



COLORADO WILDLIFE COUNCIL

AGENDA

01 SUPPORTING SCIENCE IN THE WILD
CAMPAIGN

02 FY23/24 MEDIA RECAP

03 Q3 NEWSLETTER PERFORMANCE
OVERVIEW & TOPICS

04 QUANTITATIVE RESEARCH OVERVIEW

INSERT IMAGE FROM
CAMPAIGN



01

SUPPO
IN THE

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BRIEF: THE ONE IDEA



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



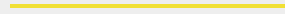
PRIMARY AUDIENCE

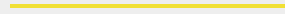
Adventurous Environmentalist

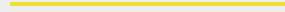
- Are indifferent towards hunting
- Have certain moral issues with hunting specifically around hunting for sport
- Struggle to understand how hunting contributes to maintaining a healthy ecosystem in Colorado
- Do not believe restrictions on hunting would impact them personally.

SUPPORTING SCIENCE IN THE WILD

This is our second year running the Supporting Science in the Wild campaign. Similar to year one, we are featuring Colorado Parks and Wildlife biologists and officers. As experts in wildlife management, they understand more about how regulated hunting helps wildlife and our outdoor environment than anyone. They add credibility to our message and allow us to highlight how Colorado's wildlife and landscapes are held in balance by conservation work, which is funded primarily with hunting and fishing license fees.







02

FY23/24 MEDIA RECAP

PAID MEDIA PERFORMANCE

MEDIA OBJECTIVES & GOALS

- **Campaign Objective**
 - Increase awareness among the In The Wind audience 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

SEPTEMBER 2023–OCTOBER 2023

IN THE WIND CAMPAIGN
PAID MEDIA REPORT & HIGHLIGHTS

PLANNING PARAMETERS

BUDGET: \$45,111

TIMING: September 25, 2023 – October 31, 2023

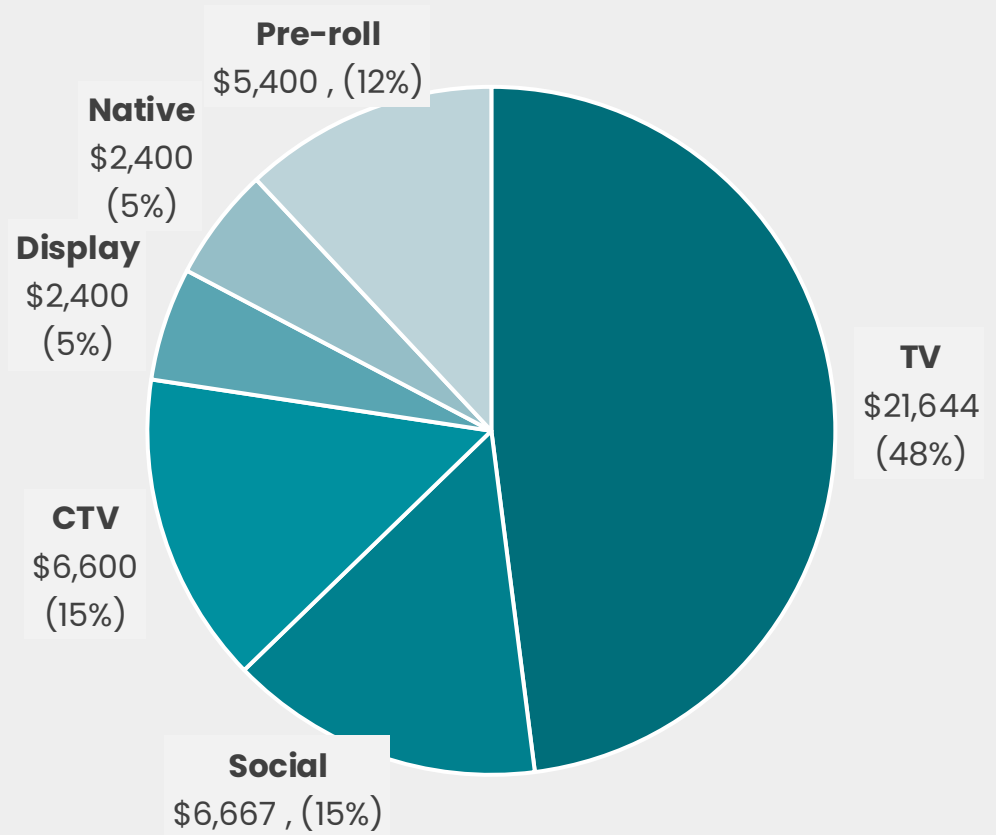
AUDIENCE: In The Wind (Adults 18-34)

- TACTICS:**
- Broadcast Television
 - Facebook/Instagram
 - The Trade Desk:
 - CTV
 - Display
 - Native
 - Pre-roll

CAMPAIGN RESULTS

9.25.23 to 10.31.23

- 3,890,157 total impressions
- 4,712 total clicks
- \$45,111 total cost



IN THE WIND KEY METRICS

Television:

- The campaign delivered 95,599 impressions for Adults 18-34 with 8 total spots running in various NFL games including Broncos/Chiefs. The Fox creative ran in both 15 and 30 second versions.

