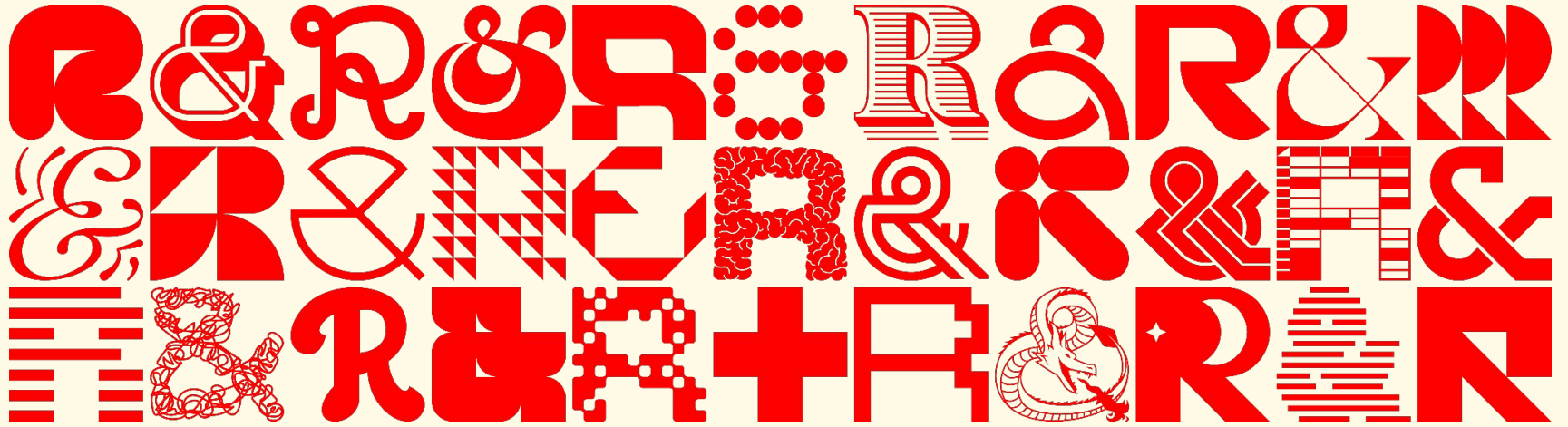




Colorado Wildlife Council Creative Concepts

July 2025



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Creative Concepts

Where does the creative concepting come from...?

CREATIVE BRIEF

The One Thing

**Legal hunting keeps
Colorado healthy.**
(And legal fishing does too.)



Audience

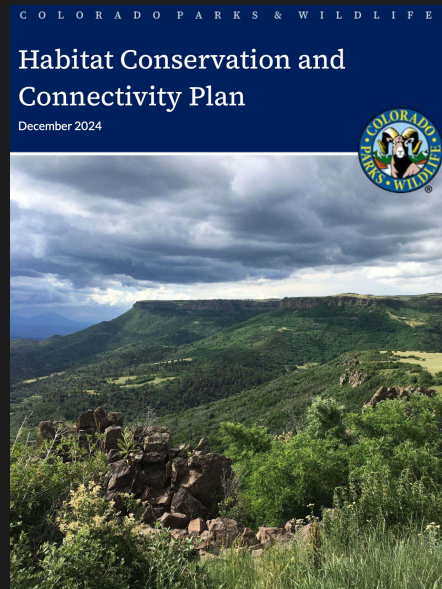
Adventurous Environmentalist

- Are indifferent toward hunting.
- Have certain moral issues with hunting specifically around hunting for sport.
- Struggle to understand how hunting contributes to maintaining a healthy ecosystem in Colorado.
- Do not believe restrictions on hunting would impact them personally.



Pressure Testing

- Does the work connect with the Adventurous Environmentalist to understand how the license fees generated by hunting and fishing contribute to maintaining a healthy, sustainable ecosystem in CO
- Does it clearly show the benefit to *all* who love Colorado's outdoors?
- Can our facts be verified by CPW or other reputable sources?
- Does the work reinforce how legal hunting keeps Colorado healthy?
- Is the CPW officer/biologist established as a trusted voice?



Creative Hurdles to Overcome

- Two days max filming
- Limited crew travel and company moves
- Additional long-form videos

Solutions

For production efficiencies, we would like to film the work in relative close proximity to each other. This will allow us to maximize the content.

