COLORADO WILDLIFE COUNCIL

FIVE-YEAR STRATEGIC PLAN
NOVEMBER 23, 2016

R&R PARTNERS

Wildlife Management Public Education Advisory Council

COLORADO WILDLIFE COUNCIL

Five-Year Strategic Plan

November 23, 2016

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SECTION ONE:

SITUATION OVERVIEW

A. PURPOSE OF THE FIVE-YEAR STRATEGIC PLAN

R&R Partners has been tasked with developing a five-year strategic plan for the Colorado Wildlife Council (CWC) with the goal of heightening the success of the Council's ongoing statewide educational campaign, Hug a Hunter. This five-year strategic plan will be viewed as a living and breathing blueprint strategy, which will routinely evaluate campaign methods, targets and goals to ensure campaign success and growth.

Objectives of the five-year strategic plan include:

- Ensure an integrated, multiyear campaign strategy
- Appropriately manage timeline and budget
- Outline campaign tactics and goals annually
- Timing of strategic paid media flights
- Explore new target audiences and demographics

**R&R has crafted this strategy with the understanding that campaign priorities and goals may shift year to year. R&R is prepared to adjust this strategic plan as needed to fit the needs of CWC and the Hug a Hunter campaign.*

B. CAMPAIGN OBJECTIVES

1. Increased knowledge of the benefits of wildlife, wildlife management and wildlife-reated recreational opportunities in Colorado, specfically hunting and fishing.

2. Keep key consitutents informed of our marketing efforts and programs.

C. CAMPAIGN TARGETS

- Non-hunters and non-anglers
- Statewide
- Primary: Adults 25–54
- Secondary: Adults 18–64

D. HISTORY OF THE COLORADO WILDLLIFE COUNCIL

In the early 1990s, the misinformed Colorado public voted to outlaw spring bear hunting, and then a few years later, trapping on public lands. Colorado Parks & Wildlife (then known as the Colorado Division of Wildlife) was powerless to act. To protect sportsmen's rights against special interest groups, local sportsmen decided to act accordingly to protect Colorado's hunting and fishing heritage. The goal of these sportsmen was to create a comprehensive, media-based program to educate the public (especially the non-hunting, non-fishing public) regarding the importance of wildlife and wildlife management, and why hunting and fishing are critical to Colorado's legacy.

Ultimately, in 1999, hunters and anglers proved their support by agreeing to a voluntary check-off donation program ($4.75) to fund the Wildlife Management Education Fund, allowing the sportsmen to conduct a pilot program to show that a public education campaign had value. This pilot was a success, and as a result, in 2005, HB 1266 (Public Education License Surcharge) was approved by the state legislature, allowing permanent funding to be secured from a surcharge on hunting and fishing license fees for an annual public education campaign.

Because of this, CWC is to retain an outside agency to develop an annual marketing plan and to facilitate and execute the public education campaign. Agencies that have worked with the Council include Extra Strength (2006–2010) and CCT Advertising/Pilgrim (2011–2015).

E. CURRENT SITUATION

In June 2016, CWC retained R&R as the outside agency to facilitate and execute the public education campaign to educate Coloradans on the unique benefits that wildlife, wildlife management, and hunting and fishing provide to the state through successful campaign tactics:

- A unique and educational message that tells a story
- Meaningful statistics and facts
- Robust research dating back to 2001
- Refined target audience
- Traditional media exposure

With the campaign foundation laid by previous agencies retained by CWC (Extra Strength and Pilgrim), it's now R&R's challenge to grow the success of Hug a Hunter, while also evaluating the unique challenges that the campaign currently faces today, and tackling those head-on to ensure continued campaign success in the future.

Campaign Challenges:

New Creative Agency: R&R has been retained by CWC to to facilitate and grow the success of the campaign.

Campaign Targets: Remind ourselves of the campaign target audience (non-hunters and non-anglers, NOT hunters and anglers) and that our purpose is NOT recruitment of new hunters and anglers.

Campaign Cohesion: Ensure campaign consistency accross all campaign platforms and tactics.

Support Levels: Implement consistent research methods to accurately track support levels for hunting and fishing in Colorado.

Media Strategy: Shift from traditional to new media tactics to reach our target audience.

F. CAMPAIGN METRICS

R&R will be evaluating its performance based on the below criteria, unless told otherwise by the Council:

- Reach record levels of favorability, awareness and behavior change.
- Build and maintain integrated campaign strategy.
- Design dynamic creative that effectively educates.
- Use strategic, new media tactics to reach our target audience.
- Build community awareness through focused coalition building and partnerships.

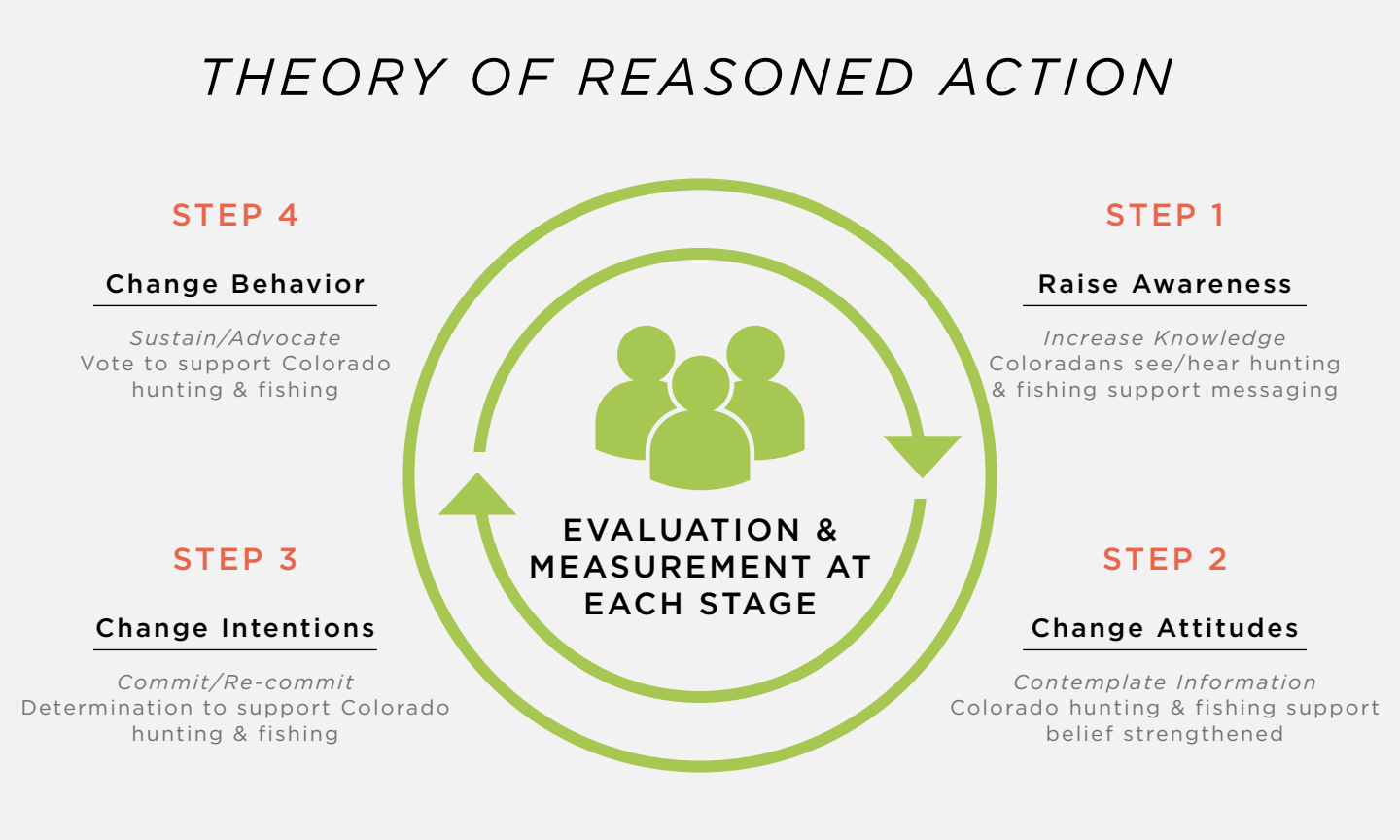
SECTION TWO:

