail Wrap

TIMING

Aug 2024 – May 2025

TACTIC

1 Full Light Rail Wrap (2 sides)

GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 433,941

32-week campaign total: 13,886,112



CO Rockies Sponsorship

TIMING

July 1, 2024 – September 29, 2024*
April 1, 2025–June 30, 2025

*Remainder of 2024 Season that falls within FY

EXECUTIONS

- Mural
- In-stadium signage
 - L-bar
 - Outfield Wall Sign
- Video Board
 - :60 video to play on main video board
- Promotional Day
 - First pitch
 - Tote giveaway
- Digital
 - 2 social posts & 1 email blast

Average attendance per game (based on 2023): 32,196

Total attendance for 2023 season: 2,607,935



Digital

Digital Media Tactics - TTD



Activation Summary	Tactic	Impressions	KPIs	Cost
Reaching the target audience's attention within content where they spend time and attention including				
Targeted the audience with multiple messages across several channels with optimal frequency to keep Colorado Wildlife Council top-of-mind.	Connected TV	2,954,342	VCR	\$99,000
Targeting:	Display	6,185,567	CTR	\$36,000
Behavioral: Primary audience of outdoor enthusiasts via hiking, camping; lean left politically, aged 18-44, income of \$75k+. Secondary audience of hunter affinity, independent or moderate voter, aged 18-29, income under \$75k.				
Testing photography and birdwatching enthusiast audiences as well as custom AI audiences modeling current Colorado Wildlife audiences.	Native	8,089,888	CTR	\$36,000
Retargeting website visitors	Pre-roll	4,050,000	VCR CTR	\$81,000

Video



Tactic	Activation Summary	Estimated Impressions	KPIs	Cost
Rich Media Undertone	<ul style="list-style-type: none"> The Page Grabber unit will reach Adults 18-44 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. 	4,218,750	VCR Engagement Rate	\$67,500
Spotify	<ul style="list-style-type: none"> Sponsored sessions drive brand awareness and ad recall among the AE audience with thumb-stopping video creative that provides the user with a reward for watching the video to completion. 	525,000	VCR CTR	\$63,000
YouTube	<ul style="list-style-type: none"> Utilize a skippable in-stream placement that's optimized toward view-rate with a cost-per-view (CPV) bid method. Expand awareness by targeting the AE and HA audiences while also retargeting users who have engaged via search or visited the website. 	143,500,000	Video Completion Rate CTR	\$81,000
YouTube Audio	<ul style="list-style-type: none"> Expand awareness through YouTube, target users via YouTube Audio ads that are in Beta. Utilize :15 video ads. Flight runs 8/1-11/30. 	2,666,667	Audio Completion Rate	\$8,000

Timing: Always on approach running from 8/1/24-5/31/24 with the exception of going dark in December.

YouTube – Audio Ads (Beta)

Youtube Audio Ads Reaches Consumers In Screenless Moments



- 13% of YouTube / YouTube Music users in the U.S. say they listen to the audio and hide or minimize the video from a viewable screen.
- YouTube Music uses Google data to match your message to the right people at the right time.

81%

lift in brand lift with measured campaigns

87%

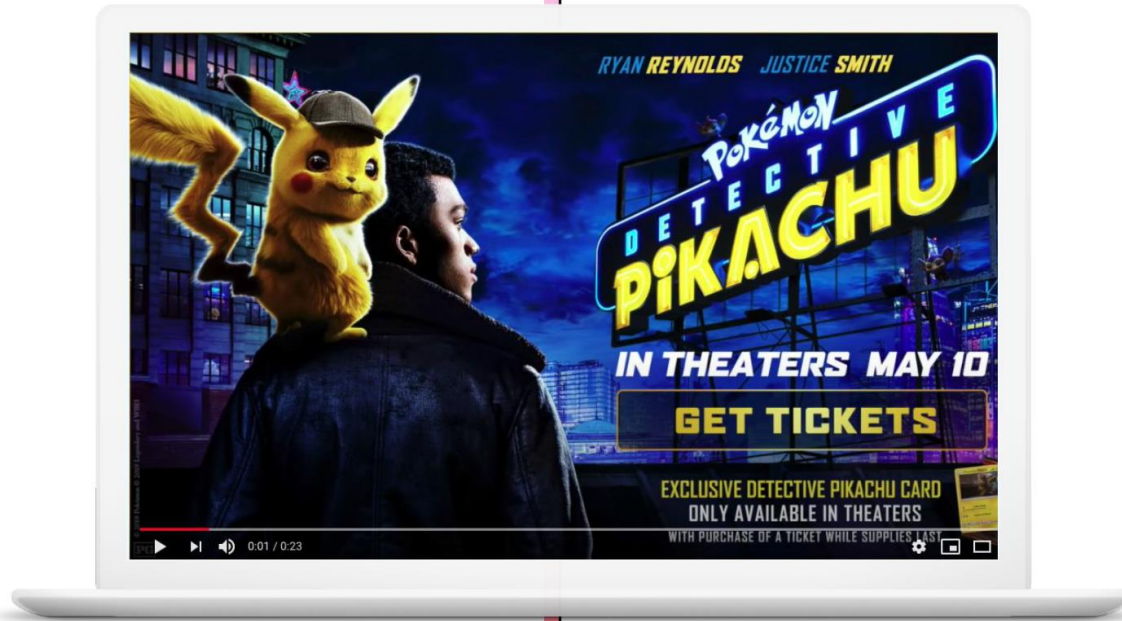
lift in ad recall with measured campaigns

35%

More ad recall with Gen Z measured campaigns

YouTube – Audio Ads (Beta)

What Does An **Audio Ad** Look Like?



