COLORADO WILDLIFE COUNCIL

May 21 Council Meeting

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Today's Agenda

1. Q3 Media Report
2. Rockies
3. Social Media
4.
5.
6.

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Q3 MEDIA REPORT

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MEDIA PLAN

- Campaign Objective
  - Increase **awareness** among the Adventurous Environmentalist and Hunter Adjacent audiences 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

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TARGET AUDIENCE

Adventurous Environmentalist



- Adults 18 to 44
- Outdoorsy audience who enjoys hiking, fishing and camping
- More likely to be female
- Leans democratic and liberal
- Falls in higher income bracket

Hunter Adjacent



- Adults 18 to 29
- Not active hunters, but indifferent to or supportive of hunting
- More likely to be male
- Range on political views; majority are independents
- Falls in a lower income bracket

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PLANNING PARAMETERS

Q3 BUDGET $639,632

TIMING January 1, 2026 to March 31, 2026

AUDIENCES
Adventurous Environmentalist
Hunter Adjacent

TACTICS
TV
OOH
Amazon Prime
Email
Social Media/ Influencers
Display
Native
Pre Roll
Rich Media
Spotify
Google
YouTube

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CAMPAIGN RESULTS

- From Q2 to Q3, our impressions increased by 201%, which is not only due to the increase in budget, but also due to OOH having run in Q3
- Our cost per 1K impressions went down by 50% ($5.27), driven by the OOH buys which typically have very low CPM's

Q2 25/26

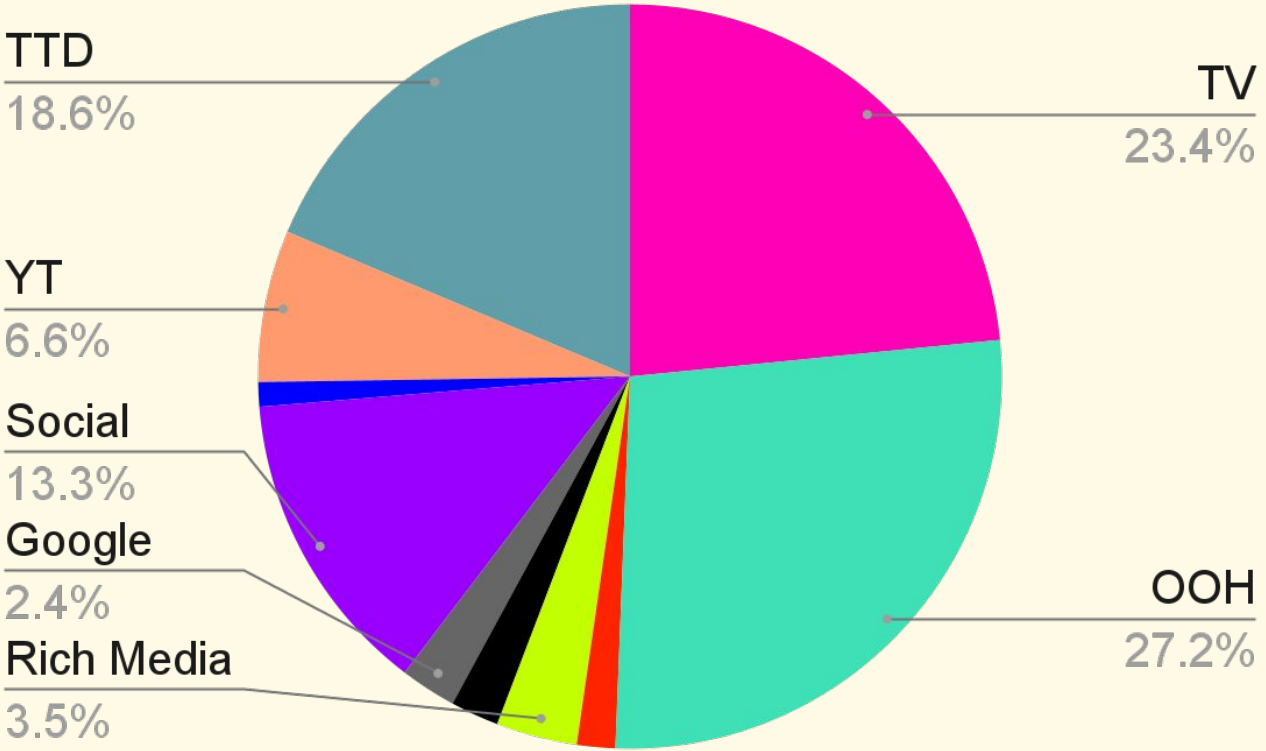
- 39,290,686 total impressions
- $419,582
- $10.67 cost per 1K impressions

