

COLORADO WILDLIFE COUNCIL

August 7, 2019



Agenda

1. Campaign Creative Review
2. CWC Logo Update
3. Fall Paid Media Campaign Review
4. Social Media Update
5. Communications Toolkit
6. Next Steps



CAMPAIGN CREATIVE

Review





This is the Wild Life



**Where hunting and fishing add
\$3 billion to Colorado's economy.**

COwildlifecouncil.org



4307E



This is the Wild Life

**Supported by hunting
and fishing license fees.**

COwildlifecouncil.org

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27 Pieces Of Home Decor For Anyone With A Sense Of Humor

It's time to toss out that "Live, Laugh, Love" decal and just focus on the laughs.

Posted on August 6, 2019, at 8:01 p.m.



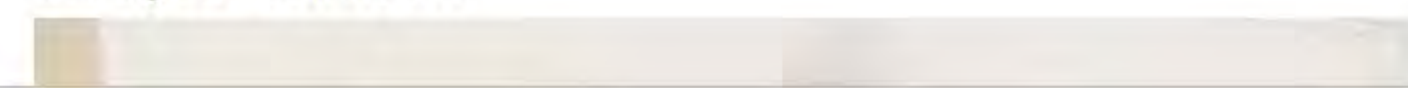
Mallory Mower
BuzzFeed Staff

Be one of the first to comment ↓



We hope you love the products we recommend! Just so you know, BuzzFeed may collect a share of sales or other compensation from the links on this page. Oh, and FYI — prices are accurate and items in stock as of time of publication.

1. A hand painted [decor box](#) that'll compliment everybody who uses your bathroom.



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← TRAVEL

TRAIL LIFE



Bill Fink

Jul 27, 2019

How a Thru-Hiking Legend Is Getting City Kids Outside

Liz "Snorkel" Thomas, an Appalachian Trail record holder, created a 225-mile route through the Big Apple to help bring attention to the



This is the Wild Life

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Like in this motel.

[Learn More](#)

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 New Longmont facility will double Uncrustables production


 Hickenlooper, Sanders become internet famous for exchanging hand gestures


 Maine Shack, a New England-style seafood restaurant, opens in LoHi

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Like in this restaurant.



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LOCAL

Woman leaves 7-Eleven store with man's dog after he has seizure

The 59-year-old man died from his injuries and now police are trying to locate the dog to return the companion to his family.

Author: Janet Oravetz
Published: 10:23 AM MDT July 31, 2019
Updated: 10:23 AM MDT July 31, 2019

Westword
TACOLANDIA!

**SATURDAY
17
AUGUST**

**UNLIMITED
TACOS FROM
40+ TAQUERIAS
AND MEXICAN
RESTAURANTS**

GET TICKETS



The 700 South block of University Boulevard seen from the porch of the now-closed Campus Lounge. / Brian Flynn

Bonnie Brae Restaurants Are Caught in a Changing Denver

BRIAN FLYNN | JULY 31, 2019 | 5:24AM

The note taped to the door of the Campus Lounge had an apocalyptic feel. "Campus Lounge is closed until further notice" was written in black marker

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Like in this motel.

[Learn More](#)

RECOMMENDED FOR YOU

- Three Generations Maintain Italian Traditions at Carmine Lonardo's
- Beer Calendar: River North Brewery Says Hello, the BoB Says Goodbye

Westword
TACOLANDIA!