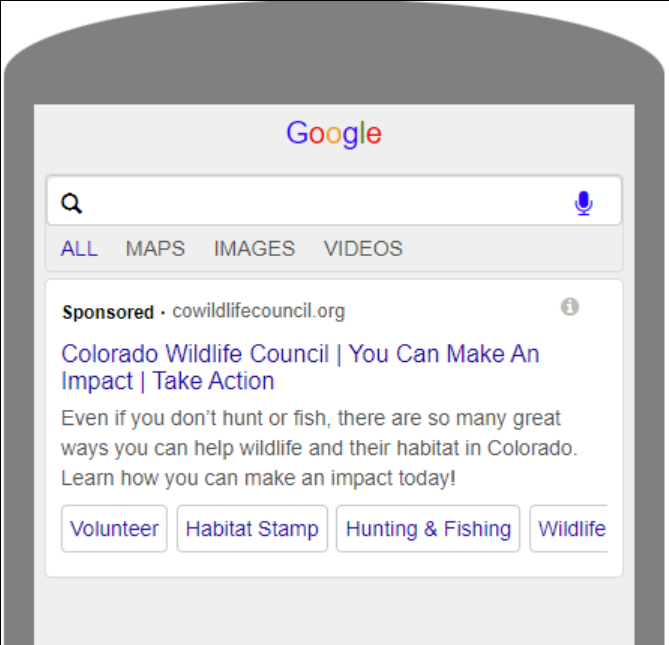
Audio ads reach a new tranche of users whose primary behavior is listening.

Audio ads do have a visual component, in case users come back to the screen, but the audiotrack is the primary mechanism for delivering your advertising message to provide the most optimal ad experience.



Tactic	Activation Summary	Estimated Clicks	KPIs	Cost
Google – Paid Search	<ul style="list-style-type: none">A lower funnel tactic that reaches the audience when they're actively searching for information using keywords and phrases to drive clicks to the websiteUtilize responsive search ads to include up to 15 headline variations and 8 descriptions.	TBD	Clicks	\$20,000

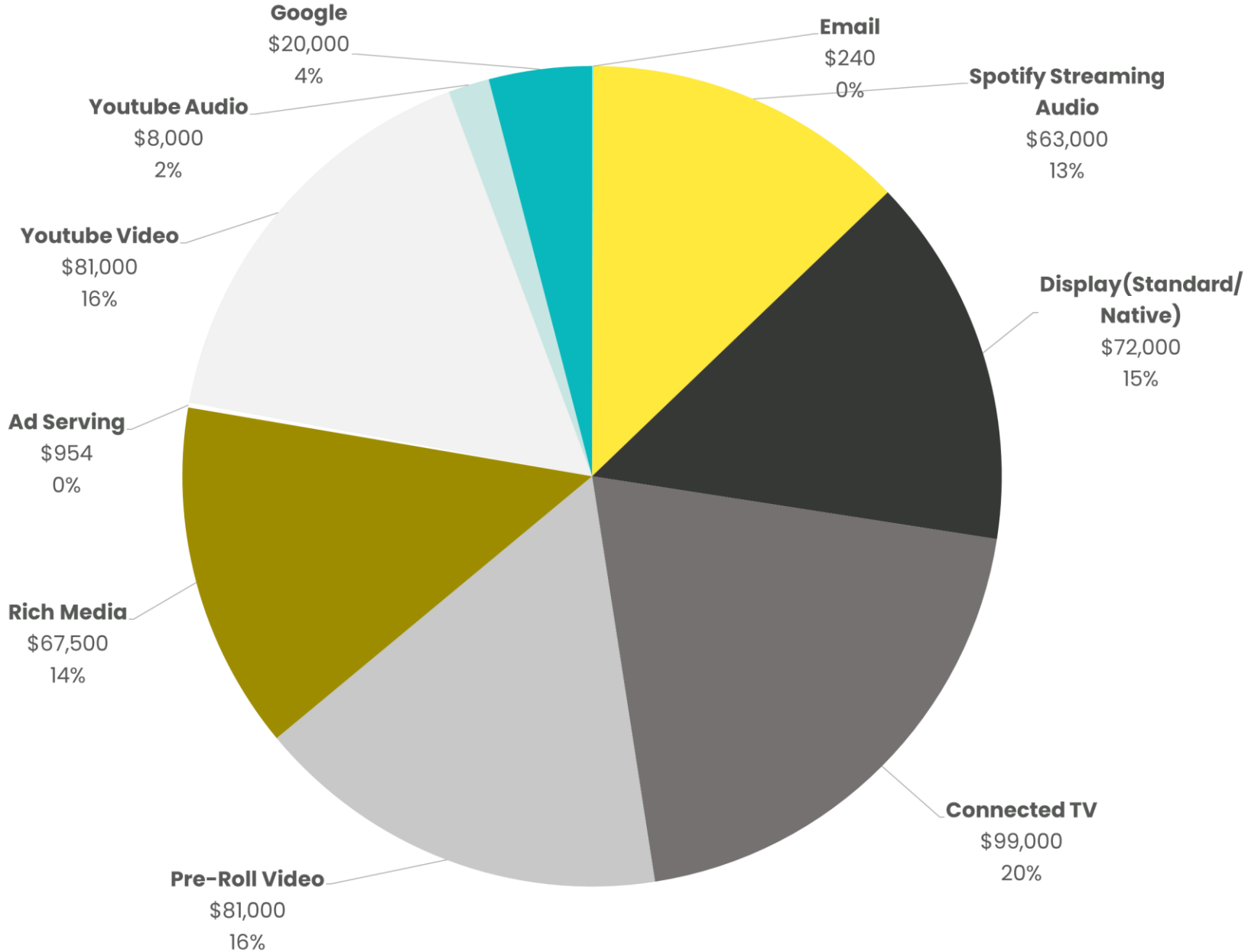
Timing: Always on approach running from 8/1/24-5/31/24.



Email (MailChimp)

TIMING	4 newsletters (one each quarter)
TACTICS	MailChimp
AUDIENCE	Collected email addresses
COST	\$240
DETAILS	Newsletter sent once a quarter with Council updates and news updates.