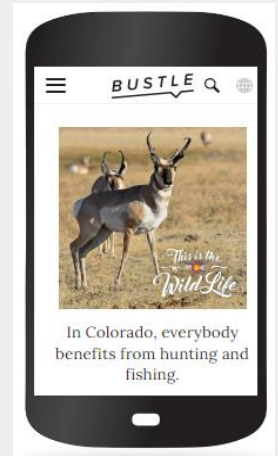
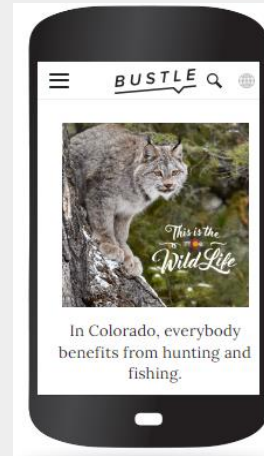
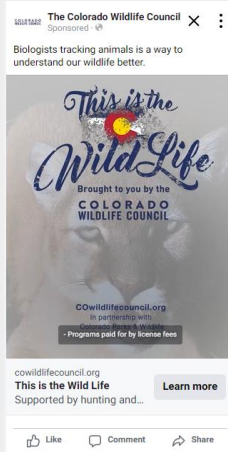
Facebook/Instagram:

- The campaign delivered 2,039,013 impressions in total with an overall CTR of 0.15%, which is slightly below the FY '22-'23 average CTR of 0.23%, which could be attributed to the short flight and/or ad exhaustion.

The Trade Desk:

- CTV
 - The CTV campaign delivered 186,955 impressions, with a 98% completed view rate, overperforming from the 85% benchmark.
- Display
 - The Click Through Rate (CTR) for the campaign finished at 0.103% overall, which is significantly above the benchmark of .05%. The Display campaign delivered 555,118 impressions.
- Native
 - The Click Through Rate for Native achieved a 0.97% overall and generated 725 clicks with 744,107 impressions.
- Pre-roll
 - A total of 269,455 impressions were delivered with a CTR of 0.156%, which beats the benchmark of 0.57%.

IN THE WIND CREATIVE OVERVIEW



NOVEMBER 2023–JUNE 2024

SUPPORTING SCIENCE IN THE WILD CAMPAIGN
PAID MEDIA REPORT & HIGHLIGHTS

PLANNING PARAMETERS

BUDGET: \$1,793,509

TIMING: November 1, 2023 – June 30, 2024*
*Plus the CO Rockies Sponsorship

AUDIENCE:

- Adventurous Environmentalist (Adults 18-44)
- Hunter Adjacent (Adults 18-29)

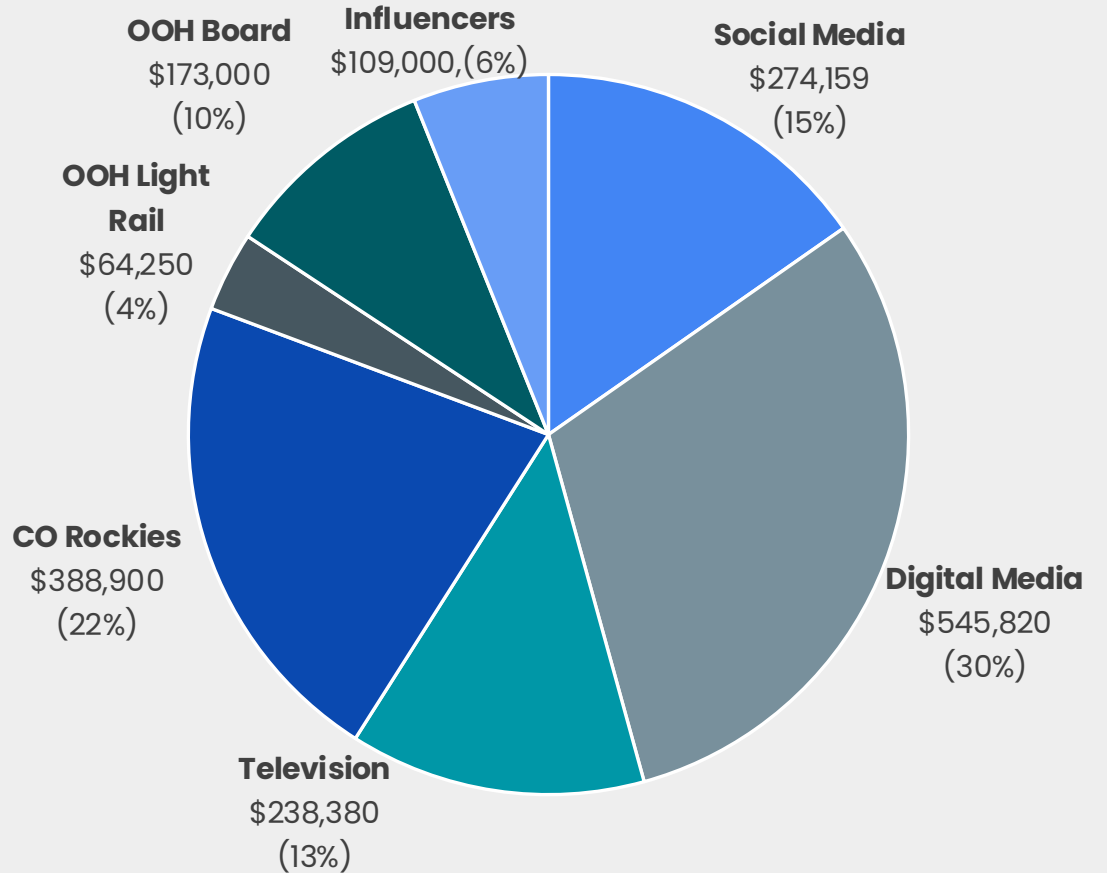
TACTICS:

- Broadcast Television
- OOH
- The Trade Desk
- YouTube
- Facebook/Instagram
- Reddit
- Snapchat
- Spotify
- TikTok
- Email