- Aquatic – Rivers, Lakes & Streams
- Forest
- Shrublands
- Bonus Social

CONCEPTS



Aquatic – Rivers, Lakes & Streams



Kayak :30 TV

VO: **Colorado is the home to world-class recreation, with tens of thousands of miles of trails and rivers.**

Open on a shot of a river, before a wide shot of a beautiful lake. We see people recreating.

VO: **Keeping those lands, and rivers open and thriving for people to enjoy is made possible by hunting and fishing.**

Cut to a shot of birds in the wetlands and a shot of a lake, and others—cranes, otter, beaver, martens. We cut to a CPW biologist revealing he has been talking to us.

BIOLOGIST: **License fees support conservation, like the Colorado Wetlands Program, which has preserved and restored more than 2,200 miles of streams and over 20,000 acres of wetlands.**

Montage of CPW experts working, from water testing, population management, and other actions. CPW biologist measures water purity. Then they are planting willows along the shore.

BIOLOGIST: **That benefits all of Colorado's wildlife, from the playful otter...**

We see an otter floating down a river...

BIOLOGIST: **...To the curious kayaker.**

Then a match-cut of a woman on kayak who is grinning and pointing at wildlife she's spotted.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



That Feeling :30 TV

We open with the camera panning across a beautiful Colorado vista. We see a waterfall a mountain stream, and elk walking. Through binoculars we see a moose walking.

VO: **You know that peaceful feeling you get when you get outside? When you unplug from everything? The reason we all live in Colorado is for the outdoors.**

We cut back to the vista and the camera pans to reveal a CPW biologist holding binoculars who has been talking to us.

BIOLOGIST: **Most people don't know that hunting and angling help pay for this. License fees from hunting and fishing help biologists restore wildlife habitat and allow access to trails...that we might not have otherwise.**

As he talks, we see mountain bikers ride by waving.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Otter :30 TV

Open on a riverbank, where a sleek otter slips into the water. Cut to CPW biologist talking along the riverbank.

BIOLOGIST: **Once gone from Colorado, the otter was restored to our waters, thanks to conservation funded by hunting and fishing licenses.**

Cut to a kayaker paddling the same stretch of river. Clever editing makes them look near each other, or a match cut uses similar angles to draw a parallel.

BIOLOGIST: **Those funds help keep lands, lakes, and rivers open for us to enjoy—over 39,000 miles of trails.**

Cut back as the officer talks to us. We pull out we see they are actually on a kayak, which they enjoy as a hobby when they aren't working as an CPW officer.

BIOLOGIST: **Cleaner waterways don't just help otters thrive; they give us better ways to paddle, play, and connect.**

We see a family hiking on a trail near a river. They wave to the kayaker we saw earlier.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Forest



2

Wolverines :30 TV

We see footage of wolverines.

BIOLOGIST: **Wolverines are one of the most famous species in the US, but they are also one of the most threatened.**

We see a biologist walking through a forest habitat.

BIOLOGIST: **And Colorado is one of the last places in the US with habitats that can support them.**

The biologist checks things in the habitat, like vegetation that the wolverine's prey likes.

BIOLOGIST: **So, thanks to fees from hunting and fishing licenses, we're working to reintroduce them.**

We see footage of wolverines.

BIOLOGIST: **As scavengers, they're the house keepers of the forest and a key part of keeping our ecosystems healthy. Plus, they're just pretty cool.**

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Connected :30 TV

Open on a wildlife biologist hiking in an urban interface area.

BIOLOGIST: Most people don't realize they've disturbed wildlife because they never see it. But development can disrupt and cut off migration corridors.

We see a deer walking in a neighborhood.

BIOLOGIST: So We've been working to improve winter habitat and migration corridors for big game, like elk and pronghorn.

We see more images of wildlife.

BIOLOGIST: That includes studying where new trails are built for people and restoring connected habitats so wildlife can move safely.

Cut to trail work in progress sign and our biologist working alongside other people on the trail.

BIOLOGIST: License fees from hunting and fishing pay for restoration like this, making our outdoor spaces more enjoyable for everyone.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Shrublands

3

Prairie Dogs :30 TV

We see a CPW biologist perched on the hood of a truck in the scrublands. They have binoculars and a notebook.

BIOLOGIST: When you think of the most vital animal in an ecosystem, do you think of prairie dogs? We do.

We see footage of a prairie dog popping out of a hole.

BIOLOGIST: Prairie dogs are a keystone species, meaning our grassland habitats depend on them. And we depend on grasslands for carbon storage.