APPROACH

G. THEORY OF REASONED ACTION

When it comes to changing behavior, the primary distinction between our approach versus other agencies is our application of Fishbein and Ajzen's Theory of Reasoned Action. This theory is nothing new. It was first proposed in 1975, and since then, it has proven to be one of the most effective and widely accepted models of predicting behavior change. The Theory of Reasoned Action is widely used because it better explains how people actually make behavior-change decisions.

Other behavior models (and indeed, most ad campaigns) often make the mistake of drawing a direct correlation between attitudes and behavior. The Theory of Reasoned Action explains how to create a sustainable change in behavior, and a simplified model of it appears below:



Basically, the model says that changing a person's behavior is a four-step process.

- First, the person must be exposed to new information.
- Second, the information must be so compelling and engaging that the person actively considers and xamines it, altering his/her perceptions and attitudes.
- Third, these thoughts and attitudes become internalized, changing from ideas into personal commitments and intentions to act.
- Fourth, intentions lead to actions. Repeated actions lead to permanent behavior change.

SECTION THREE:

CAMPAIGN TOOLBOX

H. SOLUTION OVERVIEW

Executing a successful multiyear, statewide public education campaign is no easy feat. Campaign methods are constantly changing, and today's consumers are harder than ever to reach. R&R not only knows the meaning and importance of an integrated campaign, but also knows how to execute it so that there is direct influence among Colorado citizens and voters.

In order for a public education campaign to go the distance and deliver a meaningful impact, all campaign tactics must be aligned and intertwined. In our integrated approach, R&R ensures that each campaign tactic holds weighted value in order to expand the campaign's reach and opportunities. R&R brings together research, creative, web, social media, coalition buiding and paid media so that Hug a Hunter continues to thrive for years to come. We will educate Coloradans, while also increasing the support levels toward hunting and fishing among registered voters.

RESEARCH | CREATIVE | WEB | SOCIAL MEDIA | COALITION BUILDING | PAID MEDIA

I. RESEARCH

CWC and the Hug a Hunter campaign foster awareness and education of wildlife, wildlife management, and the benefits of hunting and fishing in Colorado. To that end, it is important to understand message impact among Colorado citizens and registered voters.

R&R will continue to utilize both quantitative and qualitative research methods, while also placing high importance on relevant secondary research (newsclips, studies) to stay informed of current events.

Why Research?

- Measure education and awareness levels and campaign success
- Directly influences campaign creative and messaging
- Real-time conversations with your target audience
- Opportunities to uncover additional targets

Quantitative Research

- Continued annual quantitative survey in order to effectively track:
    - Support levels toward hunting and fishing
    - Education/awareness levels regarding the benefits of widllife, wildlife management, and hunting and fishing in Colorado
    - Campaign success over time
- With the introduction of R&R as the new agency, a (first wave) "benchmark" survey was conducted in October 2016 to appropriately measure the current state of the Hug a Hunter campaign, while also referencing the earlier quantitative research conducted by previous research firms (Corona Insights, Left Brain Concepts) as a reference guide.

- A second online survey (second wave) will be conducted in spring 2017 to track the progress of the new campaign creative.
- Statewide sample of 400 Colorado voters recruited based on diversity (age, gender, ethnicity, household income and a non-nested quota representation of congressional districts) with sample size will yield a +/- 4.9 percent MOE at a 95 confidence level of 5.4 million Colorado residents.
- Implement question consistency in future surveys to accurately track campaign progress.

Qualitative Research

- Conducted six focus groups (September 2016) in Denver based around concept testing, only previously used in 2008. During these focus groups, two concepts were tested (SpokesAnimals/Tubes) to determine which concept most resonated with the target audience (non-hunters/non-anglers) and would go into the next phase, creative production.
- These focus groups included the following demographics: gen-pop (blend of non-hunters/non-anglers and hunters/anglers), non-hunters and non-anglers and hunters and anglers.
- Tubes was selected as the chosen concept for creative production and the creative campaign (launching in 2017).

Future Research Opportunities

- Intercepts during hunting/fishing seasons
    - Live interviews with target audience at public settings in downtown Denver (The Source, 16th Street Mall) to gauge awareness of the benefits of wildlife, wildlife management, and hunting and fishing in Colorado.
- Social listening tools
    - Tracking what conversations are being had (and who is having them) on social media outlets regarding wildlife, wildlife management, and hunting and fishing to better understand our audience.
- Qualitative focus groups with urban/scenic communities, Western Slope
    - Previous research firms of CWC conducted focus groups on the Western Slope; R&R could explore this again to have an extended dialogue with other parts of the state.
- Segmentation testing (*pending additional funds)
    - We would be able to segment the market based on behaviors, attitudes and demographics by identifying high-value segments, and segments of opportunity. In the case of non-hunters/non-anglers, we would be able to segment them into groups to see who exactly we need to be targeting, and redirecting efforts away from those who we cannot reach. This would allow us to guide more effective communications and messaging, media usage and channels. Essentially, positioning and messaging can be tailored to particular segments
- Benefit testing refresh
    - Build upon the benefit testing that Pilgrim completed in 2011/2015 to ensure that the benefits we are messaging still resonate with our target audience.
- Internal stakeholder interviews
    - Obtain knowledge, insight and reactions from stakeholders on the public education campaign.