CAMPAIGN RESULTS

11.1.23 to 6.30.24

- 178,821,002 total impressions
- 391,195 total clicks
- \$1,793,509 total cost



TRADITIONAL MEDIA

TELEVISION

TIMING: November 2023 – June 2024

TOTAL SPOTS: 461 (includes Added Value bonus)

GEOGRAPHY: Denver DMA

Broadcast delivered **3,000,219 impressions** to Adults 18-49 with additional details below:

Top programming by Adults 18-49 impressions:

- Regular Season NBA Nuggets game: 133,155 impressions
- Playoff NBA Nuggets game: 118,296 impressions
- Denver Broncos Sunday Night game: 115,747 impressions
- Playoff NBA Nuggets game: 104,279 impressions
- NFL Wildcard Playoff game: 102,085 impressions

- A total of 234 bonus spots were negotiated for **\$151,345 in added value from November 2023 – June 2024**

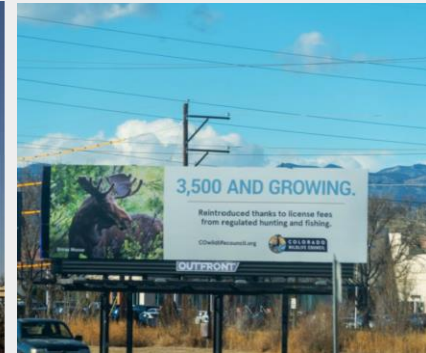
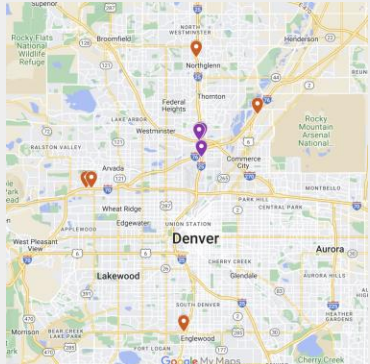
OOH BILLBOARDS

TIMING: November 2023 – March 2024, June 2024

TACTICS: 5 Static Boards Nov-Mar, 4x Digital in June

GEOGRAPHY: Metro Denver Area

IMPRESSIONS: Weekly estimated: 968,076 / 2,567,084
22-week report total: 27,693,705



OOH LIGHT RAIL WRAP

TIMING: November 2023 – June 2024

TACTICS: 1 Full Light Rail Wrap (2 sides)

GEOGRAPHY: Metro Denver Area

IMPRESSIONS: Weekly estimated: 433,941
33-week report total: 14,320,053
Added Value estimated at 7,376,997 additional impressions worth \$21,250 (and still running!)



COLORADO ROCKIES SPONSORSHIP



2023 Season executions:

- Pre-game video on jumbotron
 - Outfield wall signage
 - L-bar branding
 - Moose mural
 - Bag giveaway on 9/17/23
 - Digital (2 social posts, 1 eblast)
-
- Total attendance for the 2023 season: 2,607,935
 - Estimated impressions for the 2023 season: 2,935,181

DIGITAL MEDIA

| 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> | Connected TV | 3,474,613 | 98.97% Completion Rate | \$113,171.46 |
| <p>Targeted the audience with multiple messages across several channels with optimal frequency to keep Colorado Wildlife Council top-of-mind.</p> | Pre-Roll Video | 4,654,595 | 64.73% Completion Rate 13,523 Clicks 0.291% CTR | \$94,064.40 |
| <p>Targeting:</p> <ul style="list-style-type: none"> 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. Adventurous Environmentalist audiences received higher spend for all tactics and overall creative performance may be skewed by allocated spend. Testing hobbies including photography and birdwatching enthusiast audiences as well as custom AI audiences modeling current Colorado Wildlife audiences. Retargeting website visitors | Display | 7,345,450 | 6,129 Clicks 0.083% CTR | \$42,645.45 |
| | Native | 10,111,501 | 9,890 Clicks 0.098% CTR | \$41,747.99 |

THE TRADE DESK LEARNINGS

- Best performing creative by clicks/CTR or Impressions:

| Tactic | Metric | Creative |
|----------|-------------|-----------------------|
| CTV | Impressions | Outdoor Economics :15 |
| Pre-roll | Clicks | Elk :30 |
| Native | CTR | Elk |
| Display | Clicks | Moose (Mobile) |

- The Adventurous Environmentalist audience performed the best for all campaign groups (and also received the most budget allocation).
- Over the course of the year, Pluto, Paramount and NBC CYV inventory performed the strongest in overall impressions delivered. Fubo inventory was also strong with live sports content.
- Distillery's Custom AI audiences performed well for CTV and Pre-Roll. 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.
- New in FY23-24, we, added additional audience targeting due to interests inferred from past fiscals, 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 (0.314% CTR) than the Photography hobby ad group (0.206% CTR). Continuing these audiences as well as potentially adding additional groups is recommended for 24/25.
 - Certain key words are blocked for 23/24 to avoid negative content post CWC exposure as it relates to wildlife ("killed", "attacked" "euthanized").

| Video Tactic | Activation Summary | Impressions | KPI | Cost |
|--------------|---|-------------|--|-------------|
| Rich Media | <ul style="list-style-type: none"> The Page Grabber Moose and Elk ad units 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. The Elk unit received the most impressions, with 3,412,983. | 5,366,842 | 6.75% VCR 12.03% Engagement Rate 174,928 Clicks 3.28% CTR | \$82,500 |
| 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. | 572,353 | 63.6% VCR 8,697 Clicks 1.52% CTR | \$68,000 |
| 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. | 18,825,505 | 96.3% Completion Rate 17,292,012 Total Views 5,427 Clicks 0.03% CTR | \$93,828.21 |

VIDEO KEY LEARNINGS

Rich Media:

- The campaign delivered just over 1.8MM 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.