CIVIC CENTER PARK

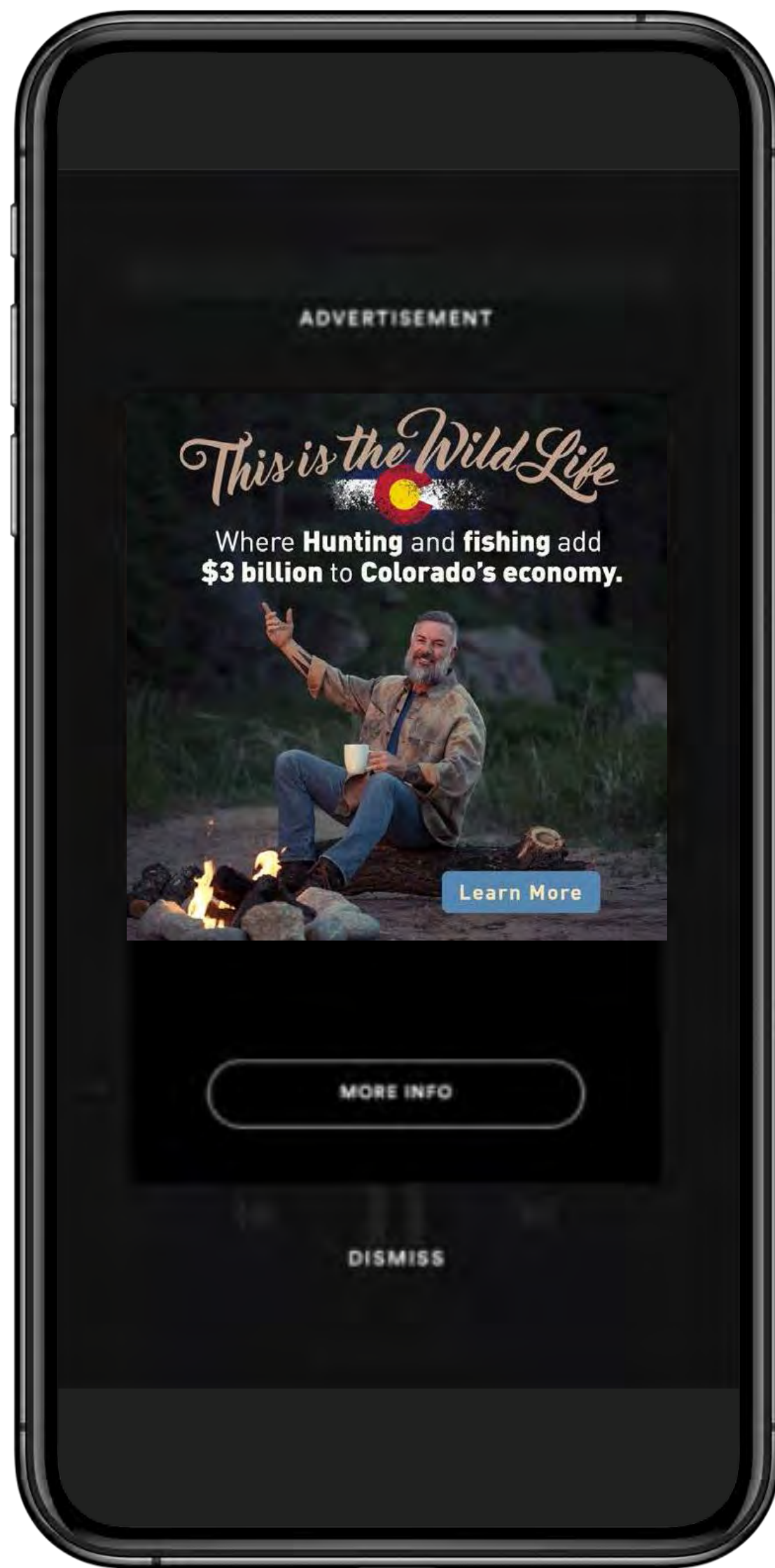
WITH ENTERTAINMENT FROM



CAR SHOW!

**LUCHA LIBRE
AND MORE
TO BE ANNOUNCED!**

GET TICKETS







CWC LOGO

Update



1



2



3



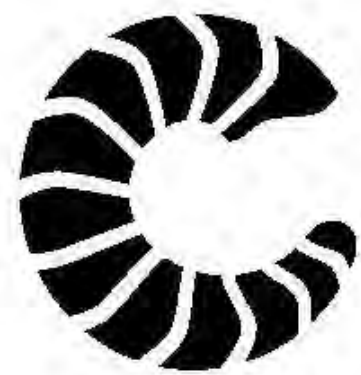
4



5



6



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**Colorado Wildlife
COUNCIL**



**Colorado Wildlife
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01



03



05



02



04



06



A photograph of two spotted deer standing in a field of tall grass. The deer are facing forward, and the background is a soft-focus field of green and brown grass. Overlaid on the image is the text 'FALL PAID MEDIA CAMPAIGN' in large, bold, yellow letters, and the word 'Review' in a smaller, light blue, cursive font below it.

FALL PAID MEDIA CAMPAIGN

Review

PLANNING PARAMETERS

BUDGET

\$465,142 (40% of Budget)

AUDIENCE

In The Wind (A18-35)

TIMING

August 12 – October 31, 2019

- Social + Digital + Spotify + CTV: 8/12 – 10/31
- Billboards: 9/8 – 10/27
- Broadcast: 9/16 – 10/14

Traditional

TV Update

TELEVISION

Launch new television creative on broadcast and cable programming to build brand awareness through mass reach and frequency.



