

Colorado Wildlife Council

December Meeting
2019



Colorado
wildlife
council

Date Issued:

December 4, 2019

Agenda

- 01 **Fall Media – Campaign Recap**
- 02 **Website Analytics**
- 03 **Creative Presentation**
- 04 **2/20 Meeting @ Capitol**
- 05 **Next Steps**

Fall Media Campaign Recap

8/12/2019 - 10/31/2019

Campaign Parameters

TIMING:

August 12 – October 31, 2019

TARGET AUDIENCE:

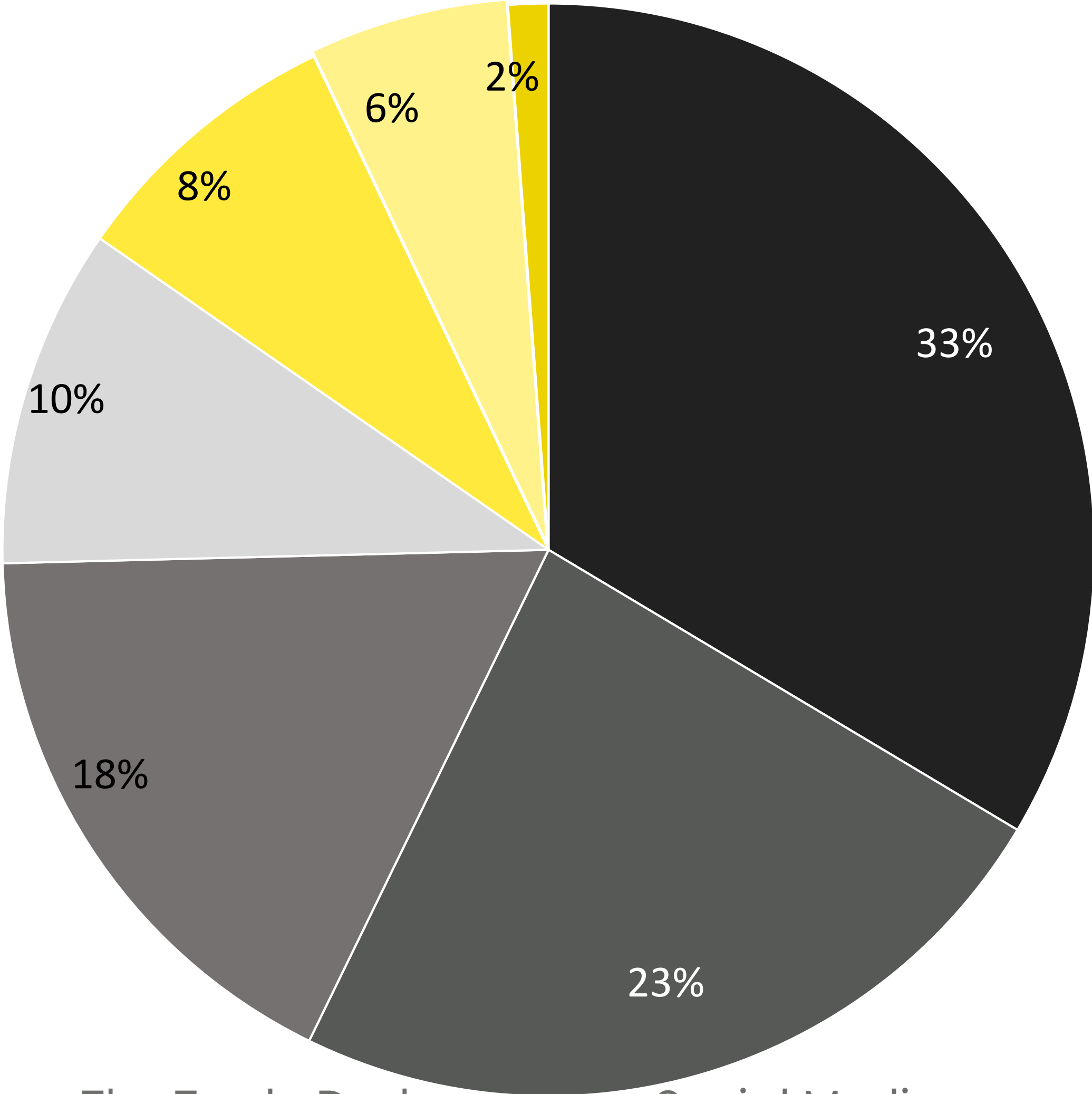
In The Wind

TACTICS & TIMING:

- 8/12-10/31 | Social Influencers
- 8/18-10/31 | Social (Facebook & Instagram)
- 8/18-10/31 | Digital
- 9/2-10/27 | OOH
- 9/16-10/6 | Television

BUDGET: \$465,142

BUDGET



- Television
- The Trade Desk
- Social Media
- OOH
- Kargo Rich Media
- Undertone Influencers
- Spotify

Media Campaign

Campaign Objective

- Increase awareness amongst 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 estimated ad recall lift rate* rates and impression delivery

KPIs

- Primary: Estimated ad recall lift rate (EAR), impressions, annual tracker study
- Secondary: Clicks (CTR), video views (VCR), website visits