Digital Media Budget

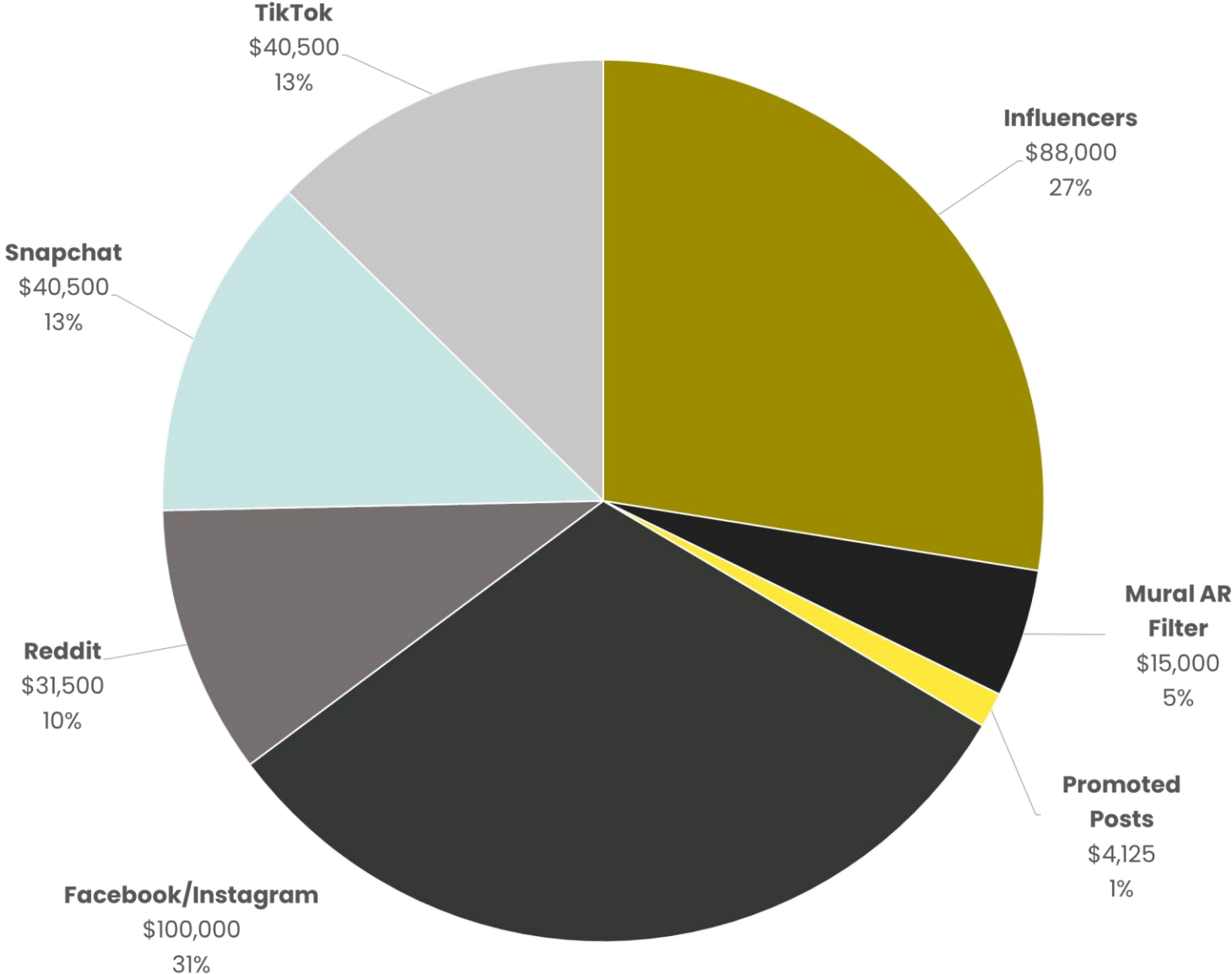


Social



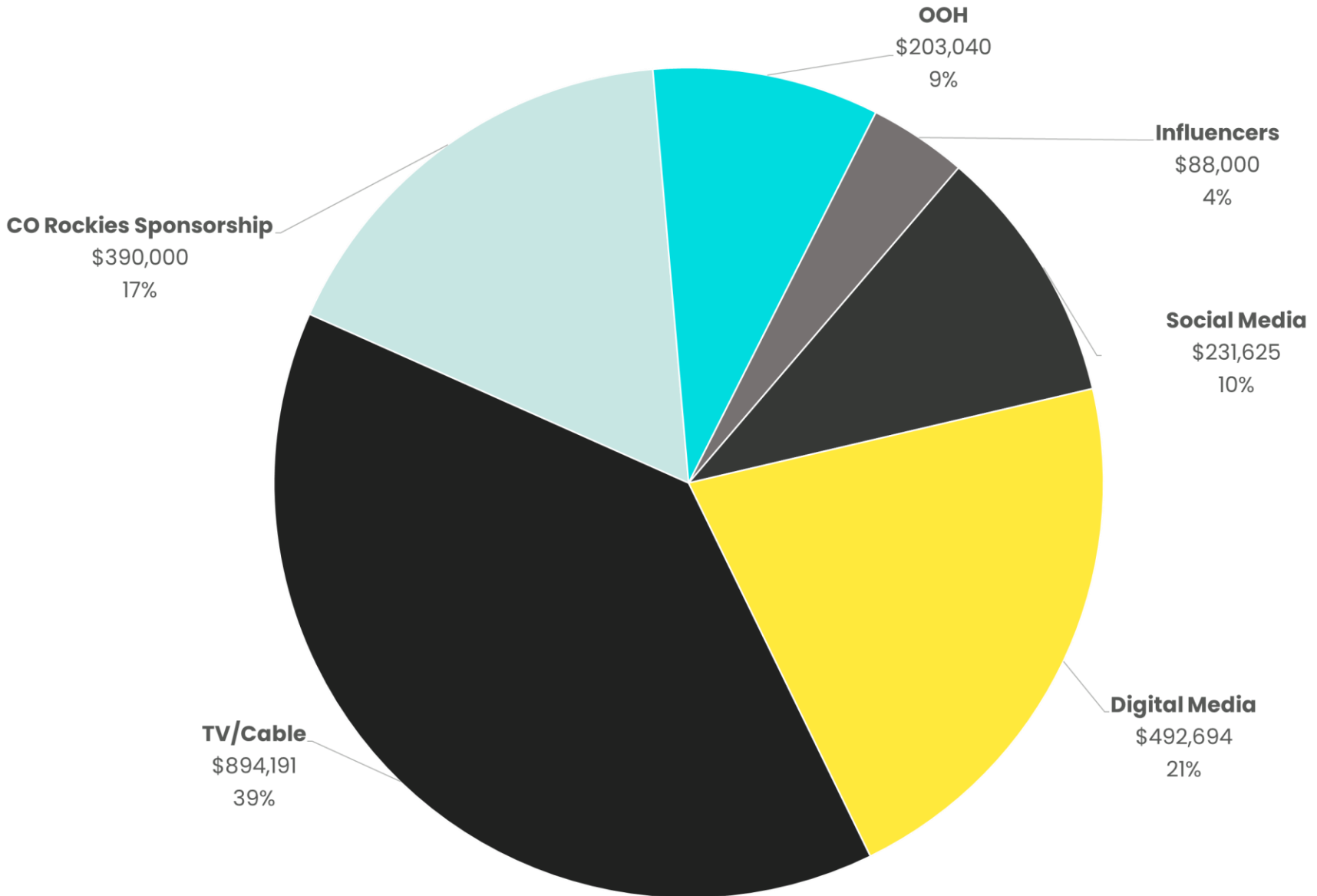
Tactic	Activation Summary	Estimated Impressions	KPI	Cost
Meta (FB/IG)	Utilize the platforms' robust first-party targeting capabilities to reach the Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data. Leverage look-alike and retargeting audiences based on data from past campaigns and website visitation. Boost organic content to achieve greater engagement and reach beyond the organic feed.	28,682,292	VCR Post Engagements CTR	\$119,125
Influencers	Amplify messaging and organically connected with the target audience at one of their frequent media touchpoints. Partnered with 2 influencers, Nelson (a prior partner) and Presley. In addition to the influencer's current in-feed content, the influencers produced more dynamic content such as IG Reels.	TBC	Organic & Paid Reach Likes Link Clicks Post Engagements	\$88,000
Reddit	Target the Adventurous Environmentalist and Hunter Adjacent audiences through wildlife focused creative based on based on interactions with content or communities relating to the outdoors and sustainability. Leverage retargeting audiences based on website visitation.	2,460,938	VCR CTR	\$31,500
Snapchat	Target the Adventurous Environmentalist and Hunter Adjacent audiences through wildlife focused creative based on based on interactions with content or communities relating to the outdoors and sustainability.	3,375,000	VCR CTR	\$40,500
TikTok	Drive brand awareness and ad recall among adults 18-44 with thumb-stopping video creative. Utilize the platforms' targeting capabilities to reach the Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data.	13,500,000	VCR	\$40,500

Social Media Budget




Budget Allocation

Planned Budget Allocation



FY24/25 Flowchart

		Jul		Aug			Sep			Oct			Nov			Dec			Jan			Feb			Mar			Apr			May			Jun			Cost	GRPs																											
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23																													
Colorado Wildlife Council																																																																	
FY24/25 Media Plan																																																																	
AE(18-44) & HA(18-30)																																																																	
Spot TV/Cable-Deaver DMA																																																																	
Spot TV/Cable :30s/15s A18-49 English (GRP's)																																																																	
Post Election Spot TV/Cable A18-49 English																																																																	
Watermarking																																																																	
Spot TV/Cable Total																												\$225,668	\$225,668	\$225,668	\$41,514	\$33,540	\$33,540	\$41,514	\$33,540	\$33,540																						\$894,191	450						
Out of Home																																																																	