J. CREATIVE

As hunter and angler populations continue to get smaller, Coloradans become less aware of the issues effecting hunting and fishing as a whole. In addition, these issues can be very complex and confusing, making it easy to alienate non-hunters and non-anglers from hearing and understanding our message.

In order for R&R to help Hug a Hunter achieve new record levels of awareness, favorability and behavior change, we must produce compelling creative that deepens the conversation with our target audience, while also reinforcing appreciation and understanding for hunting and fishing. Not only that, our creative must have a strong call to action that tells Colorado citizens where they can go to learn more.

Why Creative?

- Sets the tone and tells the story
- Reaffirms appreciation and understanding of hunters and anglers
- Brings a face to the issue
- Elevates the campaign brand
- Moves campaign from awareness to education

Future Creative Opportunities

- Brand growth and visibility
    - Creative allows the opportunity for us to connect with our target audience in a meaningful and engaging way.
- Experiential opportunities with strategic partners
    - Engage with community partners (e.g., Coors) through experiential executions to amplify the conversation and create a buzz around our message with the potential of media opportunities. Our digital/social efforts could complement this effort with easy-to-share materials (PDFs, graphics).
- Community events
    - Allows opportunity for a two-way dialogue and face-to-face engagement with our target audience.
- Showcase diversity of hunters and anglers
    - Bringing a face to any issue has a powerful impact and allows the opportunity to establish an emotional connection with our target audience.

K. WEB

According to Stanford University, 75 percent of people judge the credibility of a company based on the design of its website. Our website is a 24/7 resource center, available to Coloradans for additional information that cannot be fully communicated within a 30-second TV spot. In addition, a campaign website is a living and breathing vessel that must be actively nurtured and maintained throughout the duration of the campaign effort, while ensuring that all visitors have a positive user experience.

As the Hug a Hunter campaign evolves, so should the website, building on the success of current Hug a Hunter website.

Why Web?

- Gives you a constant platform
- Serves as an active resource center for your audience
- Brand recognition
- Audience engagement

Future Web Opportunities

- Long-form content to tell the story
    - Currently, there is only one case study video on the Hug a Hunter website; in the future, we could look to build out an entire video series.
    - More interactive wildlife profiles.
- Dynamic user experience with creative
    - Refresh the website with timely content that is connected to the look and feel of the new campaign creative, Tubes.
    - Incorporate video content into our digital efforts that we can push on social media.
- Message flexibility (primary, secondary)
    - There are many meaningful stats to share regarding the benefits of hunting and fishing, including the positive wildlife management, conservation and economic impacts to the state. Our website has the ability to house all of this information, making it a powerful resource to our campaign efforts.
- Driving visitors to and from social media
    - Engaging content allows the opportunity for our website and social media efforts to play off one another effectively.

L. SOCIAL MEDIA

Social media is an opportunity to tap into emotions and participate in a two-way conversation with Colorado citizens to understand their needs and relationship to hunting and fishing. Today in Colorado, 3.5 million individuals (18+) are on Facebook alone. That shows us that social media is a powerful tool to reach the masses and our target audience.

Additionally, we believe it will be an effective channel to activate the 700,000+ hunters and anglers in Colorado in addition to more general outdoor enthusiasts. This influential supporter base can help share the Council's key messages with Colorado citizens and voters.

Why Social Media?

- Opportunities for direct engagement with target audience
- High-level targeting opportunities
- Message flexibility
- Unites and empowers supporters

Future Social Media Opportunities

- Video campaigns; live videos, 360 videos
    - Social media is constantly evolving and creating new ways to engage users.
- Storytelling – internal stories of conservation (biologists, researchers)
    - Many campaigns, businesses and organizations use social media to share and build inspiration. Social media is a unique platform to share the successes regarding wildlife, wildlife management, and hunting and fishing in Colorado that our target audience is likely unaware of.
- Social media takeovers
    - Partner with a well-known sportsman/supporter with a large social media following to take over the CWC Facebook/Instagram to engage in a two-way dialogue with our followers.
- Amplify community media coverage to target audience
    - Social media makes it easy to not only reach the masses, but local media stations for their engagement as well.
- Opportunity to build an audience off of your target's interests in order to highlight hunting and fishing
    - Research shows that camping/hiking is something that much of the Colorado population is interested in, which still has an association with hunting and fishing. Because of the commonalities, we have the opportunity to engage these individuals based on their interests.
- Monitor social space for best methods, platforms and tactics
    - Social media is constantly evolving and changing. It's critical to stay on top of the best social practices and platforms to push out our messaging.

M. COALITION BUILDING

R&R is a big believer in the "boots on the ground" approach, especially when it comes to campaigns. To grow Hug a Hunter's success, we will work to mobilize key communities in the state around the campaign's mission by identifying strategic partners who can help carry the message—with partnerships ranging from wildlife organizations to corporate that will bring the campaign the visibility it needs to make an impression on our target audience.

Why Coalition Building?

- Grassroots/grasstops community partnerships
- Elevates community visibility
- Strategic partnerships with wildlife organizations and community leaders
- Unite with the people who support the campaign

Future Coalition Building Opportunities

- Engage with wildlife organizations/community partners on social media to keep them up to speed on our campaign efforts.
- Engagement with the Colorado Tourism office to appropriately align efforts and to avoid conflicts.
- Experiential events to expand our reach and engage wildlife organizations and community partners; develop shareable collateral to carry our message.
- Presence at public events and sportsmen expos to raise visibility in the community.

Potential Community Partners:

N. PAID MEDIA

Historically, CWC has reached the majority of the target audience through traditional mediums (such as TV and radio), and used digital in more of a "nice to have" rather than a "need to have" manner. However, the digital environment is quickly evolving (thanks to smartphones and social media), leading our target audience to consume content in new ways never imagined before. In response, the media industry has quickly pivoted, with the main focus now on the growth of the digital marketing space.

Broadcast TV will remain a strong reach tactic against the broad audience of Coloradans 18 years or older and will become one piece of the media mix versus the main tactic. Utilizing research to find deeper insights into what mediums relate highest for our audience will aid us in creating a holistic mix across multiple touchpoints. With the introduction of new touchpoints and trends will come new ways to deliver the Hug a Hunter message.