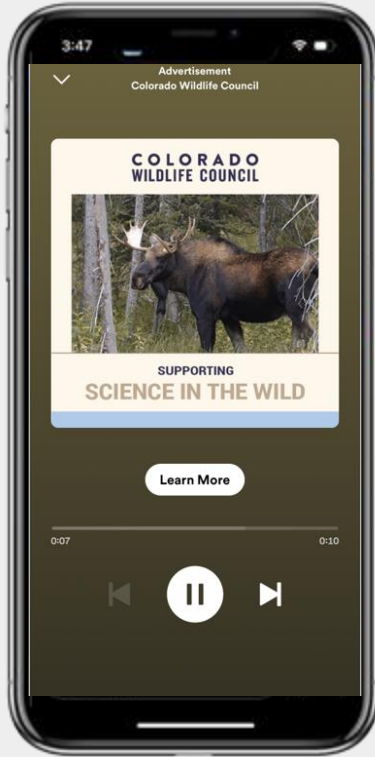
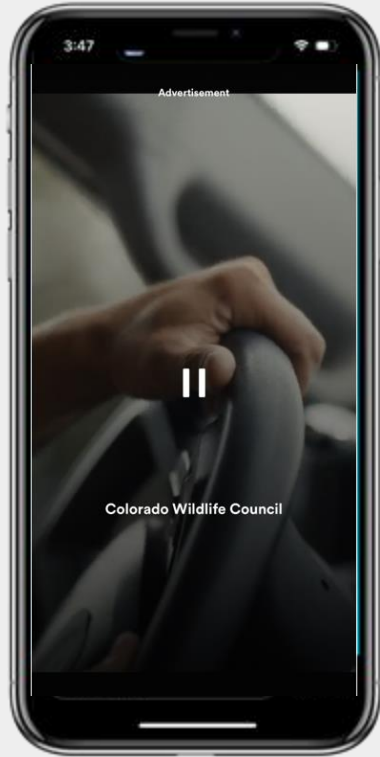
Spotify:

- The campaign delivered 572.3K impressions with a 63.6% Video Completion Rate, which is just below Spotify's benchmark of 67% on sponsored session placements, but with the high CTR, we're not concerned.
- The Click Through Rate for the campaign was at 1.52%, which was also above the benchmark of 0.5%.

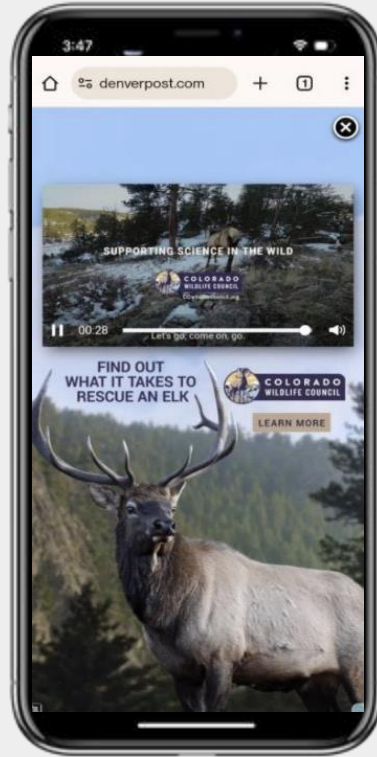
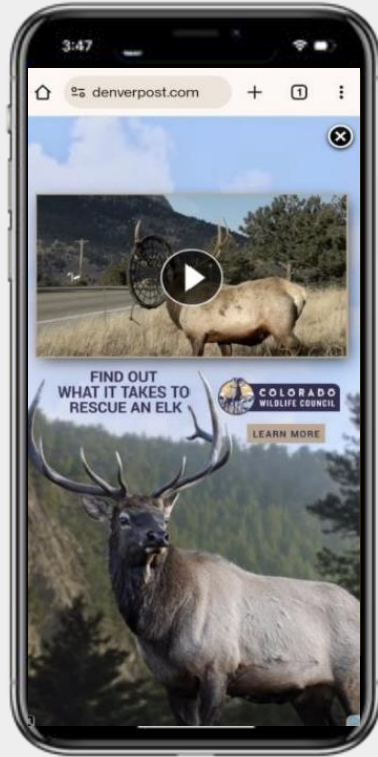
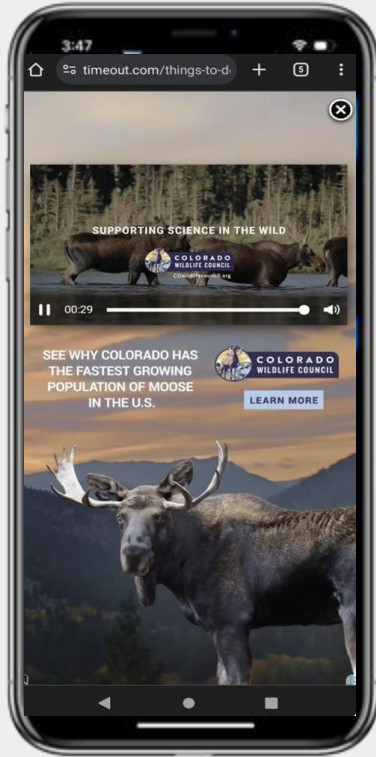
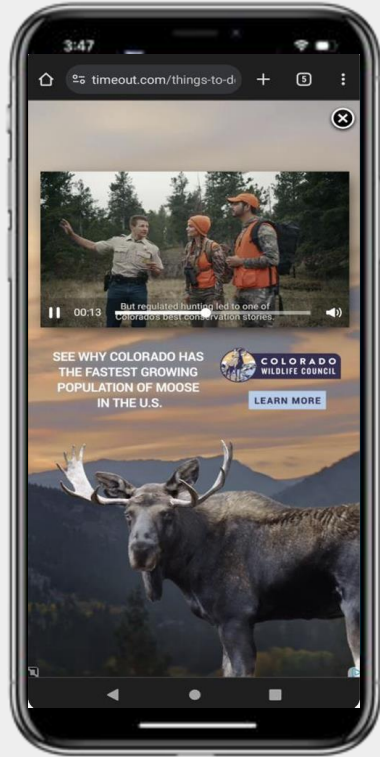
YouTube:

- Outdoor enthusiasts, sports fans, and Camping/Hiking equipment purchasers 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 96.5% VCR compared to a 90% VCR benchmark.
- :15s skippable in-stream units had a 80.3% VCR, just over 2x the benchmark of 40%.

VIDEO: SPOTIFY SPONSORED SESSION



VIDEO: RICH MEDIA PAGE GRABBER



EMAIL/NEWSLETTERS



Supporting Science in the Wild

From dark, bat-filled caverns to incredible moose rescues, the new Colorado Wildlife Council (CWC) campaign educates the public on the benefits of hunting and fishing. Launched in November, the campaign highlights the great conservation work Colorado Parks and Wildlife (CPW) biologists and officers do thanks in part to license fees from hunting and angling. You may spot the new campaign out in the wild with spots running in multiple places like TV, Facebook, Instagram, Reddit, Snapchat, TikTok, Spotify, billboards, light rail, and more!

[SEE THE CAMPAIGN NOW](#)

TIMING:

4 Newsletters (1 per quarter)

TACTICS:

Newsletters are deployed with MailChimp

AUDIENCE:

Collected 145 new subscribers in FY 24

DETAILS:

4x Newsletters have been deployed this fiscal year producing an average open rate of 47% and an 2% CTR (the open rate and CTR has decreased significantly YoY, with 56% OR and 11% CTR last FY).

| 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. | 30,785,607 | 64,622 Clicks 23,901,735 Video Plays 12.33% VCR 1,714,404 Post Engagements 0.21% CTR | \$125,875.63 |
| 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 4 influencers, Jason, Mary, Arielle, and Kyana. In addition to the influencer's current in-feed content, the influencers produced more dynamic content such as IG Reels. | 12,100,000 | 6.4M Organic & Paid Reach 9,073 Likes 8,016 Link Clicks 381,779 Reel Plays | \$109,000 |
| 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. | 2,867,302 | 8,838 Clicks 1,068,189 Video Views 37.3% Video View Rate 11.3% VCR 0.31% CTR | \$37,496.44 |
| 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. | 3,139,266 | 12,412 Clicks 45.8% Video View Rate 1,437,524 Video Views 25.01% VCR 0.4% CTR | \$35,749.95 |
| TikTok | <ul style="list-style-type: none"> Drove brand awareness and ad recall among adults 18-44 with thumb-stopping video creative. Utilized the platforms' targeting capabilities to reach the Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data. | 24,251,813 | 78,713 Clicks 24,077,762 Video Plays 5.35% VCR 0.21% CTR | \$78,119.85 |

SOCIAL MEDIA KEY LEARNINGS

Facebook:

- Facebook drove an average frequency of 12.5x throughout this period of the campaign.
- The Conservation engagement ad on 12.18 generated the highest CTR of 4.77%. The next highest boosted ad was Wildlife focused on 5.17, resulting in a 3.27% CTR.
- The 15s Bridges creative held the strongest video completion rate at 15.1%.

Influencers:

- Our four spring influencer partners garnered over 9.9MM impressions (paid and organic combined). Delivering over 7MM more than our 2024 goal!
- Mary and Jason had the two highest organic engagement rates of 2.9% and 2.3%, respectively. These ERs are in line with what we typically see for organic content on IG.
- Some of our highest organic engagement rates came from static image carousel content.

Reddit:

- Campaign CTR averaged above the 0.17% benchmark at 0.31%.
- Moose 30 has the highest CTR at 0.38% while Seeds 15 held the highest video view rate at 38.7%.

Snapchat:

- The 30s Elk and Moose videos had the strongest CTR at 0.51% and 0.46% respectively. The 15s Bridges spot had the highest VCR at 30.0%.
- Video completion rate for the 15s performed 63.7% higher than the 30s videos, averaging 27.5% with 15s to 16.8% with 30s.

TikTok:

- The 15s Bridges video and 30s Elk video both had the highest CTRs at 0.22%, while the 15s Seeds spot had the strongest video completion. CPMs were similar across all videos, averaging \$322.

INFLUENCERS

FY 23/24 FALL AND SPRING

INFLUENCERS KEY LEARNINGS

What worked well?

- **Spring 2024:**
- Our four influencer partners garnered over **9.9MM** impressions (paid and organic combined). Delivering over **7MM more than our 2024 goal!**
- Static carousel units performed better; our recommendation is to include carousel units in the next fiscal year's plan.
- Jason's IG photo delivered **the most paid impressions**, generating over **1.9MM!**
- Kyana's June IG Reel generated the **highest number of video plays**, with a total of **140K** plays!
- Arielle had the lowest average organic ER, but her content delivered the **most organic impressions** by far, with over 128k. Arielle has quite a large following (179k), so a lower engagement rate is not surprising, as larger influencers tend to have lower ER compared to more micro-influencers.
- Content that highlighted each influencer's perspective on why they support science in the wild did better; for next year, the recommendation is to continue to partner with influencers that offer unique perspectives.