TIMING

9/16 – 10/14

4 weeks

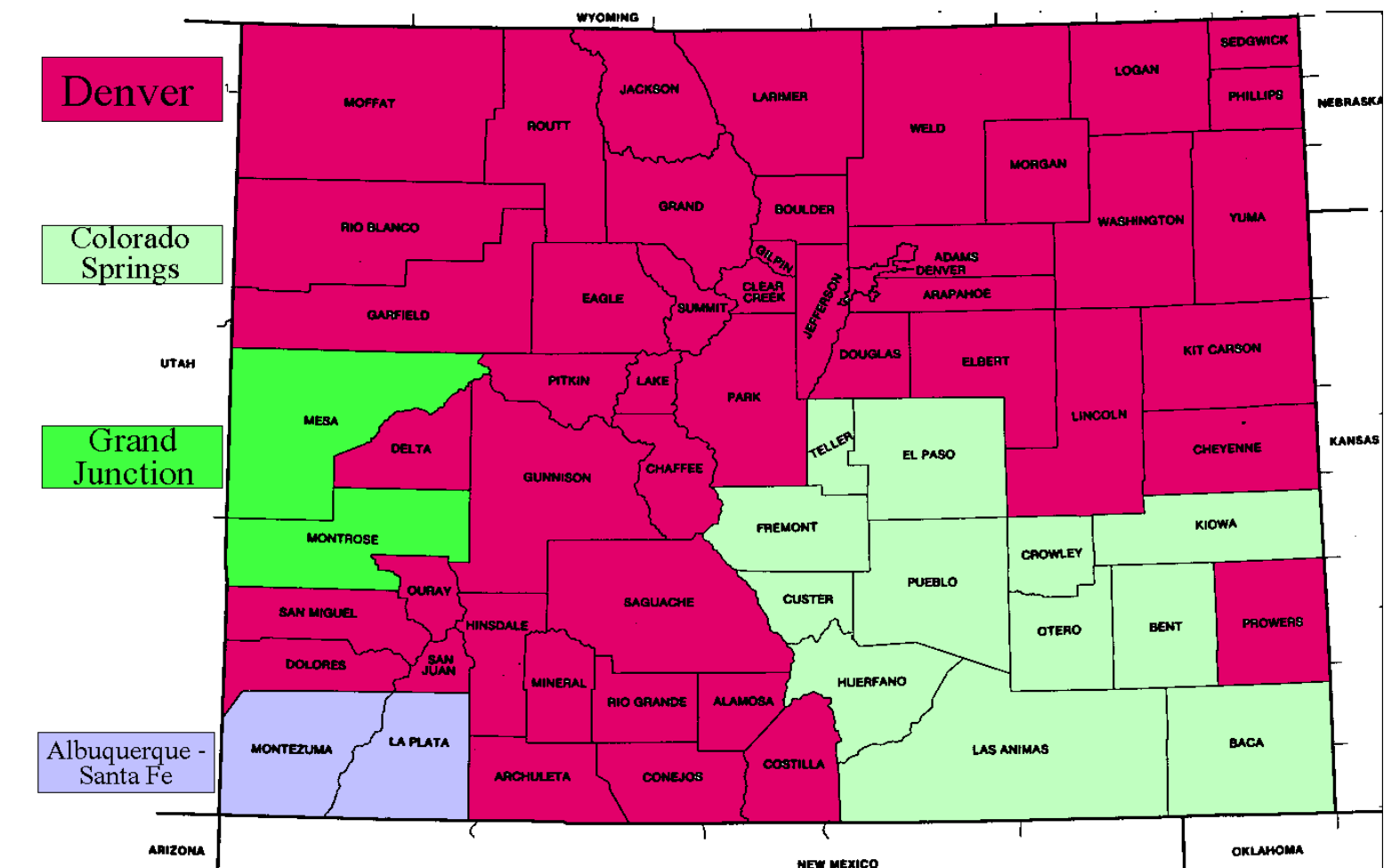
TACTICS

Broadcast/Cable

- Sports
- *In the Wind* programming

GEO

Denver DMA



CREATIVE

This is the Wildlife (:15 seconds & :30 seconds)

TELEVISION

PROGRAMMING

70% Sports / 30% Primetime
70% :30 seconds / 30% :15 seconds

SPORTS

Nascar, Soccer, College Football,
NFL, Baseball Playoffs, Hockey

PRIMETIME

This is Us, The Masked Singer, HGTV,
Survivor, The Voice, Holey Moley

Social Media

Influencer Partnership Update

UNDERTONE INFLUENCERS

Leverage a partnership with four Colorado-based social influencers to amplify CWC messaging and connect with our target audience at one of their frequent media touchpoints.

TIMING

- Week of 8/12: First Organic Post
- August-September: Post Promotion
- End of September: Second Organic Post
- September-October: Post Promotion
- October: Post Instagram Story Sequence