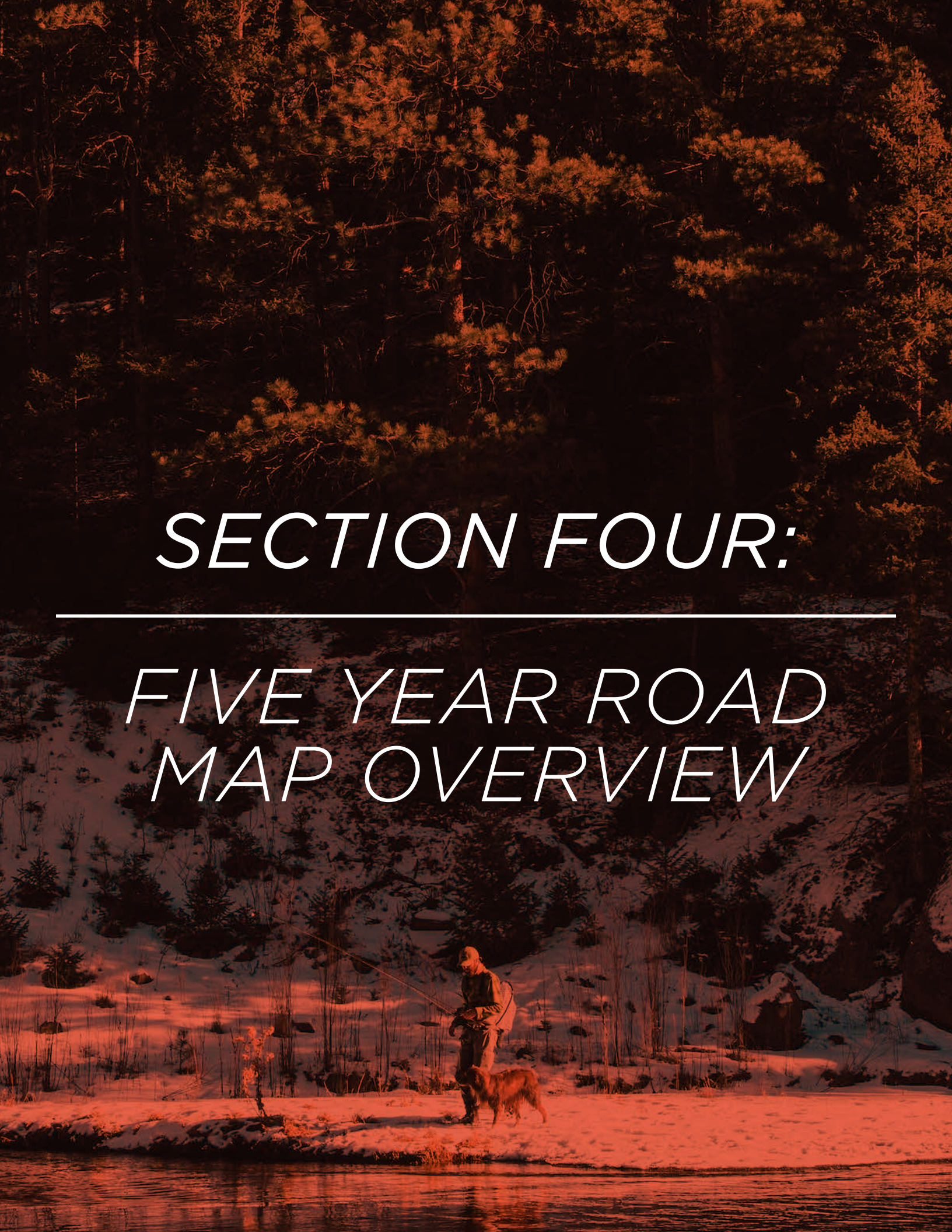
Why Paid Media?

- Traditional/new media opportunities
- Guarantees your message will be heard
- Hyper-targeting opportunities
- Determines your contact points
- Grounded in research and key performance indicators (KPIs)

Future Media Opportunities

- Connected Television (CTV)
    - CTV complements a traditional TV plan by reaching the cable-cord cutters and frayers. Cord cutting refers to the pattern of viewers cancelling their subscriptions to television services available over cable; fraying is dropping or reducing expensive pay television channels. Over the top box (OTT) subscriptions such as Netflix, HBO Go and Hulu continue to grow at a rapid pace. Capitalizing on this newer environment allows for high share of voice within the platform, lower rates than traditional TV, and the inability for users to skip past commercials.
- Extend video across multiple devices
    - This year, digital advertising spend is predicted to surpass TV for the first time ever, and video will account for 70 percent of internet traffic by 2017. Facebook also recently announced it is now a video-first company. Extending our video across multiple devices not only follows the trend of this massive video consumption, but will also drive higher message comprehension, engagement with the brand, and earned media in shareable environments. Digital video allows for retargeting tactics for sequential storytelling messaging and provides a more efficient rate.
- Virtual Reality (VR)
    - Stay fresh and relevant through VR while creating a new way to connect Colorado's wildlife with Colorado residents. Virtual reality is an immersive, interactive experience that most brands have yet to take advantage of. R&R has a VR&R production studio that can create a CWC VR experience that brings the outdoors to the consumers. This could show actual environments that the CWC has helped preserve through the fees from hunting and fishing licenses, and build a deeper appreciation for conservation efforts as well as for hunters and anglers.

- Streaming Audio
    - Similar to CTV's ability to complement broadcast buys, streaming audio complements terrestrial radio buys. Streaming audio provides the radio-like familiarity, while having the ability to execute high-impact ads with engagement opportunities and granular targeting of subscribers' location, interests and demographics.
- Digital Out-of-home
    - With responsive capabilities built into out-of-home units, we'll be able to include attention-grabbing ads that portray the message in an interactive way that smartphones, TV or traditional static billboards don't offer.
- Experiential
    - The premise is to create a closer bond between the consumer and the brand by immersing them in a fun and memorable experience. By working with media partners and our creative team, we can use experimental marketing to drive this interaction, with the goal of crafting a positive sentiment toward anglers and hunters.
- Brand Studies
    - Media measurement studies help brands discover the qualitative metrics of a campaign that quantitative tracking can't deliver. Measuring qualitative aspects uncovers consumers' affinity toward a brand, campaign, vertical, creative type, etc., that was directly related to media delivered. This is done through surveying control and exposed individuals, and often negotiated as added value to many digital campaigns.