Digital Boards-Denver Metro																																																																	
Denver Light Rail Wrap																																																																	
Est.Denver Light Rail Wrap Production																																																																	
CO Rockies Sponsorship																																																																	
Out of Home Total																												\$141,500	\$105,010	\$80,020	\$40,010	\$11,500	\$5,000	\$5,000	\$70,000	\$70,000	\$65,000																								\$593,040				
Digital																																																																	
Email-MailChimp																																																																	
Social- FB/IG AR																																																																	
Social- FB/IG Paid Ads																																																																	
Social- FB/IG Promoted Posts																																																																	
Social- Reddit																																																																	
Social- Snapchat																																																																	
Social- TikTok																																																																	
Spotify (Direct Buy)																																																																	
Spotify Advertising																																																																	
TTD Standard Display																																																																	
TTD Native																																																																	
TTD CTY																																																																	
TTD Pre Roll																																																																	
Undertone Influencers																																																																	
Undertone Rich Media																																																																	
Undertone Rich Media Ad Serving																																																																	
YouTube Video																																																																	
YouTube Audio																																																																	
Paid Search-Google																																																																	
Digital Total																												\$395	\$94,668	\$94,668	\$94,668	\$80,001	\$13,895	\$78,001	\$92,668	\$92,668	\$92,668	\$78,001	\$20																							\$812,319			
FY 24/25 Media Total																												\$141,895	\$425,346	\$400,356	\$360,346	\$86,826	\$62,352	\$119,958	\$131,207	\$199,625	\$198,486	\$173,123	\$20																									\$2,299,550	450

Additional Considerations

Should the Budget Allow

DIGITAL

- Amazon Prime Video ads
- Disney+ ads
- Twitter ads

OOH

- Additional digital bulletin boards in Denver metro
- Gas station TV ads + Retail activations in Durango and SW Colorado
- Mobile Billboard exposure in Boulder