TACTICS

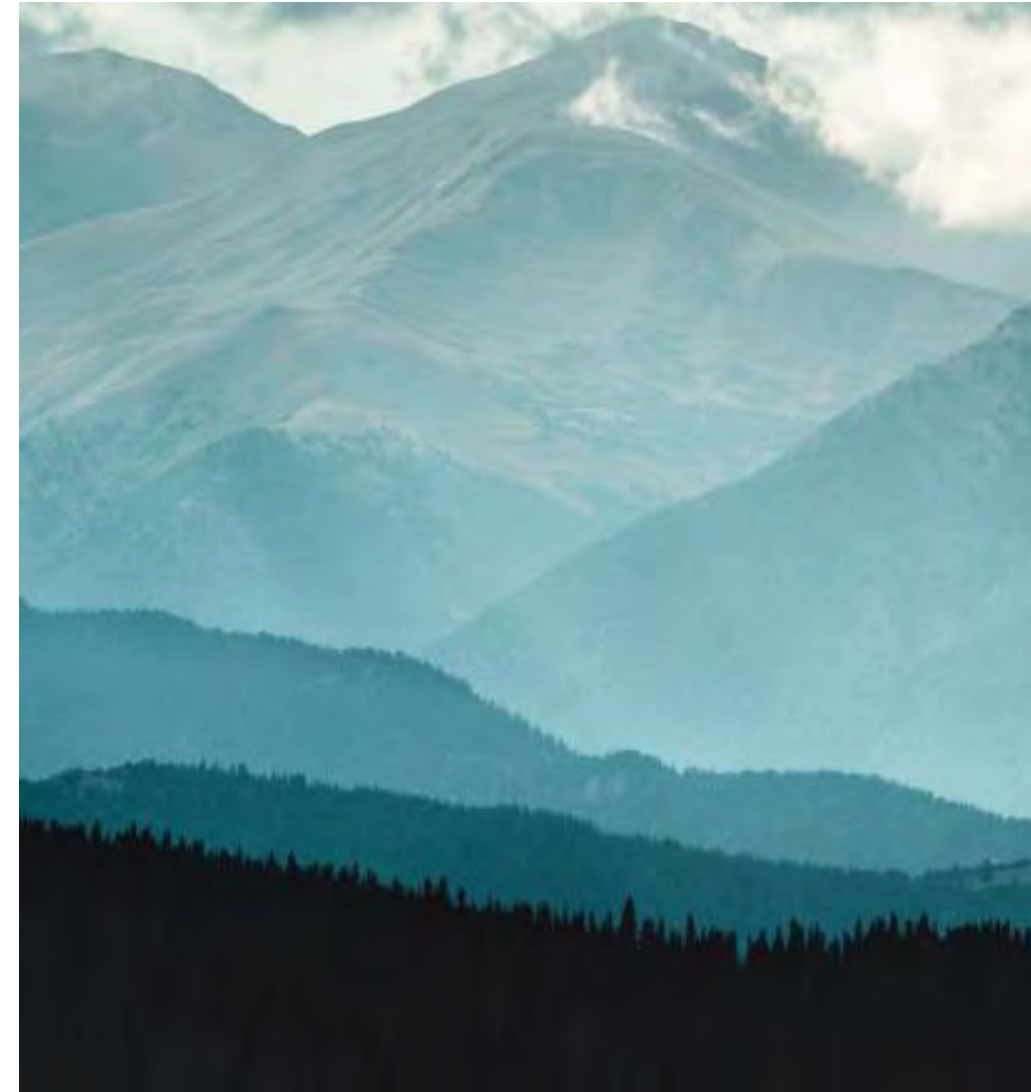
- 2-4 Instagram stories per influencer
- 2 Instagram newsfeed posts per influencer