SECTION FOUR:

FIVE YEAR ROAD MAP OVERVIEW

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
• Baseline awareness study (quant) • Develop five-year strategy • Qualitative focus groups - concept testing • New creating campaign • Website facelift • Social media strategy	• Qualitative research - intercepts • Strategic coalition building & parnterships • Experiential creative opportunities • Website redesign	• New creative campaign • Qualitative research - concept testing • Strategic coalition building & partnerships	• Qualitative focus groups - benefit testing • Experiential creative • Strategic coalition building & partnerships	• New creative campaign • Qualitative focus groups - concept testing • Strategic coalition building & partnerships

ANNUAL

QUANTITATIVE RESEARCH - AWARENESS & ATTITUDES SURVEY

SOCIAL MEDIA COMMUNITY MANAGEMENT

WEBSITE MAINTENANCE

PLAN & EXECUTE PAID MEDIA

SECTION FIVE:

APPENDIX

2001

JULY: QUANTITATIVE

Measuring Hunter and Angler Support in Colorado for a Media Education Program

Prepared by: Colorado State University, College of Natural Resources

Method: Mailed Survey

Respondents: Of the estimated 650 possible respondents, 240 respondents replied. Of the respondents, 89 were anglers (people who had purchased an annual fishing license in the past year) and 151 were hunters (people who had purchased a limited elk or deer hunting license in the past year).

Purpose: To find out if hunters and anglers in Colorado believed that the public needed more education on the benefits of hunting and fishing and how that education should happen. Additionally, they were asked about their support of a surcharge to hunting and fishing licenses.

KEY FINDINGS:

- 65% of hunters and anglers support of a surcharge to hunting and fishing licenses.
    - Of those that support a surcharge, most consider a $1-$3 surcharge to be reasonable.
- More than 60% of hunters and anglers strongly believe that the public needs further education on the benefits of hunting and fishing.

AUGUST: QUANTITATIVE AND QUALITATIVE

Wildlife Management Public Education Advisory Council (WMPEAC) Public Education Campaign Update

Prepared by: Muir Agency

Method: Focus Groups and Telephone Survey

Respondents: 600 phone surveys in Durango (300) and Grand Junction (300). All were non-hunters and non-anglers. Four focus groups in Durango (2) and Grand Junction (2).

Purpose: To measure non-hunters' and non-anglers' awareness of wildlife issues and wildlife management. Different messaging was also tested to find which wildlife management messages were most important to them (eight messages were tested, total). Findings would be used as benchmarks to compare to findings after the test-phase media-based program was completed.

Four messages that were rated the highest were:

1. The hunting and fishing license system is the primary method of financing wildlife management and protecting the habitat and open space in which the wildlife lives.
2. Hunting and fishing provides employment in many facets of Colorado's economy, especially in rural communities.
3. Hunting and fishing revenue provides additional funding for environmental protection and habitat acquisition.
4. Wildlife management has provided for the re-establishment of Colorado's native species including desert bighorn sheep, Shiras moose, mountain goats, peregrine falcons and cutthroat trout.

KEY FINDINGS:

- The public was generally unaware of wildlife management efforts in Colorado.
- Colorado wildlife management funding:
    - 26% believe funding comes from state taxes
    - 28% believe funding comes from hunting and fishing licensing fees
    - 39% do not know
- Only about 2 in 10 recall messaging about Colorado wildlife management
    - About 6 in 10 recalled messaging on TV

2002

JANUARY: QUANTITATIVE

Comprehensive Public Education Program: Making the Case for a Statewide Campaign

Prepared by: Muir Agency

Method: Unknown

Respondents: Unknown

Purpose: To find changes in awareness of Colorado wildlife management compared to before the two-month test-phase campaign.

KEY FINDINGS:

- The following messages are the highest recalled by participants:
    1. Wildlife management has re-established endangered species of wildlife in Colorado (Recall, 41%).
    2. Wildlife management is 90% funded by hunting and fishing licenses (Recall, 39%).
    3. Wildlife management is not supported by tax dollars. (Recall, 12%).
    4. Wildlife management contributes more than $1 billion each year into Colorado's economy (Recall, 20%).

2005

DECEMBER: QUANTITATIVE

Final Results: The Colorado Division of Wildlife and the WMPEAC Telephone Research

Prepared by: The Research Partnership

Method: Telephone Survey

Respondents: 900 non-hunters and non-anglers in Denver/Northern Front Range (Fort Collins, Boulder, Longmont, Loveland, and Greeley) and Colorado Springs and Pueblo. These individuals had not held a license for either hunting or fishing in the past two years, and do not currently hold either license.

Purpose: To obtain an understanding of non-hunters' and non-anglers' attitudes toward wildlife management, hunting and fishing, AND to obtain non-hunters' and non-anglers' recall or awareness of messages regarding the role of hunting and fishing in wildlife management within the state of Colorado.

These results would be used as benchmarks to use for comparison after the campaign runs.

This survey also started the tracking of Colorado resident perceptions of hunting and fishing.

KEY FINDINGS:

- One-third of the aggregate non-hunters (33%) indicate they do not hunt, because they do not care for hunting.
- 19% of the total respondents had never fished; of those in the total sample who have never fished, over two-thirds (68%) indicate the reason is that they do not like fishing.
- 89% of respondents were not aware that wildlife management in the state of Colorado is accomplished without using state tax dollars.
- Colorado wildlife management funding:
    - 36% believe funding comes from state taxes.
    - 37% believe funding comes from hunting and fishing license fees.
    - 40% do not know.
- Only about 13% of respondents recall any advertising about Colorado wildlife management.
    - About six in ten respondents recall the messaging from TV.

CAMPAIGN HIGHLIGHT:

- Respondents are asked about their attitudes regarding hunting and fishing for the first time.

2007

APRIL: QUANTITATIVE

Final Research Results for the WMPEAC

Prepared by: The Research Partnership

Creative Agency: Extra Strength

Method: Telephone surveys

Respondents: 1,200 residents in Denver (500), Colorado Springs (400), and Grand Junction (300).

Purpose: Compare changes in awareness by the general public of issues related to wildlife, wildlife management and hunting/fishing to benchmarks from before campaign launched in 2005. Specific message recall is also an important part of this survey.

Specific goal included to obtain awareness of the creative platforms, "Colorado Division of Wildlife Reintroduces and Reestablished Native and Other Species" and 'Keeping Colorado Wild" and that these platforms are supported through the sale of Sportsmen's licenses.

KEY FINDINGS:

- 67% of respondents deem professional wildlife management by the Colorado Division of Wildlife (now Colorado Parks and Wildlife) as very important.
- Colorado wildlife management funding (reflective of Denver market):
    - 25% believe funding comes from state taxes
    - 24% believe funding comes from hunting and fishing licensing fees
    - 36% do not know
- About 58% of respondents recalled advertising about "Colorado Division of Wildlife Reintroduces and Reestablishes Native and Other Species" (across Denver, Colorado Springs and Grand Junction markets)
    - About 6 in 10 respondents recall the messaging from TV.
    - 33% of respondents recalled hearing/seeing "Keeping Colorado Wild" (Denver market).

2008

SEPTEMBER: QUANTITATIVE

Hunting Image Research: A Communication Concept Test

Prepared by: ZenMango

Creative Agency: Extra Strength

Method: Online Survey

Respondents: 661 respondents, both hunters and non-hunters in Colorado and eligible voters.