Next Steps

- May 16, 2024** Colorado Wildlife Council to provide plan feedback/approval
- July 15, 2024** All final assets need to be approved for traffic
- July 16–July 31, 2024** Media traffic, campaign build, quality assurance
- August 1, 2024** Media goes live

FY 24/25 Budget (\$2,800,000)

CWC BUDGET: 2024/2025 - (\$2,800,000)

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	1,362	\$177,060	\$0	\$177,060
2	Travel Expenses	0	n/a	\$25,000	\$25,000
SUBTOTAL:		1,362	\$177,060	\$25,000	\$202,060
Basic Compensation Rate (Monthly Fee)					\$16,838.33
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	304	\$39,520	\$0	\$39,520
4	Social Media Strategy, Community Management & Creative Graphics	288	\$37,440	\$0	\$37,440
5	Website Maintenance	208	\$27,040	\$4,000	\$31,040
SUBTOTAL:		800	\$104,000	\$4,000	\$108,000
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	0	\$0	\$0	\$0
7	Analytics, Brand Strategy & Secondary	230	\$29,900	\$0	\$29,900
8	Quantitative Online Survey	75	\$9,750	\$47,000	\$56,750
9	Competitive Analysis & Report	0	\$0	\$0	\$0
SUBTOTAL:		305	\$39,650	\$47,000	\$86,650
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	798	\$103,740	\$1,909,550	\$2,013,290
11	Colorado Rockies Sponsorship and Promotional Item	0	\$0	\$390,000	\$390,000
SUBTOTAL:		798	\$103,740	\$2,299,550	\$2,403,290
GRAND TOTAL**:		3,265	\$424,450	\$2,375,550	\$2,800,000

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
10 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

Action Items

Action Items

Action Items

- FY24/25 Media plan approval by **XX/XX**

Upcoming

- Colorado Rockies 3 sets of 4 VIP tickets are available to the Council
- June meeting

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Appendix

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:** 9/6/23 – 9/26/23
- **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

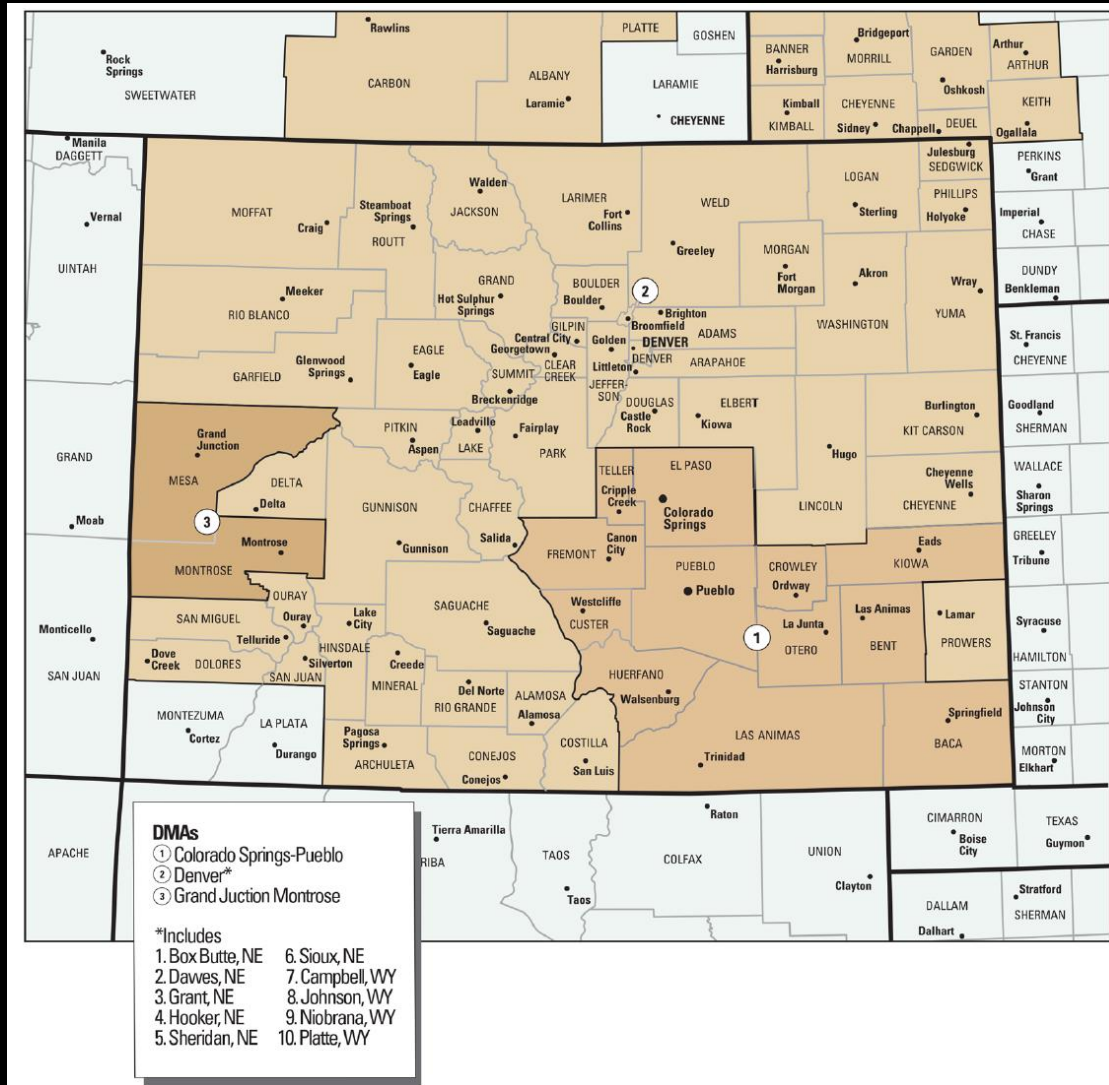
Review Category:	FY 2/23 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media/ Community Outreach	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Eeland Stribling	2 hours 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