GEO

Colorado



UNDERTONE INFLUENCERS



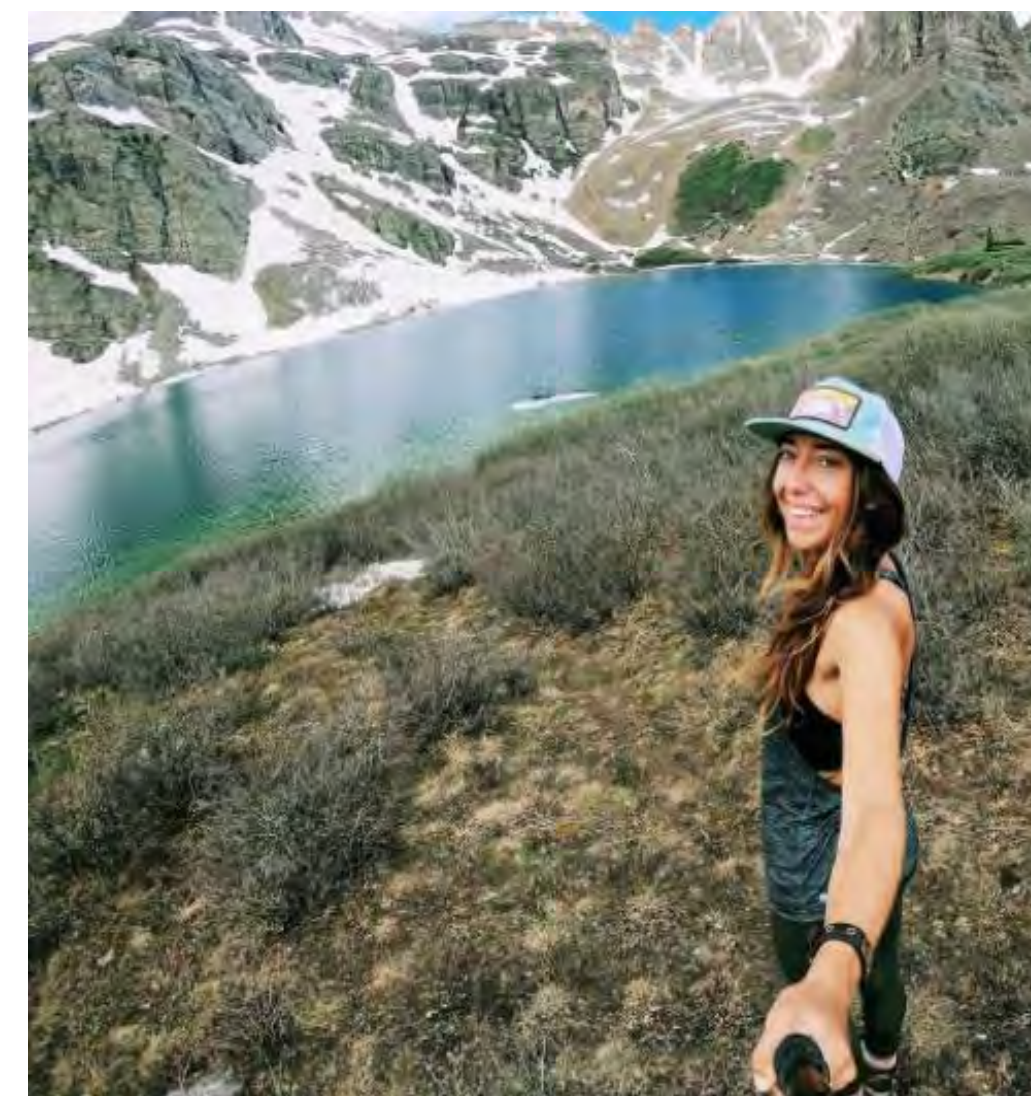
HUNTER LAWRENCE

@hunter_lawrence

Based in Colorado, Hunter has an outdoor account featuring his dog @aspenthemountainpup and their adventures in the great outdoors. His content is beautiful and truly captures the spirit of Colorado.