Purpose: The Colorado Division of Wildlife (now Colorado Parks and Wildlife) wanted to introduce hunting imagery into the media communication and to quantitatively evaluate which images to use in the campaign. Methodology revolved around chronological concept testing; using varying degrees of fishing and hunting imagery to determine a threshold for messaging that will yield the least amount of negative connotation.

Concepts tested:

- Fishing
- Hunting (no weapons)
- Hunting (with bows and arrows)
- Hunting (with gun)

The survey also finds perceptions on multiple possible ballot initiative scenarios that support hunting and fishing.

KEY FINDINGS:

- 65% of non-hunter respondents were not opposed to hunting.
- Perceptions of sportsmen decrease after seeing concepts with hunters having a bow, gun, or show a deceased animal.
- In general, perceptions of outdoor sportsmen follow the same pattern as perceptions of the Colorado Department of Wildlife:
    - 81% have a positive perception of the Colorado Division of Wildlife.
    - 58% have a positive perception of sportsmen.

2009

MAY: QUANTITATIVE

May 2009 Colorado Division of Wildlife/Sportsmen Tracking Study Report

Prepared by: ZenMango

Creative Agency: Extra Strength

Method: Online Survey

Respondents: 409 Colorado residents

Purpose: Survey was conducted to compare awareness and perceptions of the Colorado Division of Wildlife to the data collected in 2007.

KEY FINDINGS:

- 52% of respondents were aware of Colorado Division of Wildlife (now Colorado Parks and Wildlife) advertising
    - This is an increase of 9% from 2007.
    - Just under nine in ten respondents recall the messaging from TV.
- Colorado wildlife management funding:
    - 74% believe funding comes from state taxes.
    - 93% believe funding comes from hunting and fishing licensing fees.
    - 37% believe state taxes are the primary funding of Colorado Division of Wildlife.

NOVEMBER:

Colorado Sportsmen Campaign Strategy – A Survey of Colorado Voters

Prepared by: Kupersmit Research

Creative Agency: Extra Strength

Method: Telephone Survey

Respondents: 400 Colorado voters (Denver, Front Range, Western Slope).

Purpose: Survey was to identify areas of progress and areas that needed additional focus and refinement within messaging of campaign.

Additionally, survey was intended to set new benchmarks for Colorado voters' perceptions of the Colorado Division of Wildlife and recall of their advertising messages.

KEY FINDINGS:

- 76% of non-hunters say they are not opposed to hunting.
- 90% of respondents have a favorable opinion of "people who fish."
- 71% of respondents have a favorable opinion of "those who hunt."
- 78% of respondents stated that their current vote for a statewide election to "significantly restrict the practice of hunting" in Colorado would be "no."
    - 88% of respondents oppose additional regulations on fishing.
    - 70% of respondents oppose additional regulations on hunting.
- Colorado wildlife management funding:
    - 87% believe funding comes from hunting and fishing licensing fees.
    - 34% believe funding comes from state taxes.
    - 12% are not sure.
- 65% of respondents say they recall advertising of "Colorado Sportsmen" or from "The Division of Wildlife" in past year.
    - 19% recall of Keep Colorado Wild.
    - Eight in 10 say they remember seeing the ad on TV.

2010

JULY: QUANTITATIVE

WMPEAC: A Survey of Colorado Voters

Prepared by: Kupersmit Research

Creative Agency: Extra Strength

Method: Telephone Survey

Respondents: 400 Colorado registered voters

Purpose: Interviews are conducted to measure change in perceptions, awareness and understanding of the role of licenses in funding Colorado wildlife management, while also measuring the recall of advertising messages compared to the benchmarks set in the 2009 survey.

Additionally, a specific goal was to gauge the public's interest about the opportunities for beginners to learn about hunting.

KEY FINDINGS:

- About 75% of respondents oppose additional regulations on hunting.
- About 85% of respondents oppose additional regulations on fishing.
- Colorado wildlife management funding:
    - 64% believe funding comes from hunting and fishing licensing fees.
    - 21% believe funding comes from state taxes.
    - 13% do not know.
- 68% recall of advertising featuring "Colorado Sportsmen" and "The Division of Wildlife."

2011

Qualitative and Quantitative

Brand Ignition Point Research

Prepared by/Creative Agency: CCT Advertising (now Pilgrim)

Method: Secondary Research, Focus Groups and Surveys

Respondents: 7 focus groups conducted – Colorado Parks and Wildlife Internal, Denver non-hunters/anglers, Denver hunters/anglers, Denver Spanish-speaking Hispanic non-hunters/anglers, Denver Spanish-speaking Hispanic hunters/anglers, Grand Junction non-hunters/anglers, and Grand Junction hunters/anglers.

Purpose: The research tested different benefit boards to see how diverse demographics responded to the benefit messages pertaining to wildlife, wildlife management and hunting and fishing in Colorado. The focus groups also helped construct a "Brand Triangle" that illustrated the brand's personality, attributes and core essence.

KEY FINDINGS:

Benefit messages were ranked by importance according to participants:

1. Hunting/fishing licenses are a primary source of funding for wildlife management.
2. Hunting and fishing generate about the same amount of ski revenue as the ski industry.
3. Hunting and fishing generate 21,000 jobs in small towns across the state
4. The funding keeps herds healthy so everyone can view wildlife year in and year out.
5. Protect endangered species.

PERSONALITY

- Approachable.
- Responsible.
- Educated.
- Thoughtful.
- Respectful.
- Family-Oriented.

COLORADO WILDLIFE COUNCIL

BRAND TRIANGLE

ATTRIBUTES

- Taking care of the things that make Colorado special.
- Surprising economic benefits and impacts.
- Primary source of funding for important wildlife management activities.

BRAND CORE ESSENCE

Just like you, sportsmen take care of Colorado.

KEY SUPPORT

- They help protect Colorado habitat & native species.
- They love & respect the outdoors & nature.
- They "pay their own way," through annual license fees.
- They're invested in keeping Colorado a special place.

CAMPAIGN HIGHLIGHT:

- The Wildlife Management Public Education Advisory Council is now known as the Colorado Wildlife Council.

2012

AUGUST: QUANTITATIVE

Colorado Wildlife Council Statewide Survey

Prepared by: Left Brain Concepts

Creative Agency: CCT Advertising (now Pilgrim)

Method: Telephone Survey

Respondents: 400 Colorado residents (hunters/anglers and non-hunters/non-anglers)

Purpose: To determine the effectiveness of the Colorado Wildlife Council's advertising campaign through awareness and recall of the messaging, in addition to measuring attitudes and awareness toward hunting and fishing in Colorado. Results were compared to surveys conducted in 2009 and 2010.