Q3 25/26

- 118,394,934 total impressions
- $639,632
- $5.40 cost per 1K impressions

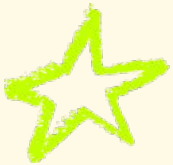
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Budget Breakout



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Executive Summary



- Most campaign tactics are meeting or exceeding performance benchmarks.
- Display CTR showed a strong increase with new creative.
- While CTV continues to show strong performance, several tactics did see a bit of a drop when new creative was rotated in.
- The new Rich Media creative outperformed prior creative once rotated in.
- All social tactics are outperforming benchmarks, with TikTok and Snapchat showing particularly positive results.
- YouTube Audio is continuing to show solid cost efficiency.
- The single image ads delivered the highest CTR and impression volume of all ad formats in the new Demand Gen campaign; the Hunter Adjacent audience produced more impressions, while the Adventurous Environmentalist audience had a higher CTR.
- CWC branded keywords generated a 39.4% CTR, but offer limited impression volume. Awareness-driving keywords contributed 99% of Paid Search impression volume.
- The Q3 Paid Search broad match keyword experiment increased impression volume, but produced a lower average CTR.

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*Benchmarks vary by messaging, ad placement, device, size, length and industry and should be used directionally.

TRADITIONAL

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TELEVISION

TIMING January–March, 2026

TOTAL SPOTS 138

GEO Denver DMA



Broadcast delivered 1,340,973 Adults 18–49 impressions. A total of **121 bonus spots** aired during this period at **an estimated value of $207,429.**

Top paid programming by Adults 18–49 impressions:

Winter Olympics Opening Ceremony	82,277 impressions
Winter Olympics Primetime	61,880 impressions
Winter Olympics Weekend	57,849 impressions
NBA Nuggets vs Timberwolves	46,477 impressions
NBA Nuggets vs Warriors	43,707 impressions

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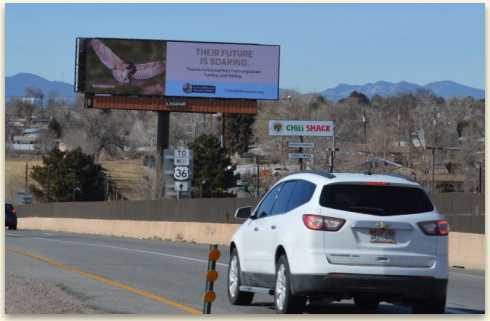
OOH OVERVIEW

77,934,324 Total Impressions

MARKET	MEDIA PARTNER	# OF BOARDS	IMPRESSIONS
CO	Lamar	7x Digital Boards	55,905,351
	Outfront	1x Digital, 2X Static Boards	22,028,973





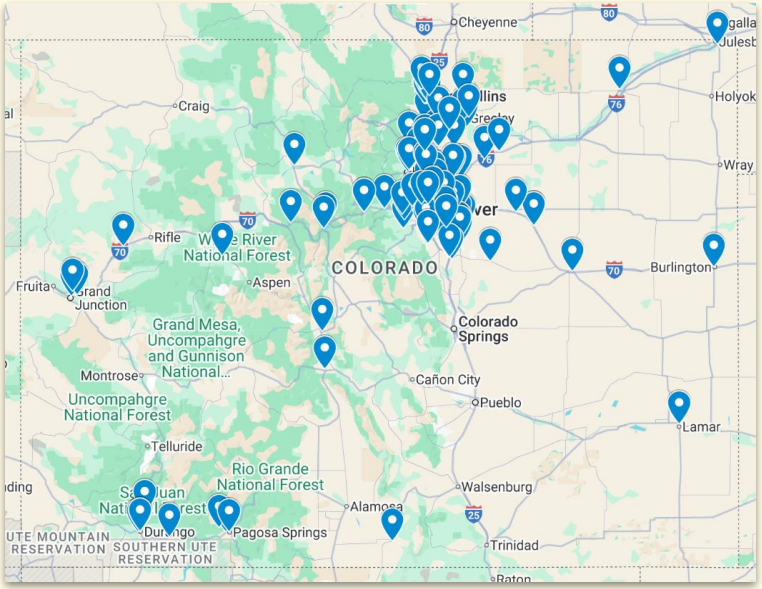


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GSTV OVERVIEW

MARKET	MEDIA PARTNER	# OF LOCATIONS	IMPRESSIONS
CO	Gas Station TV	167	2,443,682





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DIGITAL

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DIGITAL STATS

Tactic	Impressions	Q3 KPI	Historical Benchmark	Cost
CTV	2,736,154	99.014% Video Completion Rate	90%-96%	$62,873.43
AMAZON	166,557	97.72% Video Completion Rate	90%-96%	$6,810.72
DISPLAY	2,513,014	0.058% Click Through Rate	0.10%	$13,284.33
NATIVE	1,396,539	0.051% Click through Rate	0.15%	$13,339.98
PRE-ROLL	1,570,626	67.225% Video completion rate	70%-80%	$29,760.75
SPOTIFY	1,066,292	78.76% Video Completion Rate	61%	$10,655.05
RICH MEDIA	1,451,728	4.92% Click Through Rate	1.0%	$23,228
PAID SEARCH	108,044	4.6% Click Through Rate	6.4%	$9,512.39
DEMAND GEN	1,032,591	4.73% Click Through Rate	1.55%	$6,155.91

*Benchmarks vary by messaging, ad placement, device, size, length and industry and should be used directionally.