We see camera trap footage of all the different animals that use prairie dog burrows.

BIOLOGIST: But disease is threatening their numbers.

The officer makes notes about what they are seeing.

BIOLOGIST: So with funds from hunting and fishing licenses, we're studying how vaccinations can help prairie dogs fight off disease.

We see footage of thriving prairie dogs.

BIOLOGIST: Making them, and the whole ecosystem, healthier.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Burrowing Owls :30 TV

We see a CPW biologist walking up to a prairie dog hole.

BIOLOGIST: Most owls live in trees. But some, live in prairie dog holes. And aren't night owls at all.

We see trail cam footage of burrowing owls hanging out at a prairie dog hole during the day and the night.

BIOLOGIST: Burrowing owls will hunt day or night.

The biologist inspects a trail cam near the burrow.

BIOLOGIST: Helping protect crops and reduce the spread of disease by hunting thousands of insects and rodents.

We see footage of a thriving prairie dog colony.

BIOLOGIST: Everything in this ecosystem is connected.

We see the biologist surround by vast grasslands.

BIOLOGIST: So by using the fees from hunting and fishing licenses to restore and protect the habitat that prairie dogs love...

We see more footage of owls hanging out at a prairie dog hole.

BIOLOGIST: We put more houses on the market for owls.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Bonus Content



4

Resilience :15 TV

We open on a CPW biologist walking along the edge of some wetlands.

BIOLOGIST: Wetlands are key to Colorado's climate resilience. They help prevent flooding and can store fifty times more carbon than rain forests.

We see lots of animals enjoying the wetlands. Ducks, beavers, muskrats, etc.

BIOLOGIST: Thanks to fees from hunting and fishing licenses, we're able to help keep them healthy for everyone who lives here.

The biologist walks by a hiker viewing an animal through binoculars.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Water Quality :15 TV

We see a biologist in the wetlands holding a Brita type pitcher for filtered water.

BIOLOGIST: You probably have one of these to filter water. Nature has one too.

We see the wetlands around them.

BIOLOGIST: Wetlands are natural filters that improve our water quality. And thanks to license fees from hunting and fishing, we're able to restore more of them every year.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Creative Options

Option 1: Aquatic – Rivers, Lakes & Streams



Kayak

Streams & wetlands restored



That Feeling

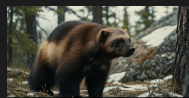
Wildlife habitat & trail access



Otter

Restore otters & rivers

Option 2: Forest



Wolverines

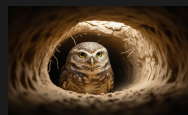
Species reintroduction



Connected

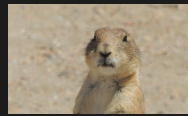
Migration, restoration, recreation

Option 3: Shrublands



Burrowing Owls

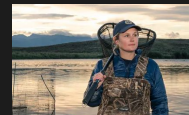
Owls & habitat



Prairie Dogs

Keystone species

Bonus Social



Resilience (:15)



Water Quality (:15)

Creative Rotation

:30 Videos

:15 Videos

:06 Videos

Digital Banners &
Social

Out of Home

Website

Existing Rotation:
This is what we currently
have running from
now-November

Bighorn Sheep

Bighorn Sheep

Moose

Moose

Moose

Guided by Science

Moose

Seeds

Seeds

Swift Fox

Swift Fox

Swift Fox

Elk

Fish Delivery

Elk

Elk

Elk

Bighorn Sheep

Guided By Science

Batty

Guided by Science

What's Next:
This will be the next round
of creative

Otter/Owl

Otter/Owl

Otter/Owl

Otter/Owl

Otter/Owl

Longform

Moose

Bighorn Sheep

Seeds

Elk

Moose

Otter/Owl

Elk

Seeds

Moose

Moose

Elk

Bighorn Sheep

Bighorn Sheep

Batty

Guided By Science

 = Morality message

 = Benefits/education message

Our Timeline

Subcommittee Review Concepts	7.28.25 – 8.1.25
Creative Refinement	8.4.25 – 8.7.25
Subcommittee Approval	8.8.25 – 8.11.25
Revisions	8.12.25 – 8.13.25
Council Presentation	8.14.25
Formal Council Approval	8.15.25–8.19.25
CPW Review/Approval	8.15.25–8.22.25
Pre-Production	Sept.

Let's Play.