- **Fall 2023:**
- Each influencer delivered one Instagram photo, two IG Story sets and two IG Reels, producing 19,272 likes and 4,711 clicks to the website.
- Nelson's IG photo drove the most traffic, with 653 clicks to the site.
- Nelson's IG reels delivered most of the views with over 41K plays.
- Nelson did a great job of generating a high rate of engagement, as he had a large IG following of 111K. Nelson saw the best organic engagement with an average rate of 2.59%, as well.

Opportunities for improvement

- CWC, in partnership with influencers like Mary, can highlight upcoming community events and activities to encourage CO residents to get more involved in the community.

03

Q3 NEWSLETTER

PERFORMANCE OVERVIEW

NEXT STEPS

04

QUANTITATIVE RESEARCH

R&R PARTNERS

COLORADO WILDLIFE COUNCIL

MONTHLY COUNCIL MEETING

ANNUAL SURVEY OVERVIEW

- R&R will conduct the annual education and awareness tracking survey.
- This is a statewide effort with a sample size of up to 1,400 Colorado registered voters.
 - Larger sample allows us to collect robust subgroups of hunters and anglers.
 - Additionally, this includes an oversample of Adventurous Environmentalists.
- The survey will remain the same as 2023, and includes the questions needed to identify our target audience as well as questions asked specifically of hunters and anglers.

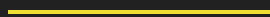
ANNUAL SURVEY OVERVIEW

- Tentatively launch the online survey following Labor Day weekend.
- The launch data and fielding window will remain relatively the same as past studies. This allows data to be comparable year to year.
 - Please note, the actual field time may be longer than last year due to the 2024 presidential election.
- As we have been dark since July, and the survey is going to field in-between campaigns, this may impact results.

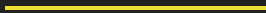
ACTION ITEMS

- 9/14 Rockies Promotional Day
 - Includes 60 person suite. [Link to sign up guests.](#)
 - Who would like to throw out the first pitch?
- Newsletter

THANK
YOU



APPENDIX




INFLUENCERS

FY 23/24 FALL AND SPRING

KYANA ENGAGEMENT



| Kyana Miner 32.3K Followers | PAID CONTENT | ORGANIC CONTENT |
|---|--|---|
|  <p>Content Deliverables: 1 Instagram Photo 3 IG Story Sets 3 IG Reels</p> | <p>Impressions: 3,262,604</p> <p>Reach: 1,724,380</p> <p>Link Clicks: 2,162</p> <p>Engagements: 329,660</p> <p>Reactions: 4,052</p> <p>Saves: 3</p> <p>Shares: 157</p> <p>3-Sec Video Plays: 323,184</p> | <p>IN-FEED:</p> <p>Impressions: 27,919</p> <p>Reel Plays: 5,520</p> <p>Engagement Rate: 0.31%</p> <p>Likes: 353</p> <p>Comments: 38</p> <p>Reach: 6,141</p> <p>Shares: 21</p> <p>Saves: 24</p> <p>STORY FRAMES:</p> <p>Impressions: 2,757</p> <p>Reach: 2,706</p> <p>Likes: 70</p> <p>Link Clicks: 24</p> <p>Sticker Taps: 1,463</p> <p>Shares: -</p> <p>Replies: 25</p> |

Kyana had the second lowest engagement rates, at 0.1%. However, she has one of the larger followings; a lower engagement rate is to be expected as larger influencers have lower ER's compared to micro influencers. Kyana received the highest number of paid impressions.



ARIELLE ENGAGEMENT



| Arielle Shipe 179K Followers | PAID CONTENT | ORGANIC CONTENT | |
|---|---|--|---|
|  <p>Content Deliverables: 1 Instagram Carousel 2 IG Story Sets 2 IG Reels</p> | <p>Impressions: 1,744,523</p> <p>Reach: 857,976</p> <p>Link Clicks: 893</p> <p>Engagements: 170,713</p> <p>Reactions: 1,763</p> <p>Saves: 2</p> <p>Shares: 41</p> <p>3-Sec Video Plays: 167,962</p> | <p>IN-FEED:</p> <p>Impressions: 107,833</p> <p>Reel Plays: 20,343</p> <p>Engagement Rate: 0.27%</p> <p>Likes: 1,625</p> <p>Comments: 116</p> <p>Reach: 21,329</p> <p>Shares: 9</p> <p>Saves: 18</p> | <p>STORY FRAMES:</p> <p>Impressions: 20,413</p> <p>Reach: 20,176</p> <p>Likes: 109</p> <p>Link Clicks: 11</p> <p>Sticker Taps: 46</p> <p>Shares: 1</p> <p>Replies: 13</p> <p>Poll Respondents: 213</p> |

Arielle had the lowest average organic ER, but her content delivered the most organic impressions by far, with over 128K. Arielle has the largest following (179K), so a lower engagement rate is not surprising. Arielle focused on protecting CO outdoors for her daughter and future generations.