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SOCIAL STATS

Tactic	Impressions	Q3 KPI	Historical Benchmark	Cost
META AD RECALL	9,270,048	0.12% Click Through Rate	0.17%	$36,300.42
META BOOSTED POSTS	346,641	1.39% Click Through Rate	0.99%	$1,200.01
REDDIT	1,221,198	0.23% Click Through Rate	0.20%	$10,750.61
SNAPCHAT	1,968,631	30.4% Video Completion Rate	26.9%	$23,445.72
TIKTOK	4,095,042	23.4% Video Completion Rate	5.06%	$13,500.12
YOUTUBE VIDEO	4,693,156	95.3% Video Completion Rate	90% VCR	$33,353.28
YOUTUBE AUDIO	2,469,295	92.7% Video Completion Rate	90% VCR	$9,053.42

*Benchmarks vary by messaging, ad placement, device, size, length and industry and should be used directionally.

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TOP PERFORMERS

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TRADE DESK VIDEO



Fish & Fire :15
99.191% Completion Rate - CTV
82.801% Completion Rate - Pre-Roll



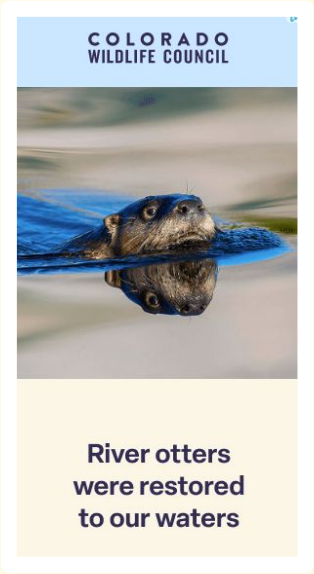
Seeds :15
99.201% Completion Rate - CTV
84.896% Completion Rate - Pre-Roll

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TRADE DESK DISPLAY

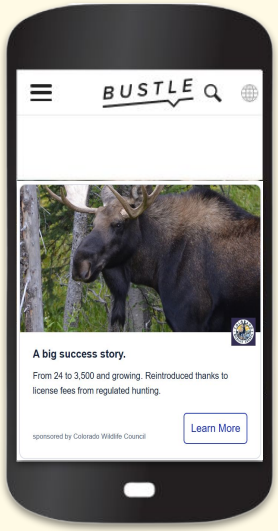
Standard Display

0.21% Click Through Rate



Native

0.068% Click Through Rate



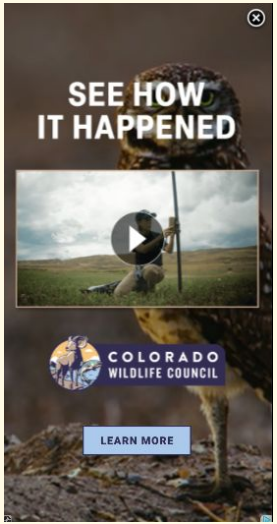
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RICH MEDIA / SPOTIFY