KEY FINDINGS:

- 96% of respondents said they are not opposed to fishing; 85% are not opposed to hunting.
    - 80% of non-hunters are not opposed to hunting; 93% of non-anglers are not opposed to fishing.
- 30% say they became more supportive of hunters and anglers as a result of the campaign.
    - 56% have a positive perception of hunters.
    - 71% have a positive perception of anglers.
- About 73% of respondents would vote to not restrict hunting, while 84% said they would vote to not restrict fishing.
- 61% of respondents recalled advertising (50% of respondents recalled the advertising when referred to as "hunting and fishing in Colorado," 11% recalled mentions of the Wildlife Council).
    - About 8 in 10 respondents recall the messaging from TV.

CAMPAIGN HIGHLIGHT:

- CCT Advertising launches "Hug-a-Hunter" campaign.

2013

DECEMBER: QUANTITATIVE

Colorado Wildlife Council Statewide Survey

Prepared by: Left Brain Concepts

Creative Agency: CCT Advertising (now Pilgrim)

Method: Telephone Survey

Respondents: 400 Colorado Residents (hunters/anglers and non-hunters/non-anglers)

Purpose: Survey conducted to determine the awareness and effectiveness of the new Hug-a-Hunter Campaign that had recently ended in November 2013, in addition to measuring attitudes and awareness toward wildlife, wildlife management and hunting and fishing in Colorado.

KEY FINDINGS:

- 98% of respondents said they are not opposed to fishing; 89% are not opposed to hunting.
    - 87% of non-hunters are not opposed to hunting; 98% of non-anglers are not opposed to fishing.
- Results show that the campaign generates more support for hunters and anglers.
    - 63% have a positive perception of hunters.
    - 73% have a positive perception of anglers.
- 81% or respondents would vote to not restrict fishing and 76% or respondents would vote to not restrict hunting.
- 58% of respondents recalled advertising (48% of the respondents recalled advertising when referred to as "hunting or fishing in Colorado," 10% recalled advertising about the Wildlife Council).
    - About 8 in 10 respondents recall the messaging from TV.
    - 25% recall Hug-a-Hunter tagline.

2014

FEBRUARY: QUANTITATIVE

Wildlife Ad Awareness & Attitudes Survey

Prepared by: Corona Insights

Creative Agency: Pilgrim

Method: Telephone Survey (with cellphones and landlines)

Respondents: Statistically weighted (for nonresponse bias by age and gender) random sample of 401 residents of Colorado (both voters and non-voters and hunters/anglers and non-hunters/ non-anglers).

Purpose: Corona Insights changed the sampling method and survey instrument from previous years to assess awareness of the Hug-a-Hunter campaign and attitudes toward hunting and fishing.

KEY FINDINGS:

- 82% of respondents said they supported fishing; 72% of respondents said they supported hunting.
    - 63% of non-hunters support hunting; 70% of non-anglers support fishing
- Those that have seen the advertising are more likely to have a favorable opinion of people who hunt and/or fish:
    - 65% have a positive perception of hunters.
    - 72% have positive perceptions of anglers.
- 73% of respondents (registered to vote) would vote no to restrict the practice of fishing/fishing opportunities; 66% of respondents (registered to vote) would vote no to restrict the practice of hunting/hunting opportunities.
- Awareness of advertising has slightly declined from previous years.
    - About 51% of respondents recalled advertising of hunting and fishing or of Hug-a-Hunter.
    - About 75% of respondents recall the messaging from TV.
    - 19% recall the Hug-a-Hunter tagline.

2015

OCTOBER: QUALITATIVE

Brand Ignition Report Messaging Research

Prepared by: Pilgrim

Method: Focus Groups

Respondents: Denver (4 groups), Grand Junction (2 groups). No active sportsmen, two women-only groups and one Hispanic group.

Purpose: Focus groups were conducted to inform future campaign messaging. Insights from focus group also helped update the past "brand triangle" (2011) to include a brand essence for Hug-a-Hunter.

KEY FINDINGS:

Benefit messages were ranked by importance according to participants:

1. Protect endangered species
2. Controlling overpopulation
3. The science behind it
4. Creating jobs
5. As important as the ski industry

DECEMBER: QUANTITATIVE

Wildlife Ad Awareness & Attitudes Survey 2015

Prepared by: Corona Insights

Method: Telephone Survey

Respondents: 402 randomly sampled Colorado residents statistically weighted for proportional representation of state demographics.

Purpose: The survey was conducted to track changes in awareness of the advertising campaign and attitudes toward the Colorado Wildlife Council and hunting and fishing.

KEY FINDINGS:

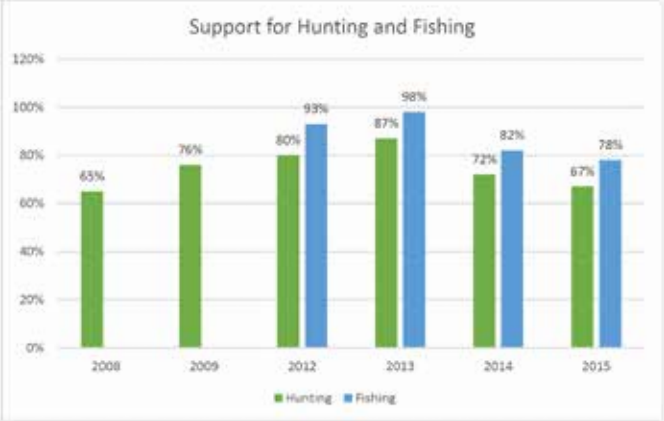
- 78% of respondents said they supported fishing; 67% of respondents said they supported hunting.
- Opinions of hunters and anglers have not changed from the previous year.
    - About 65% have a positive perception of hunters.
    - About 75% have a positive perception of anglers.
- 72% of respondents would vote no to restrict the practice of fishing/fishing opportunities; 63% of respondents would vote no to restrict the practice of hunting/hunting opportunities.
- Ad recall improved from 2014, though message recall stayed the same.
    - About 61% of respondents recalled advertising
    - About 76% of respondents recall the messaging from TV.
    - 23% do not remember what the message was about.
    - 25% of respondents recall the Hug-a-Hunter tagline.

2001–2015 DATA TRACKING

The following charts show change in key data collected through research conducted from 2001–2015.

NOTE: These charts were crafted with the understanding that quantitative research methods and questions were not consistent from year to year.