 117,181 Followers

UNDERTONE INFLUENCERS



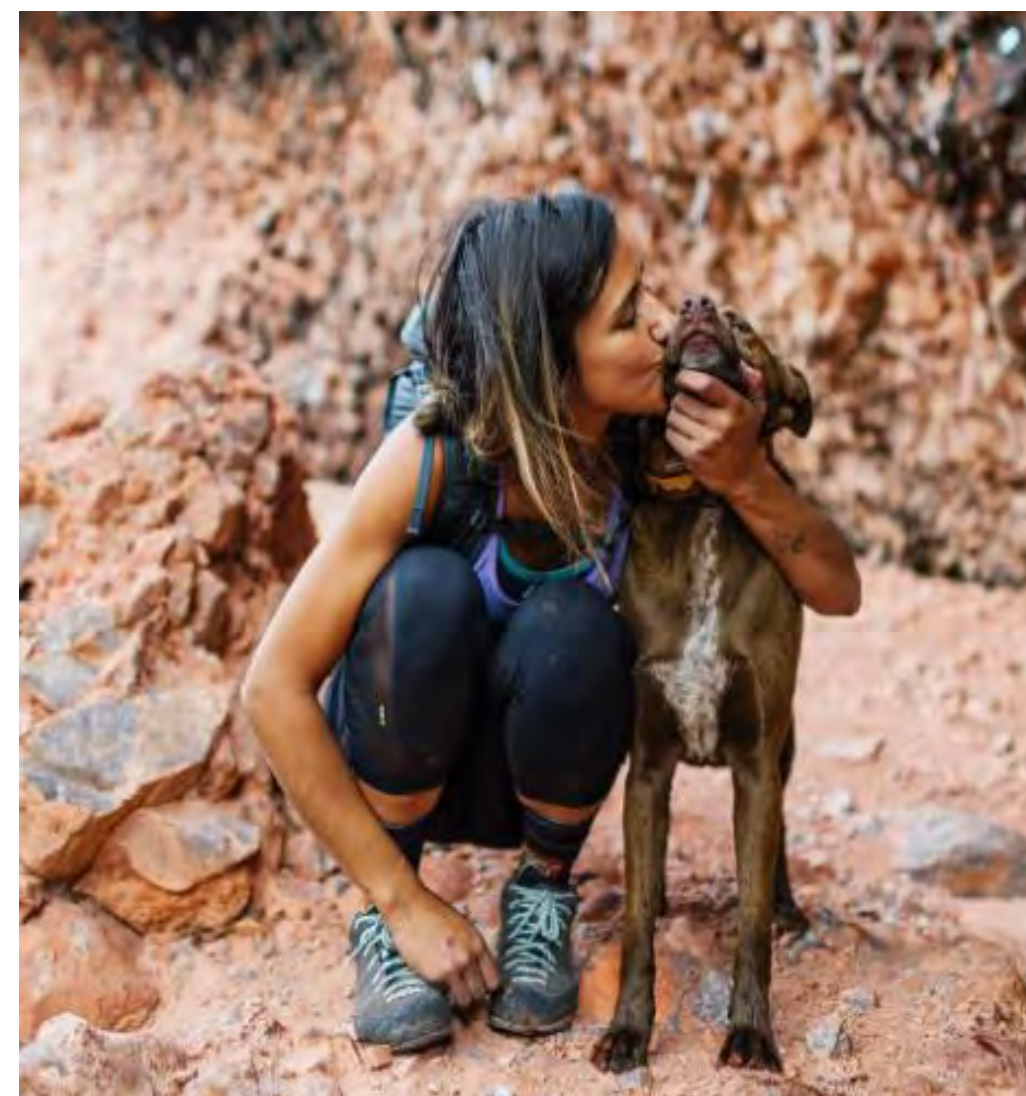
SHYANNE ORVIS

@shyanneorvis

Shyanne lives and guides in Aspen, Colorado, and she loves being a part of this opportunity. As a fishing guide, she completely understands the critical role of license fees and the many benefits from various conservation initiatives and wildlife management. This is something she is truly passionate about, and she's happy to bring awareness of the benefits to her audience.

 31,561 Followers

UNDERTONE INFLUENCERS



ABIGAIL LAFLEUR-SHAFFER

@abi.lafleur

Abigail is a born and raised Coloradoan. She grew up fishing with her dad, so partnering with CWC is of personal interest to her. Her content is focused on her outdoor adventures with her adorable dog Kuma Bear in Colorado.

 11,607 Followers

UNDERTONE INFLUENCERS



RYAN BONNEAU

@ryanbonneauphoto

For Ryan, raising awareness of the benefits of hunting and fishing is something close to his heart. He posts photos and film from around the globe, but finds his home in Telluride, Colorado.

 42,576 Followers



SOCIAL MEDIA

Update

NEW SOCIAL MEDIA VIDEOS



Available video footage

- ✓ Big Horn Sheep
- Fly fishing the Dream Stream
- Game warden driving through the backcountry
- Game warden checking fishing licenses
- Game warden tracking down a deer collar, resulting in finding a mountain lion cache
- Aquatic biologist discussion

NEW SOCIAL MEDIA RESPONSE PLAN



Areas that need responses for social community management

- Hard facts
- Fees/licenses
- Colorado Wildlife Council information

HARD FACTS

Make sure posts that contain facts have comments that direct followers to the Colorado Parks and Wildlife website to fact check.



Randy Arnell 280,000 what a crock of BS !!!

Shelly Anderson Wheres the research and how old is that research?

Like · Reply · 44w

...

FEES/LICENSES

Educate followers on fees, where they go and who/what they do/don't help.

Commenters are concerned with the price of licenses and their access to them. There is a major concern with non-Colorado residents getting priority for drawing a license.

 **The Colorado Wildlife Council** December 20, 2018 · 🌐

Colorado continues to impress both visitors and locals with its natural beauty and diverse wildlife. However, it wasn't always this way. Learn about which of the state's most iconic species are flourishing thanks to hunting and fishing license fees.

What's your favorite Colorado species?
<https://hugahunter.com/wildlife-conservation>



Kerigan Kappel A fee is a fancy word for tax. These "fees" were not approved by the taxpayers. I'm all for wildlife conservation, but we should be doing it legally and on a larger scale

Like · Reply · 28w

FEES/LICENSES

 **The Colorado Wildlife Council**
February 15 · 🌐

Colorado's ecosystem is home to many diverse wildlife species and offers breathtaking scenery for all to enjoy. Lets keep it that way!
<https://hugahunter.com/post/how-to-keep-colorado-beautiful>



HUGAHUNTER.COM
Wildlife Council

Brian Hendrix The other part of this is most of the money raised goes to parks; not conservation.

Like · Reply · 45w



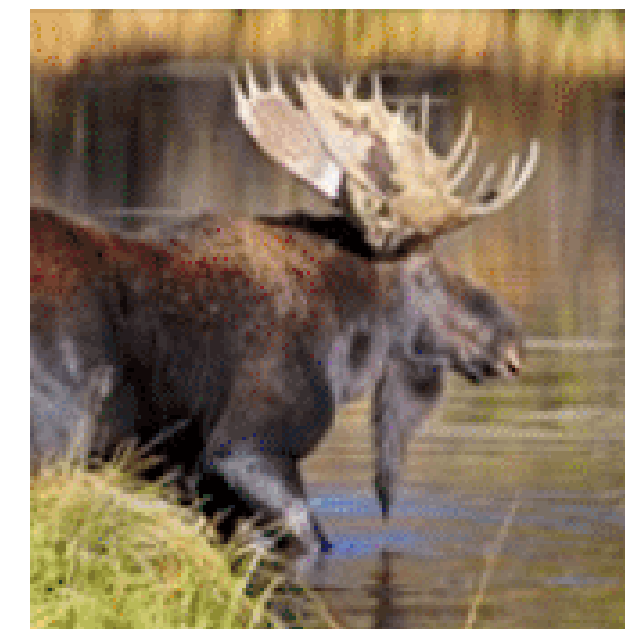
George Jones I am curious. What percentage of big game licenses are filled each season?