Rich Media

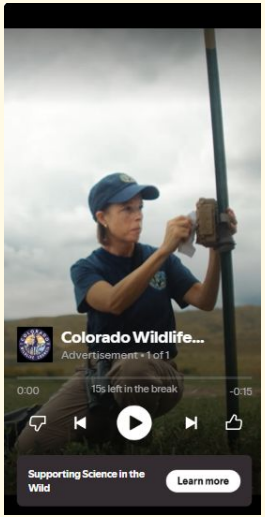


River Otter: 5.44% CTR

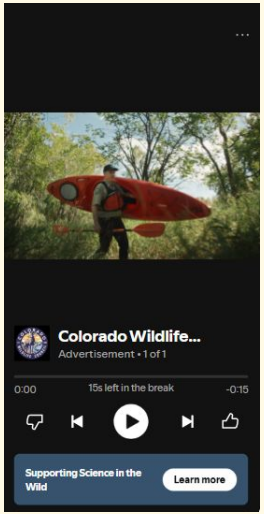


Burrowing Owl: 5.45% CTR

Spotify



Burrowing Owl: 83.1% VCR



River Otter: 82.99% VCR

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AMAZON



Pronghorn :15
98.43% Completion Rate



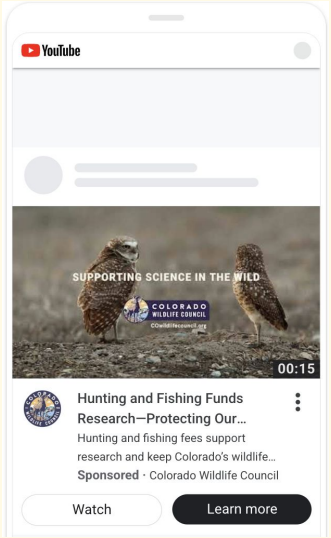
Burrowing Owl :15
98.41% Completion Rate



River Otter :15
98.35% Completion Rate

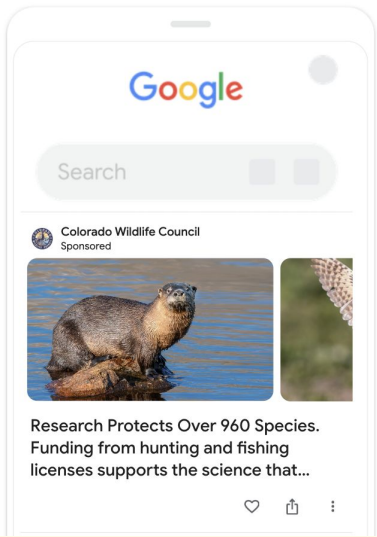
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DEMAND GEN



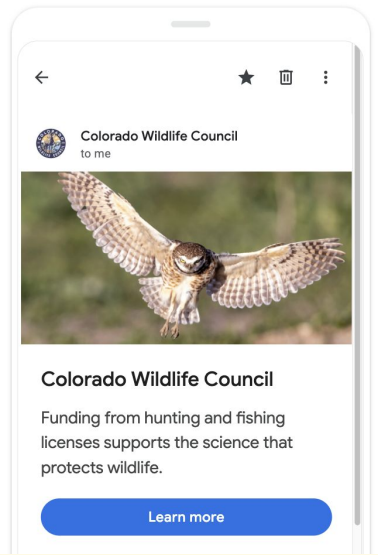
:15 Video Ads

17.6% In-Stream VCR
2% CTR



Carousel Ads

5.6% CTR



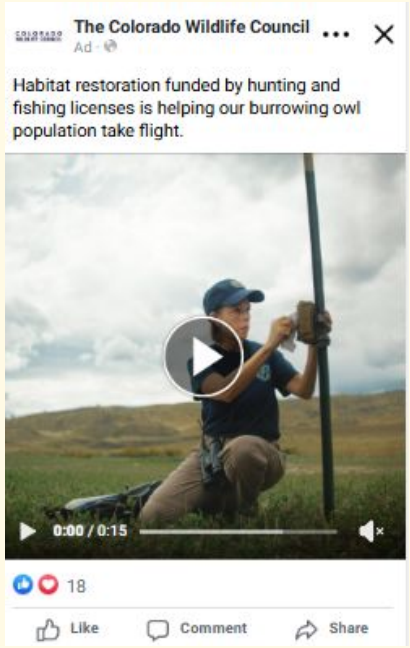
Single Image Ads

4.9% CTR

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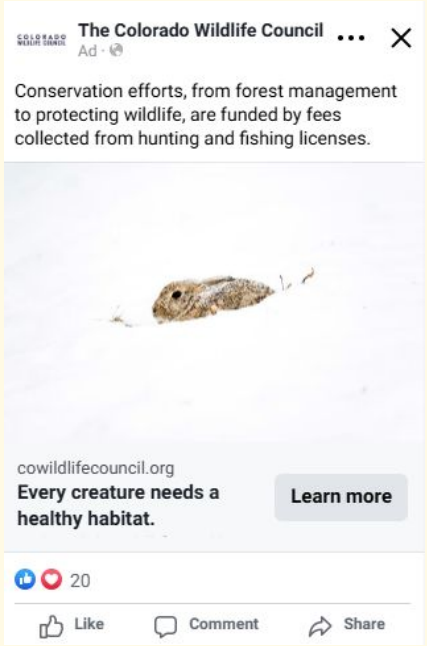
SOCIAL- PART 1

Meta Paid Ads
Burrowing Owl and River Otter





Boosted Post - 3.10.26



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SOCIAL - PART 2

Reddit

River Otter



Snapchat

River Otter CTR



Burrowing Owl VCR



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SOCIAL - PART 3

Top performing creatives:

YouTube

Video- River Otter

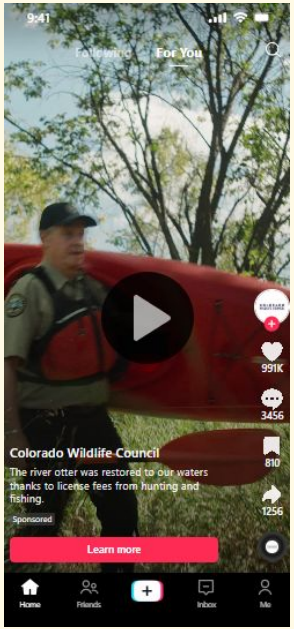


Audio- Trout



TikTok

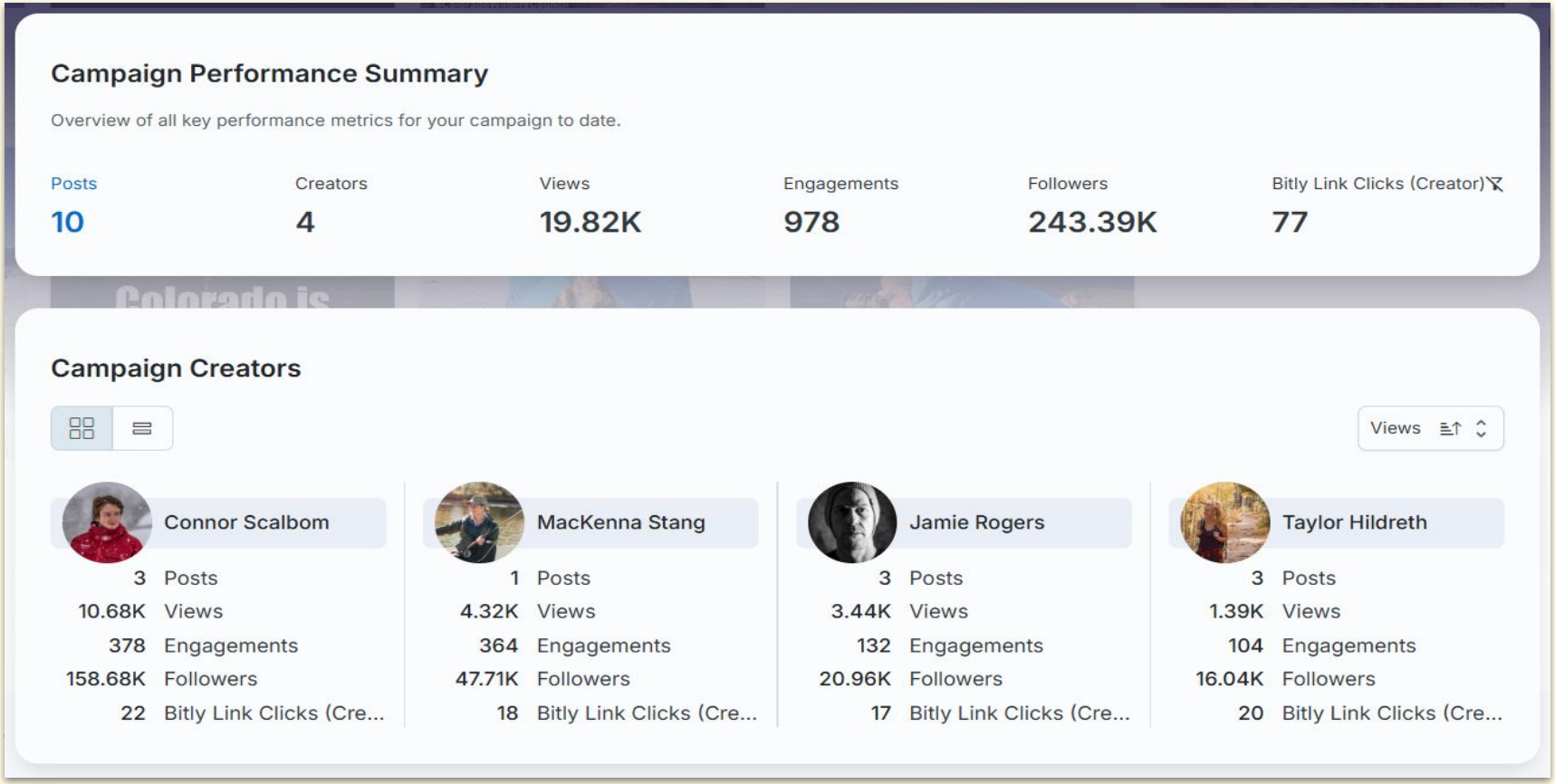
River Otter
Strongest CTR



SOCIAL INFLUENCERS

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Here's how our influencers performed in March:



Top Performers



connography_
Views: 8.86K
Engagements: 345



mackonthefly
Views: 4.32K
Engagements: 364



captaincoloradophotogr...
Views: 3.24K
Engagements: 128



connography_
Views: 936
Engagements: 15

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Detailed Metrics Per Influencer for March:

Influencer Name	Organic Impressions	Amplified Impressions	Organic Engagements	Amplified Engagements	Organic Clicks	Paid Clicks	Organic Engagement Rate	Paid Engagement Rate	Organic Click-Through Rate	Paid Click-Through Rate
Connor Scalbom	10,675	274,581	373	96,692	18	6,336	3.49%	35.21%	0.17%	2.31%
MacKenna Stang	4,322	0	344	0	7	0	7.96%	-	0.16%	-
Jamie Rogers	3,435	275,998	132	39,659	14	5,227	3.84%	14.37%	0.41%	1.89%
Taylor Hildreth	1,388	0	102	0	16	0	7.35%	-	1.15%	-
TOTAL	**19,820**	**550,579**	**951**	**136,351**	**55**	**11,563**	**4.80%**	**24.77%**	**0.28%**	**2.03%**

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REALLOCATED Q4 BUDGETS

- Broadcast TV
  - Moved $6,487 due to this remaining budget not having been enough to purchase a spot in recommended inventory; CTV was chosen given above benchmark performance and it being complementary to broadcast TV with high usage among the Target Audience
- Amazon
  - Moved $7,409 to TTD CTV due to underpacing, as CTV has a high usage with the Target Audience and above benchmark performance
- Ad serving fees
  - Fees came in less than planned, shifted $550 to paid search given it was limited by budget and a strong conversion tactic

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ROCKIES

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TOTE BAG SELECTION

Timeline

- Artwork due: May 15
- Promo day: September 15



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SOCIAL IDEAS

- Stadium Scenics (beauty shots around the stadium with an outdoorsy angle - trees, forest, etc.)
- Something for Colorado 150 (Celebrating Colorado's Agricultural History)
- Facts about wildlife or Rockies players. For example, "... moves at _ mph" and you have to guess if it's a player or wildlife.

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R&R + Karsh Hagan Rockies Responsibilities

R&R will maintain the contract through June 30, 2026. Karsh will take over starting July 1, 2026.

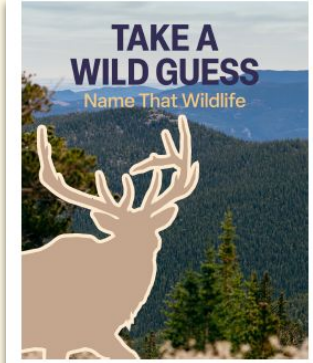
- Behind home plate signage: R&R
- L-bar branding: R&R
- Video board: R&R
- Promotional day/item: R&R/Karsh
- VIP tickets: Karsh
- Social media posts: R&R/Karsh
- Email blast: Karsh

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SOCIAL MEDIA

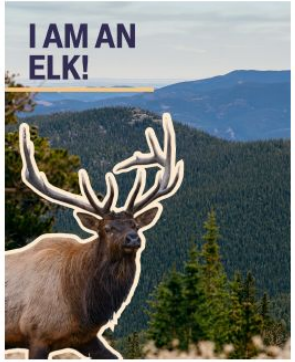
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May


TAKE A
WILD GUESS
Name That Wildlife


HINT #1
Hint: They have deep copper-brown fur with a lighter colored rump and lower legs.


HINT #2
Hint: They have bifurcating (forking) antlers that can weigh up to 40 pounds.


I AM AN
ELK!