TABLE ONE:



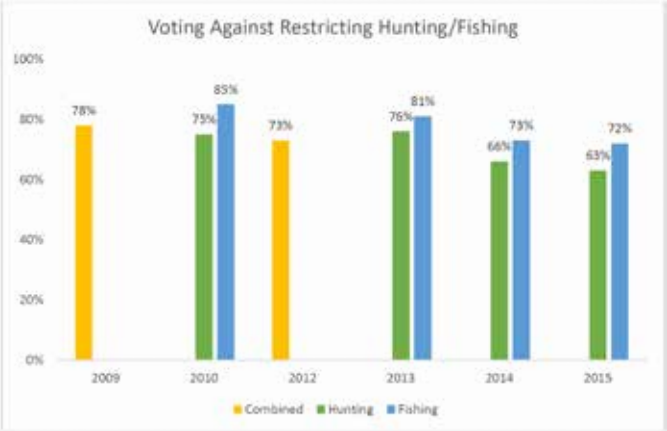
**Years 2008–2009 focused on hunting only in the context of "opposed" and "not opposed"*

**Years 2012–2013 reflected "opposed" and "not opposed"*

**Years 2014–2015 reflected "support" and "opposed"*

TABLE TWO:

Respondents consistently do not support restrictions on fishing and hunting. However, it is trending downward.



**In 2009 and 2012, respondents were asked if they would vote against regulating hunting and fishing together.*

TABLE THREE:

Respondents' positive perception of hunters and anglers has steadily increased over time. In 2008, respondents were asked about their perception of sportsmen.

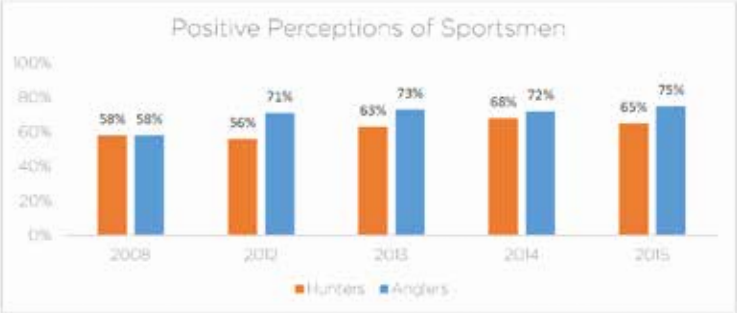
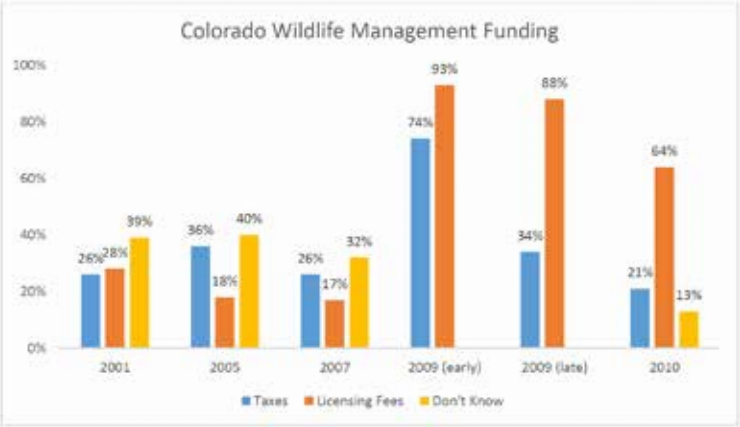


TABLE FOUR:



**Years beyond 2010 focused on perceptions of license fees versus awareness of where the funding comes from.*

**In 2009, studies were switched from telephone interviews to online surveys. In an online survey, it is easier for the participant to view and select from the options provided, which can result in higher results.*

**When a "Don't Know" option is provided, respondents are forced to guess on options that normally wouldn't be selected.*

TABLE FIVE:

Recall of the "Hug-a-Hunter" tagline has remained low since the campaign's launch.

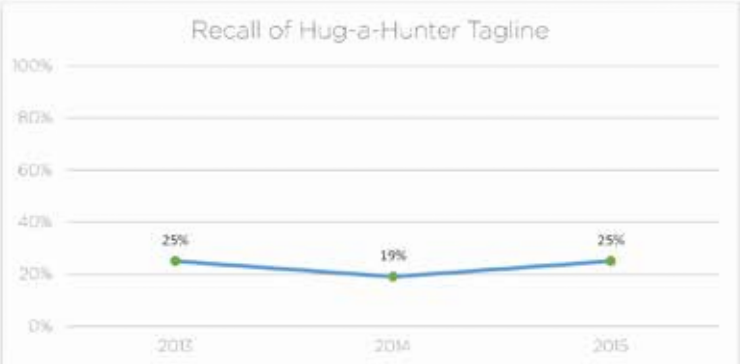


TABLE SIX:

The percentage of respondents that recall advertising about Colorado Wildlife has remained between 50 to 70 percent since 2007.

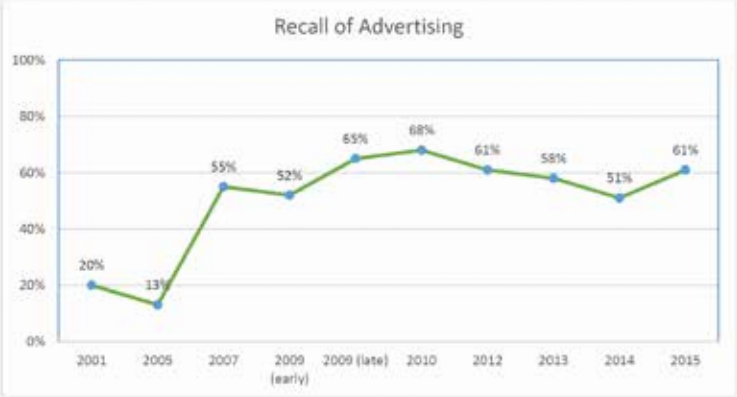
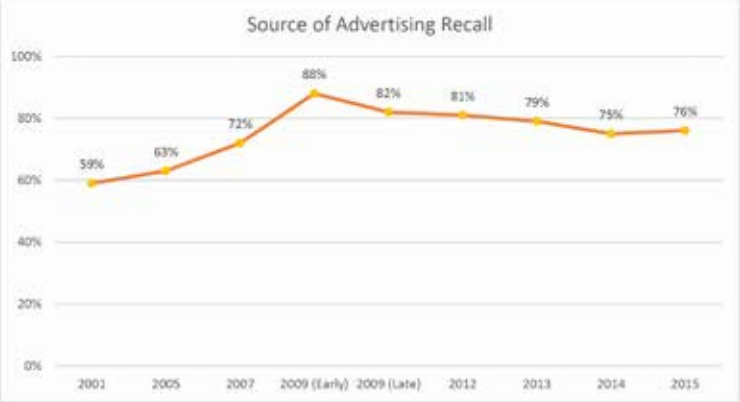


TABLE SEVEN:

TV is the most common media channel that respondents recall seeing messaging about Colorado wildlife management.