MARY ENGAGEMENT



| Mary Sigman 3.5K Followers | PAID CONTENT | ORGANIC CONTENT |
|---|--|--|
|  <p>Content Deliverables: 2 Instagram Carousels 3 IG Story Sets 2 IG Reels</p> | <p>Impressions: 2,602,135</p> <p>Reach: 1,492,741</p> <p>Link Clicks: 1,762</p> <p>Engagements: 87,082</p> <p>Reactions: 1,873</p> <p>Saves: 14</p> <p>Shares: 30</p> <p>3-Sec Video Plays: 83,389</p> | <p>IN-FEED:</p> <p>Impressions: 5,456</p> <p>Reel Plays: 1,920</p> <p>Engagement Rate: 2.97%</p> <p>Likes: 308</p> <p>Comments: 66</p> <p>Reach: 3,778</p> <p>Shares: 43</p> <p>Saves: 22</p> <p>STORY FRAMES:</p> <p>Impressions: 2,337</p> <p>Reach: 2,295</p> <p>Likes: 77</p> <p>Link Clicks: -</p> <p>Sticker Taps: 4</p> <p>Shares: 3</p> <p>Replies: 8</p> |

Mary had the highest organic engagement rates of 2.9% which is in line with influencer campaigns. Mary focused on the wildflower season in her June post and delivered some beautiful shots!



JASON ENGAGEMENT



Jason George
4.5K Followers



Content Deliverables:
1 Instagram Carousel
2 IG Story Sets
2 IG Reels

PAID CONTENT

Impressions: 2,172,988
Reach: 770,409
Link Clicks: 1,831
Engagements: 24,876
Reactions: 410
Saves: 1
Shares: 6
3-Sec Video Plays:
22,619

ORGANIC CONTENT

IN-FEED:

Impressions: 3,810
Reel Plays: 2,854
Engagement Rate: 2.36%
Likes: 306
Comments: 6
Reach: 2,345
Shares: 9
Saves: 5

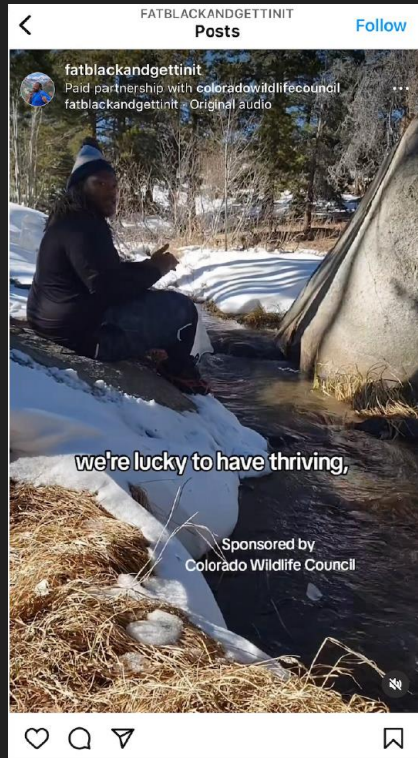
STORY FRAMES:

Impressions: 248
Reach: 247
Likes: 10
Link Clicks: -
Sticker Taps: -
Shares: -
Replies: -



Jason had the second highest organic engagement rates of 2.3%. Jason focused on how he participates directly in preserving the outdoors through responsible hunting.

NELSON ENGAGEMENT

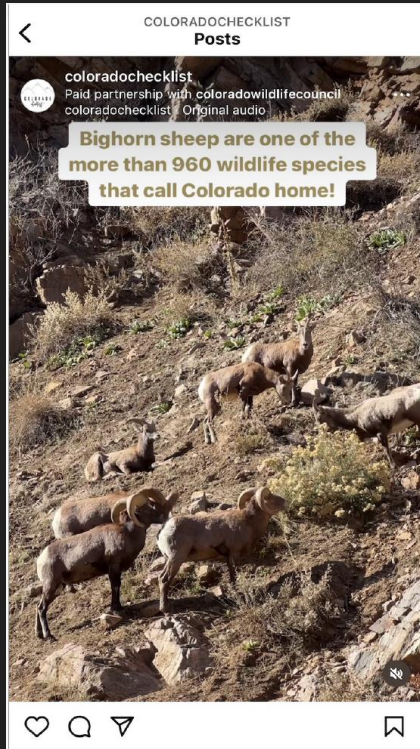


| Nelson Holland 111K Followers | PAID CONTENT | ORGANIC CONTENT |
|---|---|---|
|  | <p>Impressions: 870,440</p> <p>Reach: 572,493</p> <p>Link Clicks: 738</p> <p>Engagements: 86,622</p> <p>Reactions: 1,047</p> <p>Saves: 4</p> <p>Shares: 47</p> <p>3-Sec Video Plays: 84,744</p> | <p>INSTAGRAM</p> <p>IN-FEED:</p> <p>Impressions: 66,773</p> <p>Reel Plays: 41,177</p> <p>Engagement Rate: 2.59%</p> <p>Likes: 5,960</p> <p>Comments: 115</p> <p>Reach: 63,999</p> <p>Shares: 37</p> <p>Saves: 50</p> <p>STORY FRAMES:</p> <p>Impressions: 7,114</p> <p>Reach: 7,087</p> <p>Link Clicks: -</p> <p>Sticker Taps: 16</p> <p>Shares: 1</p> <p>Replies: 5</p> |
| <p>Content Deliverables:</p> <p>1 Instagram Photo</p> <p>2 IG Story Sets</p> <p>2 IG Reels</p> | | |

Nelson did a great job of generating a high rate of engagement, as he has a large IG following of 111K. Nelson saw the best organic engagement with an average rate of 2.59%.