Like · Reply · 20w



 **The Colorado Wildlife Council**
August 24, 2018 · 🌐

In Colorado, hunters and anglers fund more than 70 percent of Colorado Parks and Wildlife's wildlife management programs! Hunting and fishing license fees generate millions of dollars for conservation programs that benefit wildlife like the moose. Click to learn more:
<https://hugahunter.com/colorado-wildlife-speci.../shiras-moose>



HUGAHUNTER.COM
Wildlife Council

HabitatProfile Weighing up to 1000 pounds and towering at more than 6 feet at the shoulder, the moose is Colorado's largest big-game animal. In addition to its massive size, the moose is also one

Randy Morrow I agree we need to include all that want to use the areas with permits. Its kind of a burden to ask a Hunter/Fisherman to pay for those that use the areas without any obligation.

Like · Reply · 45w

PROBLEM WITH THE LOTTERY SYSTEM YOU HAVE FOR COLORADO RESIDENTS. YOU SHOULD BE ABLE TO BUY A PERMIT OVER THE COUNTER IN A LOCATION BEFORE OUT OF STATE PEOPLE. YOU CRATER TO OUT OF STATE AN RANCHERS OF PROPERTY WITH TAGS. WHY IS THAT. I KNOW ITS ALL ABOUT THE MONEY.

Like · Reply · 46w



COUNCIL INFORMATION

Commenters need solid information about the role CWC plays. They don't seem to understand that the organization is a non-profit of volunteers. It also seems that there is confusion between Colorado Wildlife Council and Colorado Parks and Wildlife. Providing information about the difference may help users understand where to direct their frustrations.



14 Replies



Jesse Krause How about a group of wildlife biologists, actual game managers, and habitat specialists take care of the state's elk herds and lands? Seems better than a bunch of corporate representatives for outdoor companies and other businessmen looking to make a buck instead of protecting the sport, the land, and the wildlife.

Like · Reply · 18w · Edited



Isaiah Foster Need to remove you council members and replace you with knowledgeable individuals intact with reality. You ask for input on shed hunting yet even the abundance of sportsmen telling you, you dont own the land nor the antlers once they shed. Wolves we dont want them yet you will still put them here. Cant stand the programs you put in place, yall need replaced.

Like · Reply · 18w



INFLUENCER RESPONSES

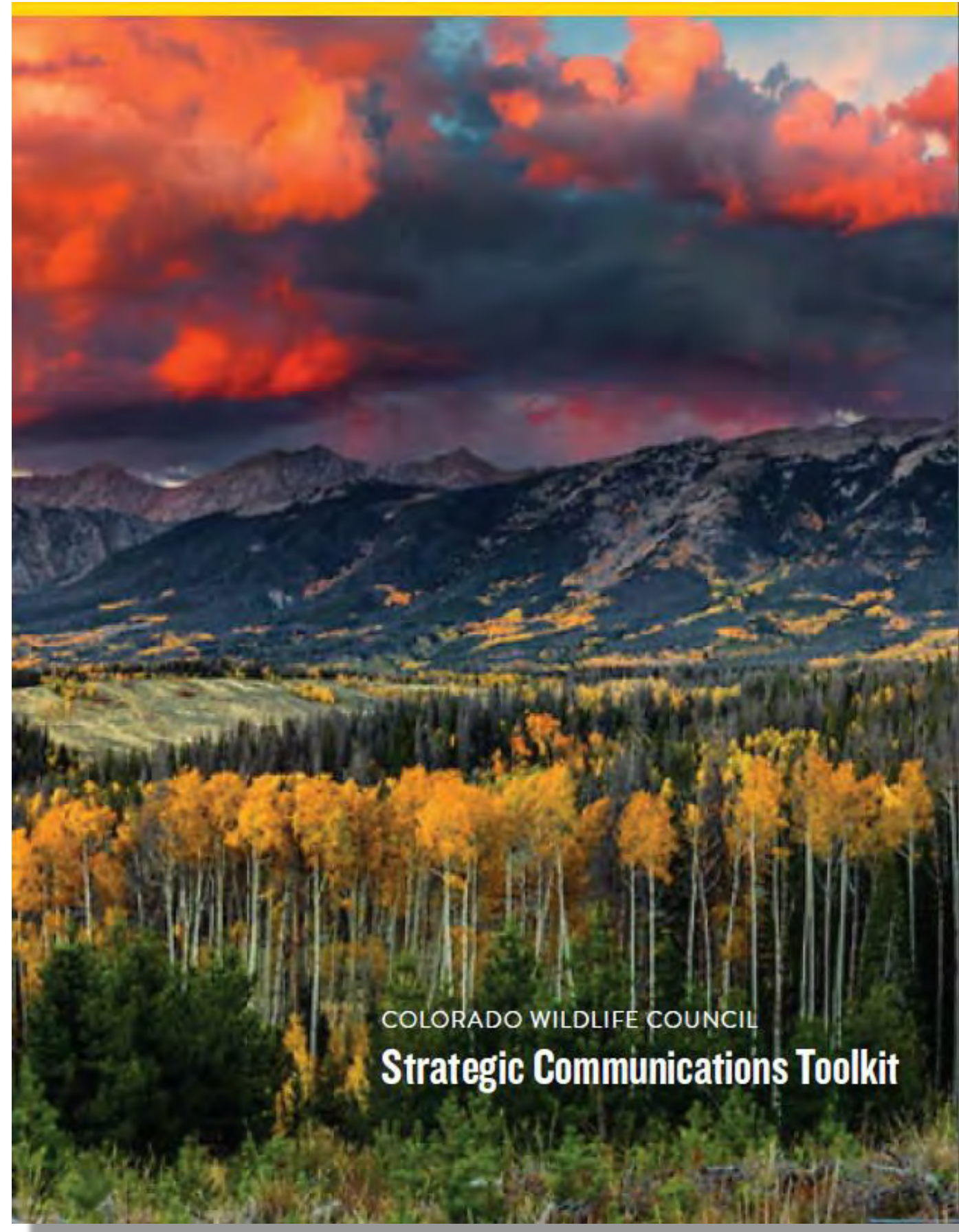
*I've partnered with Colorado Wildlife Council.
If you'd like to learn more, please visit
COwildlifecouncil.org*