Market Research

Colorado State Trends

- Colorado's population growth has **slowed** in the last several years. This slower growth seems to be the result of lower birth rates paired with an increase in deaths. Nonetheless, by 2030, it is estimated that 6.5 million people will call Colorado home, up from 5.8 million people in 2020.
- The projected growth in Colorado is expected to have an impact on the state's demographics. In the next 7 years, those who identify as White will drop from ~68% to 64%, while the **Hispanic population will grow from 22% to 26%**. At the same time, Coloradans are expected to be **aged at about 40.25 years** in 2030 compared to roughly 38.5 years in 2020.
- The state is seeing its **smaller cities and towns grow** while the largest cities and ski towns experience declines. Costs appear to be the major factor driving these shifts. New residents, who tend to be older, are looking to get out of big cities to areas where homes are more affordable, and they can still commute to places like Denver.
- As of July 2023, Colorado's **unemployment rate was only 2.9%** (lower than the national average of 3.5%). The largest gains seen in leisure and hospitality. Also of note, the average workweek in Colorado grew from 33.1 to 33.5 hours, while average hourly earnings grew from \$34.60 to \$35.91.
- Colorado, which used to be a swing state, has become less competitive in recent years. Additionally, in 2024, there is no governor's race and no U.S. Senate race on the ballot.

Colorado State Trends



- Per the US Census, the Denver County population is White (69%), with the next largest group being Hispanic or Latino (29%). Whereas Grand Junction is even more predominantly White (89%) and less population of Hispanic or Latino (16%)
- Over 90% of both Denver and Grand Junction have graduated high school. 52% of Denver have Bachelor's degrees or higher, with only 34% of Grand Junction residents having Bachelor's degrees or higher
- Denver has only 10.7% uninsured under age 65, whereas Grand Junction has 12%
- Denver's Median Household Income is \$78,177, Grand Junction's Median Household income is \$58,892
- The Denver mean travel time to work is 25.5 minutes vs. Grand Junction at 16.2 minutes
- Denver cable penetration is 46% and Grand Junction is 44%

Source: Strata Market Profiler 2023, United States Census July 2022

Media Landscape

Colorado Competitive

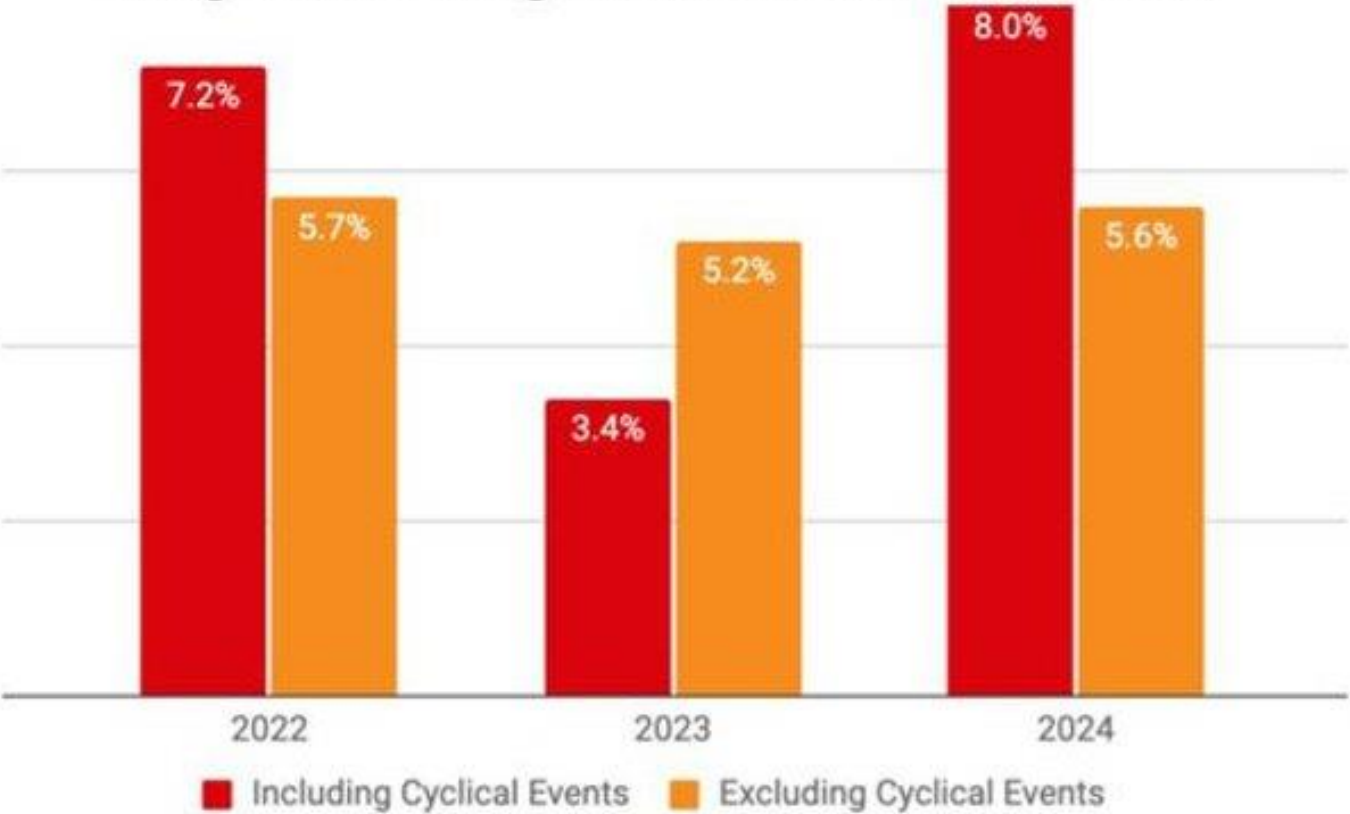
CWC #712
\$122K

ADVERTISER	2023 \$	2023 RANK- \$
Advertiser Not Identified	17,308,787	1
Denver Mattress Store	9,077,558	2
Franklin D Azar & Assoc Attorney	8,823,566	3
King Soopers	7,820,776	4
Ford	6,329,090	5
XFINITY	6,155,834	6
Coloradans For Responsible Energy Development	5,080,405	7
Furniture Row	4,776,190	8
American Furniture Warehouse	4,754,205	9
Capital One	4,594,279	10
Toyota	4,309,972	11
Colorado State Lottery	4,085,574	12
Google	3,684,222	13
Centura Health	3,621,770	14
Comcast	3,427,403	15
Plumblin Services	3,386,651	16
Lifetime Windows & Siding Contractor	3,371,967	17
Bachus & Schanker Attorneys	3,204,930	18
Nissan	3,066,783	19
Hyundai Dealer Assn	2,789,998	20
Amazon	2,617,438	21