May 22

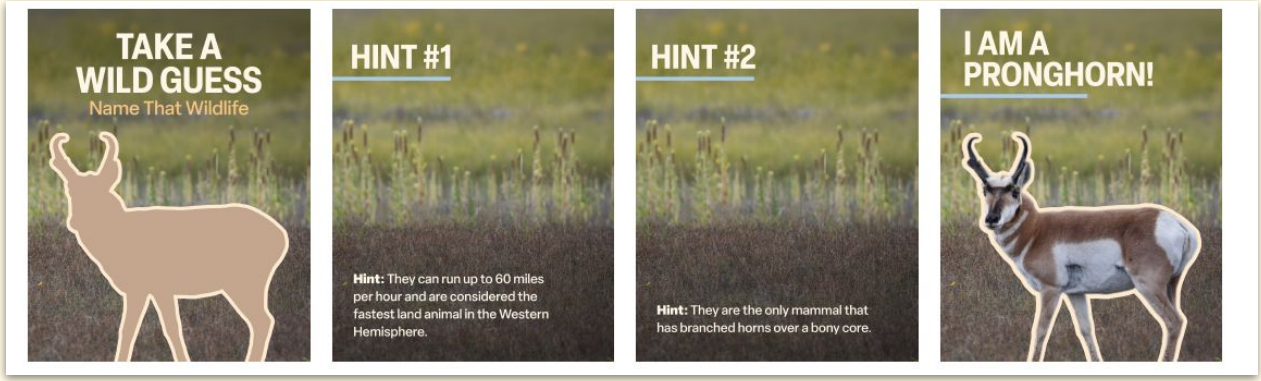
Option 1



Option 2

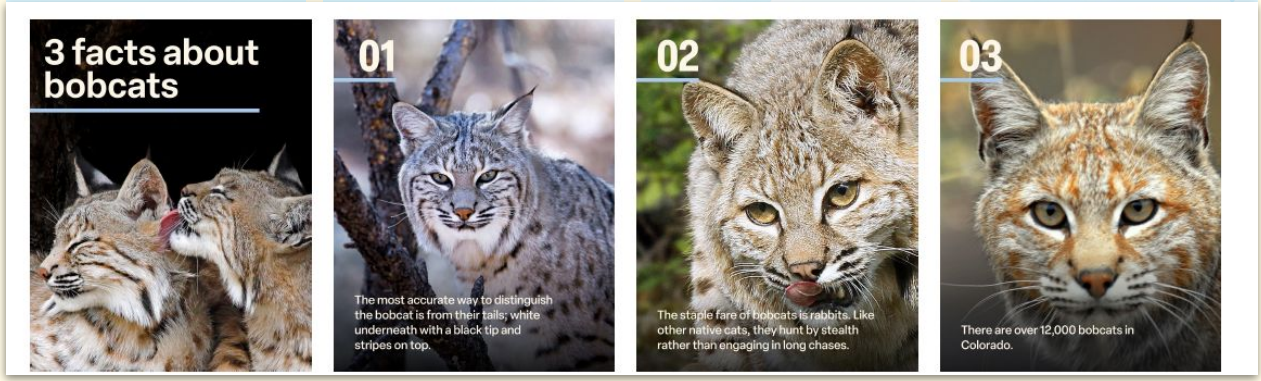


June 17

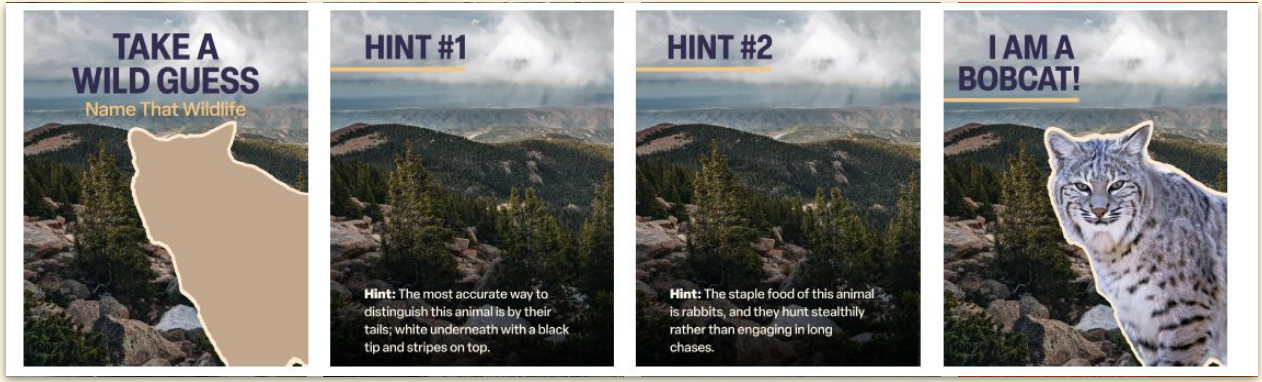

TAKE A WILD GUESS
Name That Wildlife
HINT #1
Hint: They can run up to 60 miles per hour and are considered the fastest land animal in the Western Hemisphere.
HINT #2
Hint: They are the only mammal that has branched horns over a bony core.
I AM A PRONGHORN!