PRESLEY ENGAGEMENT



| Presley Fowler 26.1K Followers | PAID CONTENT | ORGANIC CONTENT | | | | | | | | | | | | | | | | | | |
|---|--|--|----------|---------------|---------------------|--------------------|-------------------|--------------|-----------------------|----------------|------------|------------------|--------------|-----------|--------------|------------|------------|----------------------|-----------|--|
|  <p>Content Deliverables: 1 Instagram Carousel 2 IG Story Sets 2 IG Reels</p> | <p>Impressions: 1,303,647</p> <p>Reach: 866,185</p> <p>Link Clicks: 592</p> <p>Engagements: 191,108</p> <p>Reactions: 2,249</p> <p>Saves: 5</p> <p>Shares: 118</p> <p>3-Sec Video Plays: 188,098</p> | <p>INSTAGRAM</p> <table border="1"> <thead> <tr> <th>IN-FEED:</th> <th>STORY FRAMES:</th> </tr> </thead> <tbody> <tr> <td>Impressions: 15,170</td> <td>Impressions: 2,813</td> </tr> <tr> <td>Reel Plays: 5,067</td> <td>Reach: 2,804</td> </tr> <tr> <td>Engagement Rate: .42%</td> <td>Link Clicks: 3</td> </tr> <tr> <td>Likes: 255</td> <td>Sticker Taps: 10</td> </tr> <tr> <td>Comments: 40</td> <td>Shares: -</td> </tr> <tr> <td>Reach: 5,789</td> <td>Replies: -</td> </tr> <tr> <td>Shares: 31</td> <td>Poll Respondents: 29</td> </tr> <tr> <td>Saves: 63</td> <td></td> </tr> </tbody> </table> | IN-FEED: | STORY FRAMES: | Impressions: 15,170 | Impressions: 2,813 | Reel Plays: 5,067 | Reach: 2,804 | Engagement Rate: .42% | Link Clicks: 3 | Likes: 255 | Sticker Taps: 10 | Comments: 40 | Shares: - | Reach: 5,789 | Replies: - | Shares: 31 | Poll Respondents: 29 | Saves: 63 | |
| | IN-FEED: | STORY FRAMES: | | | | | | | | | | | | | | | | | | |
| Impressions: 15,170 | Impressions: 2,813 | | | | | | | | | | | | | | | | | | | |
| Reel Plays: 5,067 | Reach: 2,804 | | | | | | | | | | | | | | | | | | | |
| Engagement Rate: .42% | Link Clicks: 3 | | | | | | | | | | | | | | | | | | | |
| Likes: 255 | Sticker Taps: 10 | | | | | | | | | | | | | | | | | | | |
| Comments: 40 | Shares: - | | | | | | | | | | | | | | | | | | | |
| Reach: 5,789 | Replies: - | | | | | | | | | | | | | | | | | | | |
| Shares: 31 | Poll Respondents: 29 | | | | | | | | | | | | | | | | | | | |
| Saves: 63 | | | | | | | | | | | | | | | | | | | | |

Presley had a smaller following; however, she delivered professional-grade video and imagery.

Presley's first IG reel delivered the most paid impressions, generating over 732K! Presley's 1st IG Reel generated the highest number of video plays (a total of 131K), as well!



MEDIA FLIGHTS

- Always on 24/25: September – June 30, 2025 (\$2,079,742)
- Always on 23/24: October– 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)

QUANTITATIVE RESEARCH STUDY WAVES

- Wave 10: September 2024
- 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 (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 24/25 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 |
| Hunter and Angler | Tim Twinem | XX hours over the fiscal year | Amplify the "Science in the Wild" messaging. To put our messages in front of hunters & anglers in strategic ways to create avenues to advocacy for hunter/angler audiences. |

* Brittni Ehrhart-Gemmill will oversee/participate on all subcommittees



GLOSSARY OF TERMS

R&R PARTNERS

COLORADO WILDLIFE COUNCIL

MONTHLY COUNCIL MEETINGS

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;

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., signing up for the newsletter)

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

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 <https://cowildlifecouncil.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

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.



BUDGETS

R&R PARTNERS

COLORADO WILDLIFE COUNCIL

MONTHLY COUNCIL MEETINGS

FISCAL YEAR 24/25

| 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 | 1,462 | \$190,060 | \$69,268 | \$259,328 |
| 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: | 1,958 | \$254,540 | \$73,268 | \$327,808 |
| 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 | \$1,689,742 | \$1,793,482 |
| 11 Colorado Rockies Sponsorship and Promotional Item | 0 | \$0 | \$390,000 | \$390,000 |
| SUBTOTAL: | 798 | \$103,740 | \$2,079,742 | \$2,183,482 |
| GRAND TOTAL**: | 4,423 | \$574,990 | \$2,225,010 | \$2,800,000 |

FISCAL YEAR 23/24 REVISED

| 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 | 1,513 | \$196,630 | \$320,732 | \$517,362 |
| 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: | | 1,909 | \$248,110 | \$322,732 | \$570,842 |
| 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 | \$1,814,838 | \$1,909,998 |
| 11 | Paid Media Opportunity Fund | 0 | \$0 | \$50,000 | \$50,000 |
| SUBTOTAL: | | 732 | \$95,160 | \$1,864,838 | \$1,959,998 |
| GRAND TOTAL**: | | 4,173 | \$542,430 | \$2,257,570 | \$2,800,000 |

FISCAL YEAR 23/24 ORIGINAL

| 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 |

FISCAL YEAR 22/23

| 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 |

FISCAL YEAR 21/22

| 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 |

FISCAL YEAR 20/21

| 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 |

FISCAL YEAR 19/20

| 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 |

FISCAL YEAR 18/19

| 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 |

FISCAL YEAR 17/18

| 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 |

FISCAL YEAR 16/17

| Description | HOURS* | FEEES | 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 | FEEES | 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 | FEEES | 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 | FEEES | 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 |