*Note this does not include Total US measured metrics such as paid social and tends to be undermeasured in comparison to actual spend.

Media Landscape – Media Inflation Trends

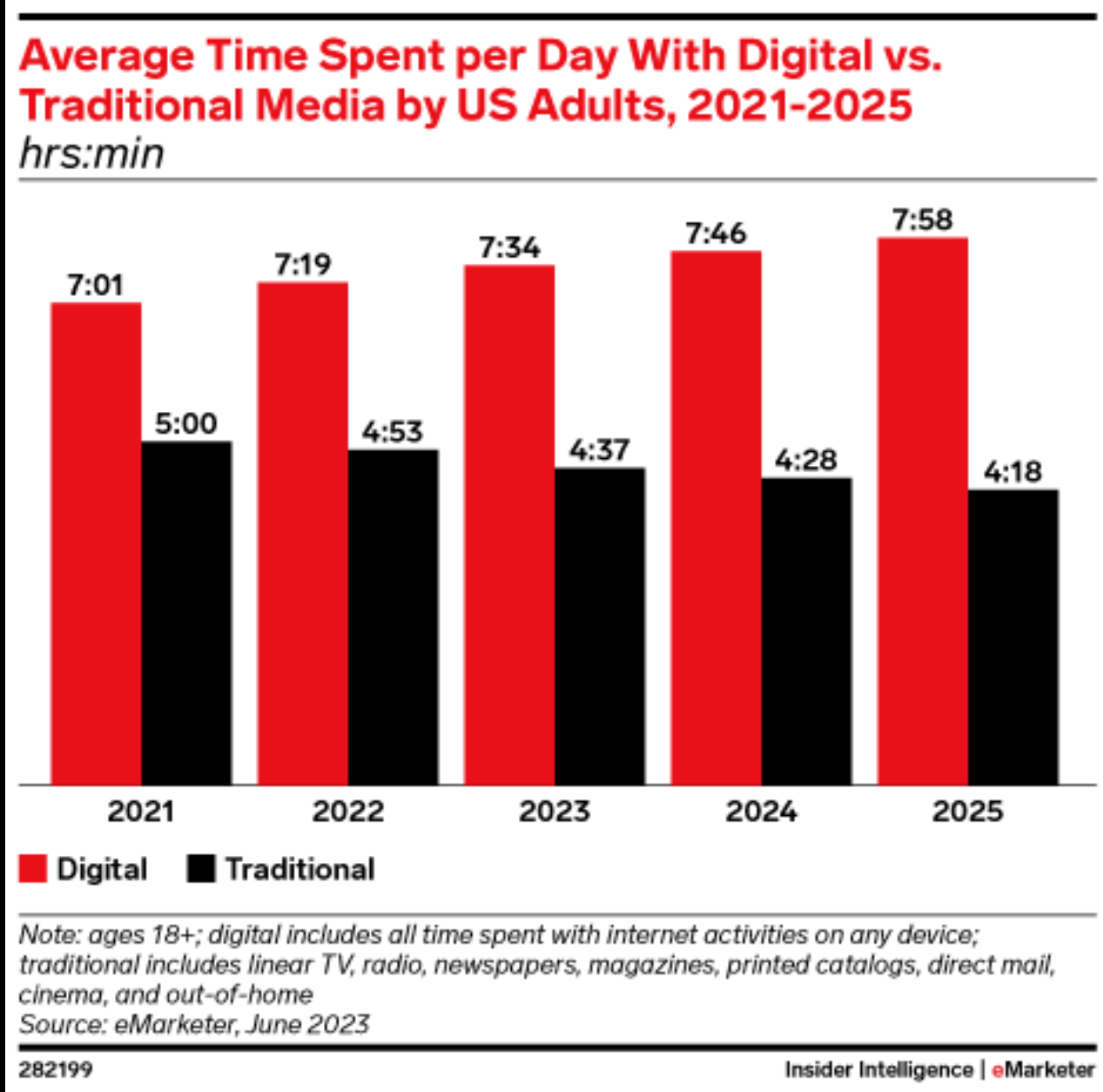
Magna U.S. ad growth estimates, revised*



Source: IPG Mediabrands' Magna, *Sept. 18, 2023. Cyclical events = Olympics/elections-related ad spending.