June 25

Option 1



Option 2



THANK YOU

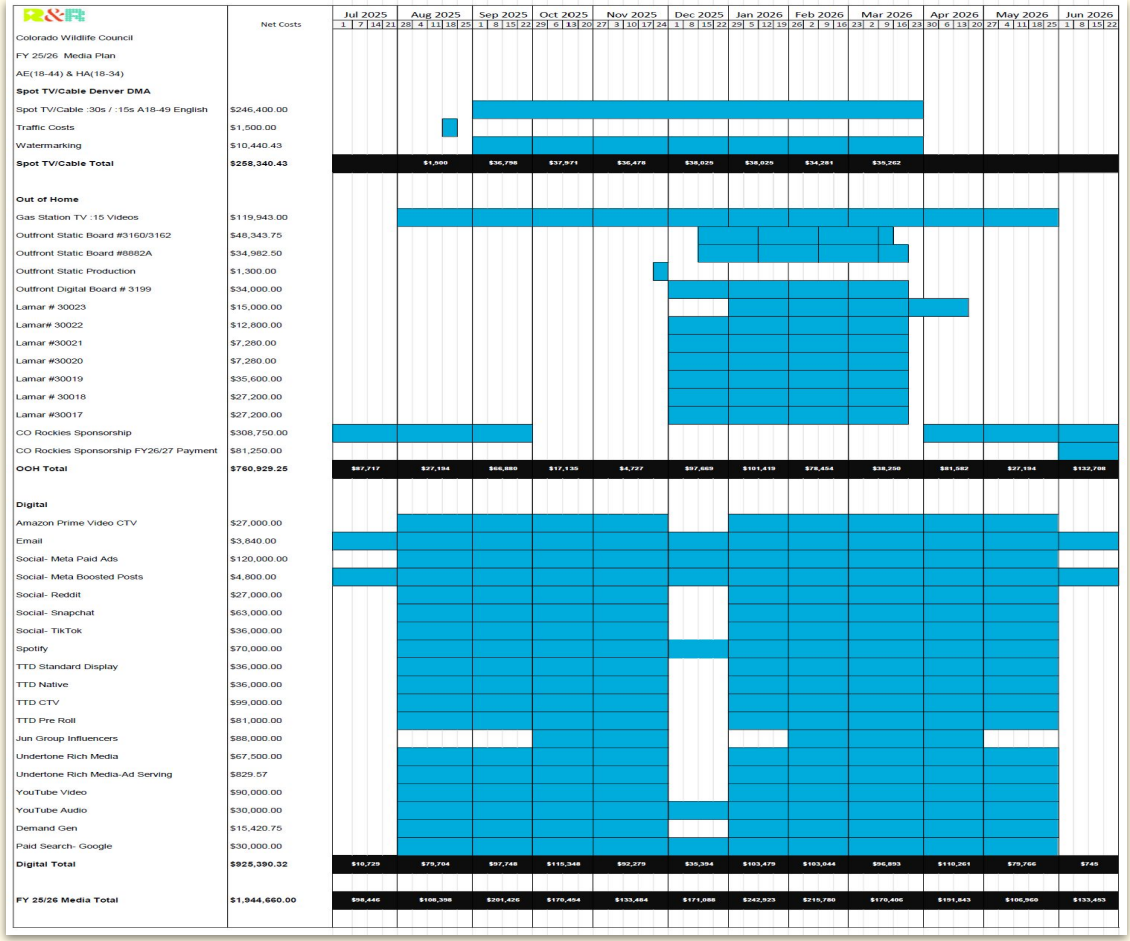
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APPENDIX

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FLOWCHART

R&R	Net Costs
Colorado Wildlife Council	
FY 25/26 Media Plan	
AE(18-44) & HA(18-34)	
Spot TV/Cable Denver DMA	
Spot TV/Cable :30s / :15s A18-49 English	$246,400.00
Traffic Costs	$1,500.00
Watermarking	$10,440.43
Spot TV/Cable Total	**$258,340.43**
Out of Home	
Gas Station TV :15 Videos	$119,943.00
Outfront Static Board #3160/3162	$48,343.75
Outfront Static Board #8882A	$34,982.50
Outfront Static Production	$1,300.00
Outfront Digital Board # 3199	$34,000.00
Lamar # 30023	$15,000.00
Lamar# 30022	$12,800.00
Lamar #30021	$7,280.00
Lamar #30020	$7,280.00
Lamar #30019	$35,600.00
Lamar # 30018	$27,200.00
Lamar #30017	$27,200.00
CO Rockies Sponsorship	$308,750.00
CO Rockies Sponsorship FY26/27 Payment	$81,250.00
OOH Total	**$760,929.25**
Digital	
Amazon Prime Video CTV	$27,000.00
Email	$3,840.00
Social- Meta Paid Ads	$120,000.00
Social- Meta Boosted Posts	$4,800.00
Social- Reddit	$27,000.00
Social- Snapchat	$63,000.00
Social- TikTok	$36,000.00
Spotify	$70,000.00
TTD Standard Display	$36,000.00
TTD Native	$36,000.00
TTD CTV	$99,000.00
TTD Pre Roll	$81,000.00
Jun Group Influencers	$88,000.00
Undertone Rich Media	$67,500.00
Undertone Rich Media-Ad Serving	$829.57
YouTube Video	$90,000.00
YouTube Audio	$30,000.00
Demand Gen	$15,420.75
Paid Search- Google	$30,000.00
Digital Total	**$925,390.32**
FY 25/26 Media Total	**$1,944,660.00**



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GLOSSARY OF TERMS

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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

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Glossary of Terms

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, Apple TV, 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.

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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.

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