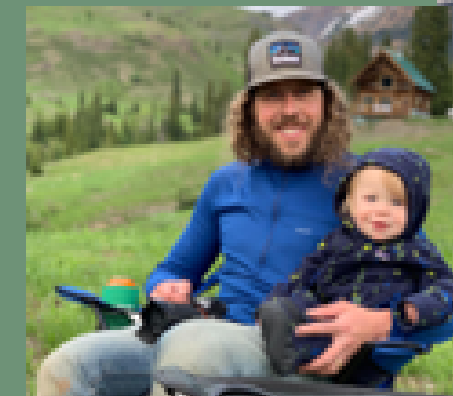
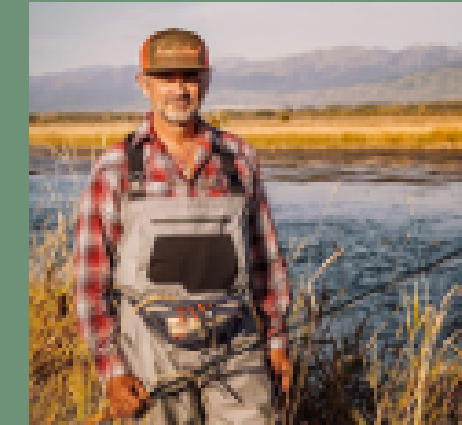

Karsh Hagan Intro



**COLORADO
WILDLIFE COUNCIL**

OUR CORE KH TEAM

- **Camille Ziccardi & Carol Quinn (Strategy & Lead):** 30+ combined years of making complex marketing plans easy to understand and execute.
- **Jeff Martin (Creative):** 30 years of storytelling; specialized in campaigns that drive social impact and real-world action.
- **Melissa Pert (Media):** Manages a 16-person team to ensure your message is seen in the right places at the best prices.
- **Campbell Levy (Public Relations):** A former backcountry guide who "lives the stories" he pitches to national outlets like CNN and Smithsonian.



QUALIFICATIONS & EXPERIENCE

- **Re-establishing a Legacy (South Dakota):** They strategically repositioned the state as a premier destination, driving a +1,431% increase in bookings and capturing 47% of all license sales through direct media efforts.
- **Purpose-Led Advocacy (Aspen Snowmass):** They scaled a localized climate concern into a national movement with 1M+ impressions, proving their ability to mobilize the "on-the-fencer" through shared values.
- **Behavioral Stewardship (CTO):** Through their campaign, they found that consumers' views of Colorado's protection and preservation of its natural resources are strongly positive. Compared to other states, Colorado leads the competitor set and ranks only behind Alaska and Hawaii in Destination Stewardship performance.
- **Market Disruption (CO Wine):** They identified a younger Colorado wine audience (tasting notes to travel and vibes), securing earned features in Forbes and The Denver Post to capture premium, outdoorsy traveler segments.



THE STRATEGIC FOUNDATION

- **Audience Segmentation & Intelligence:** They move beyond basic demographics to identify "Audience Motivators." They map the landscape to understand exactly what triggers a neutral resident to value wildlife management.
 - **The Brand Accelerator:** A collaborative workshop (used by brands like Apple and Disney) to align the Council on one "North Star" goal.
 - **Data-Driven Briefing:** They utilize proprietary research from the outdoor sector to build creative briefs with measurable KPIs, ensuring every dollar is aimed at a specific result.
 - **Deliverable:** A clear "Strategic Campaign Brief" that serves as the rulebook for all future ads.
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CREATIVE & STORYTELLING

- **Intentional Design:** They use the Research and Brand Accelerator findings to build a strategic brief, ensuring every idea is "intentional" rather than just "inspired."
- **The Living Story Bank:** They maintain an always-evolving repository of narrative sparks, characters (rangers, guides, ecologists), and data points that ensure CWC content never feels "canned" or repetitive.
- **Outpitching the Rest:** They don't just send press releases; they hand-pick journalists to secure larger "feature" stories for the CWC.
- **Social Media Storytelling:** By leveraging User-Generated Content (UGC) and elevating "under-told stories" from the field, they create authentic experiences that drive deep brand loyalty.



SMART MEDIA & TRANSPARENCY

- **The \$40M Advantage:** They manage \$40M in annual media, giving the Council massive negotiation power to make every dollar go further.
 - **Always-On Media:** They establish a permanent "baseline of trust" with the general public (Gen Z/Millennials), preventing the need to "re-educate" the audience every single year.
 - **Ethical AI:** Using advanced tools for predictive modeling and optimization to lower costs (historically reducing costs per person reached by up to 43%).
 - **Behavioral ROI Dashboards:** They provide the Council with real-time, transparent access to data that tracks sentiment shifts and behavior, not just impressions. You will see what your investment is doing as it happens.
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TIMELINE & BUDGET

PRICE

Approach

The costs shown here are estimated based on what we know now. If we are fortunate enough to be awarded this business, we will work with your team to refine as needed.

Flexibility in Allocation

Our proposed ranges give the Council the ability to direct investment where it will have the greatest impact each year, while always working within the fixed \$2.5M annual budget. In Year 1, we anticipate higher investment in creative production and research to establish strong foundations and test messaging. In later years, as assets and insights are proven, more dollars can shift into media placements to scale reach and influence. Throughout the contract, we will secure Council approval for any adjustments, provide clear monthly reporting, and continually optimize based on performance.

Agency Fee*	\$485,000 <i>(\$40,416.66 billed monthly)</i>
Research & Planning	\$30,000 - \$40,000
Creative Production	\$175,000 - \$250,000
Media Placements	\$1,655,000 - \$1,725,000
TOTAL	\$2,500,000

THANK YOU!