- 2024 ad growth estimates 4.6% inclusive (0.4% without Olympics or political ad spend)
- Digital media alone is forecast to grow by 7.8%
- Total television growth (inclusive of broadcast, connected TV and video on demand) is forecast 4%
- The total audio market (inclusive of traditional radio and online radio) is forecast to grow by 3.8%

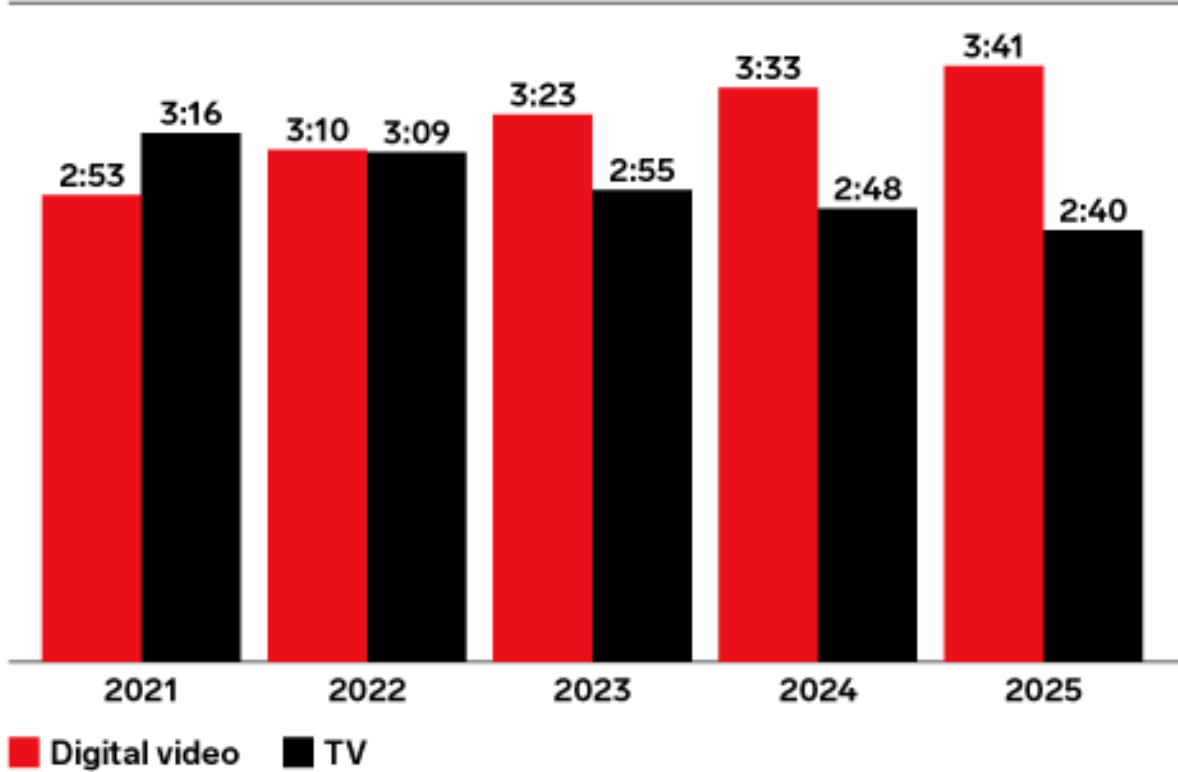
Media Landscape – Time Spent with Media



Media Landscape – Time Spent with Television/Video

Average Time Spent per Day With Digital Video vs. TV by US Adults, 2021-2025

hrs:mins



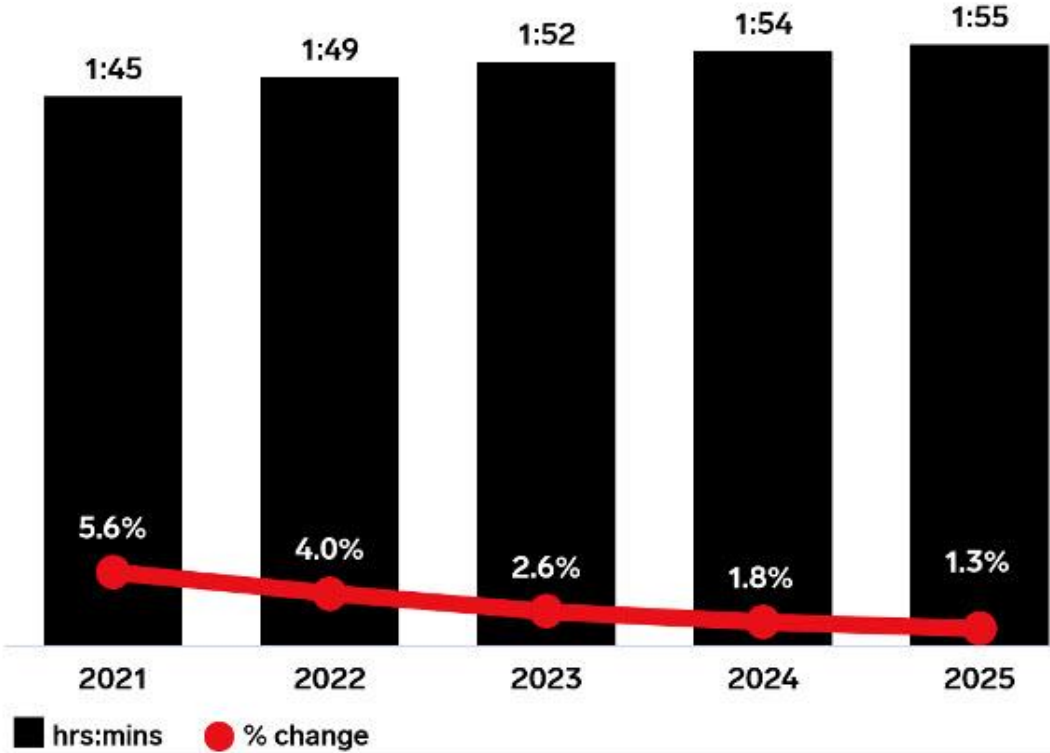
Note: ages 18+; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV

Source: eMarketer, June 2023

Media Landscape – Time Spent with Digital Audio

Daily Time Spent with Digital Audio by Adult Digital Audio Users

US, 2021-2025



Note: ages 18+; internet users who listen to music or other audio content via digital stream or direct download on any device at least once per month; digital audio includes music/other audio content delivered within a website or app (e.g., AM/FM online streams), podcasts (streamed or downloaded), online radio stations, and streaming services; excludes other downloaded audio files (e.g., music MP3s) and digital terrestrial/satellite radio services that are delivered over the air

Source: Insider Intelligence | eMarketer, June 2023

Glossary

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.