COMMUNICATIONS TOOLKIT

COMMUNICATIONS TOOLKIT



1. Introduction
2. Target Audience Profile
3. Channel Strategy
4. Messaging Guidance
5. Communications Guide

NEXT STEPS



NEXT STEPS & ACTION ITEMS

1. Media launching August 12th
2. Social video content approvals
3. Native articles on the economy – small business focus approval

Thank You



APPENDIX

Colorado Wildlife Council FY4: 2019 - 2020

	1 8 15 22 29	5 12 19 26	2 9 16 23	30 7 14 21 28	4 11 18 25	2 9 16 23	30 6 13 20 27	3 10 17 24	2 9 16 23	30 6 13 20 27	4 11 18 25	1 8 15 22
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
R&R Scope of Work												
Research: Quant Survey												
Creative Concepting												
Creative Production												
Media Planning & Buying												
Media Flight (*exact dates TBD)												
Media Analysis												
Community Partnerships/Coalition Building												
Website Maintenance												
Social Media Community Management												
Brand & Project Management												
Council Meeting & Call Dates												
Council Meetings & Retreats												
Council Conference Calls												
Hunting & Fishing Seasons												
Big Game Season (Most Populist)												
Small Game Season (Most Populist)												
Fishing Season (Most Populist)												

*FY4 timeline is subject to change based on client needs/goals.



Job #	BASIC COMPENSATION	HOURS*	FEEES	EXPENSES	TOTAL
116734	1Brand & Project Management	656	\$75,440	\$0	\$75,440
116738	2Creative Development	100	\$11,500	\$0	\$11,500
116739	3Media Planning & Buying (Wkly. Evergreen) Social Media Strategy & Community	84	\$9,660	\$0	\$9,660
116740	4Management	270	\$31,050	\$0	\$31,050
116741	5Website Maintenance	72	\$8,280	\$300	\$8,580
116742	6Community Partnership Building Campaign Reporting/Analytics & Brand	36	\$4,140	\$0	\$4,140
116743	7Strategy	148	\$17,020	\$0	\$17,020
n/a	8Strategic Consultation	0	\$0	\$72,000	\$72,000
116744	9Travel 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	FEEES	EXPENSES	TOTAL
	Creative Concepting & Creative Asset				
116745	10Production	516	\$59,340	\$200,000	\$259,340
116746	11Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
	SUBTOTAL:	596	\$68,540	\$200,000	\$268,540

	RESEARCH & PLANNING	HOURS	FEEES	EXPENSES	TOTAL
116747	12Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
116856	13Communications Toolkit	72	\$8,280	\$3,000	\$11,280
116748	14Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
	SUBTOTAL:	214	\$24,610	\$18,000	\$42,610

	MEDIA PLACEMENTS	HOURS	FEEES	EXPENSES	TOTAL
	Media Placements; Campaign Planning &				
116749	15Buying	399	\$45,885	\$1,151,575	\$1,197,460
	SUBTOTAL:	399	\$45,885	\$1,151,575	\$1,197,460

GRAND TOTAL:** 2,575 \$296,125 \$1,453,875 \$1,750,000

