



MEDIA INPUT BRIEF

CLIENT: COLORADO WILDLIFE COUNCIL

CAMPAIGN + JOB NUMBER: Fall/Winter Bridge Campaign / 19222

DATE: AUGUST 2026

Marketing Objectives

What should the campaign accomplish?

Improve the public's perception of hunting and fishing in Colorado.

Educate the public about the benefits of wildlife management and hunting/fishing recreational opportunities.

Target Audiences

Who are we talking to? Demographics, behaviors, beliefs, etc. Include Journey Map as attachment if it exists.

Current audience segments are below:

–**Adventurous Environmentalist:** A18–44; outdoorsy, enjoys hiking, fishing, camping; more likely to be female; leans democratic/liberal; falls in higher income bracket

–**Hunter Adjacent:** A18–29; not active hunters but indifferent or supportive of hunting; more likely to be male; range on political views / majority are independents; falls in a lower income bracket

Geography

Specific states, regions, cities we should be targeting? If known, include parameters (metro area, DMA, zip codes, etc.).

State of Colorado, with a high concentration on the high population of the Front Range.

Timing

What is the ideal live date? Duration? Any other timing considerations/seasonality we need to be aware of (promotional periods, booking periods, etc.)?

Live by October 1, 2026.

KHM to make recommendation for campaign duration and flighting.

New campaign will be planned separately with likely launch in early Spring 2027.



Measurement and Attribution

How will success be defined and measured? How will metrics be reported?

Standard media metrics; include measurement strategy in plan recommendation.
KHM to recommend unique metrics to help more clearly define marketing success.

Landing page for campaign: cowildlifecouncil.org

Channel Considerations

What are your historically highest performing tactics? Tactics you want to test? Is anything off the table? Are there mandates? Limitations in production budget that preclude certain tactics?

CWC to confirm mandates. Any partnerships that must be renewed? Other must-haves?

As we will pick up existing assets, do not include new tactics on this plan. (Opportunity for new tactics will come when a new campaign is developed.)

Budget

What is the media budget for the defined campaign timing?

Media team to make recommendation on how much of total media budget should go toward this effort.

Annual media budget: \$1,623,000

Planning Timeline

What are key dates/milestones?

MIB review with Megan: 7/28

MIB to committee to review: 7/29

MIB review with Council: 8/20

Plan presentation to Megan: 9/8

Slides due for Council meeting: 9/10

Plan presentation/approval to Council: 9/17

Live: 10/1