Media Overview

Reporting dates: 8/12-10/31

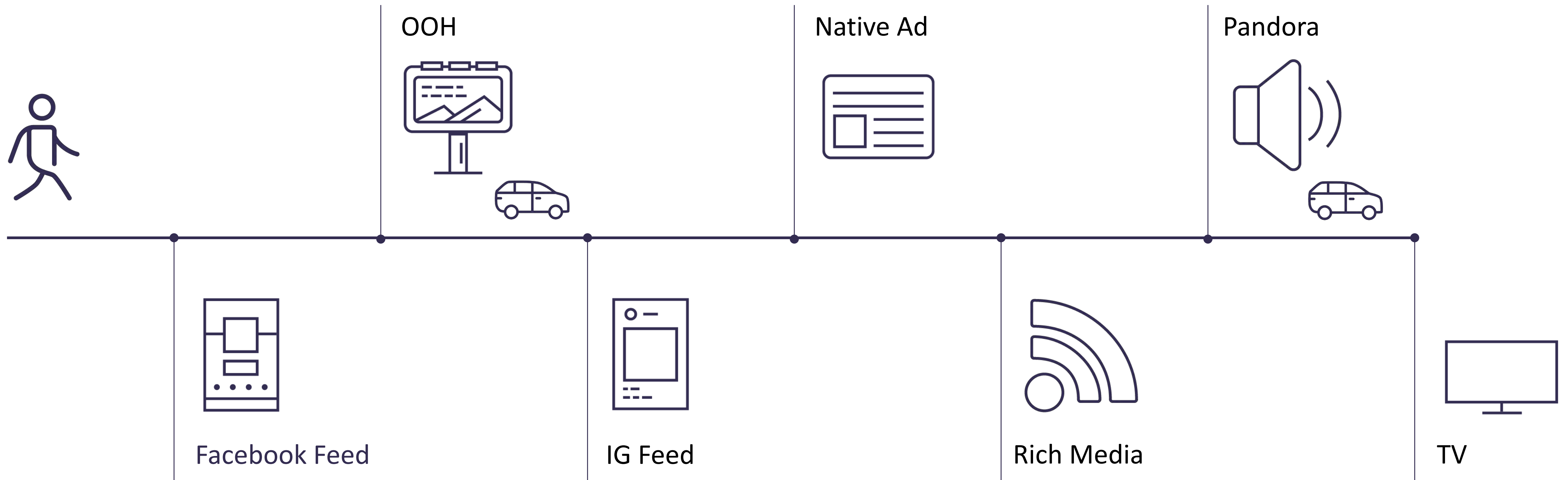
Overview

- 43M impressions
- 8 media channels
- 14 tactics delivered on television, OOH, social and digital media
- 43 different variations of creative

New to Fall 2019

- Most creative versioning of any CWC campaign.
- For the first-time, influencers were added to the CWC media mix. The four influencers produced 8 Instagram posts and 4 IG Stories.
- OOH brought back to the campaign.

CONSUMER JOURNEY



Television

Audience: Adults 18–34

Impressions: 1,175,571

Paid Spots: 339

Added Value \$0 Spots: 325

Added Value Delivered: \$66,615

Television

Program Details- Ranked by Target Audience Rating

#1 – Sunday Night Football Chiefs vs Colts

#2 – Sunday Night Football Steelers vs Chargers

#3 – NFL Football on Fox Bears vs Oakland

#4 – Fox NFL Post Game 9/22

#5 – Fox NFL Post Game 10/6

Additional primetime spots: America's Got Talent, Masked Singer, WWE WrestleMania, A Million Little Things

2020 Recommendations

Continue to reach cord-cutters via live, high profile programming including NHL, NBA, Golf and reality competitions such as The Voice and Masked Singer. The 2020 election will impact TV costs and demand starting in Q2'20 and ramping up through election day (November 3, 2020).

Out of Home (OOH)

Impressions: 13,784,913

Added Value Impressions: 1,958,143

Added Value Delivered: \$4,910

Out of Home (OOH)

Campaign Delivery

During the Fall 2019 campaign, seven static billboards and five digital boards served over 13 million impressions across the Denver metro area. These locations were strategically chosen to align with the commuter behaviors of the target audience.

2020 Recommendations

Out of home will continue as an efficient way to reach ITW. Consider unique out of home spaces, i.e. ski lifts, billboards heading into and out of the mountains, and out of home in sports environments (winter sports, professional Denver sports).

Facebook & Instagram

Reach: 3,723,746

Impressions: 10,001,966

Estimated Ad Recall: 10.79%

Total Clicks: 37,371

Link Clicks: 18,029

Click Through Rate: 0.18%

Post Engagements: 566,677

Frequency: 14.31

Facebook & Instagram Insights

Audience Insights

- Retargeting on social media had the highest EAR (26.55%).
- Top performing audience was the Factual audience “Outdoor Leisure Seekers” at an EAR of 13.54%.

Ad Insights

- Facebook videos had the strongest ad recall rate of the social ads.
 - The “Motel” video was the top performing with a 14.67% average ad recall rate.
 - The “Angler” webcard is the highest non-video performer at a 8.19% EAR.

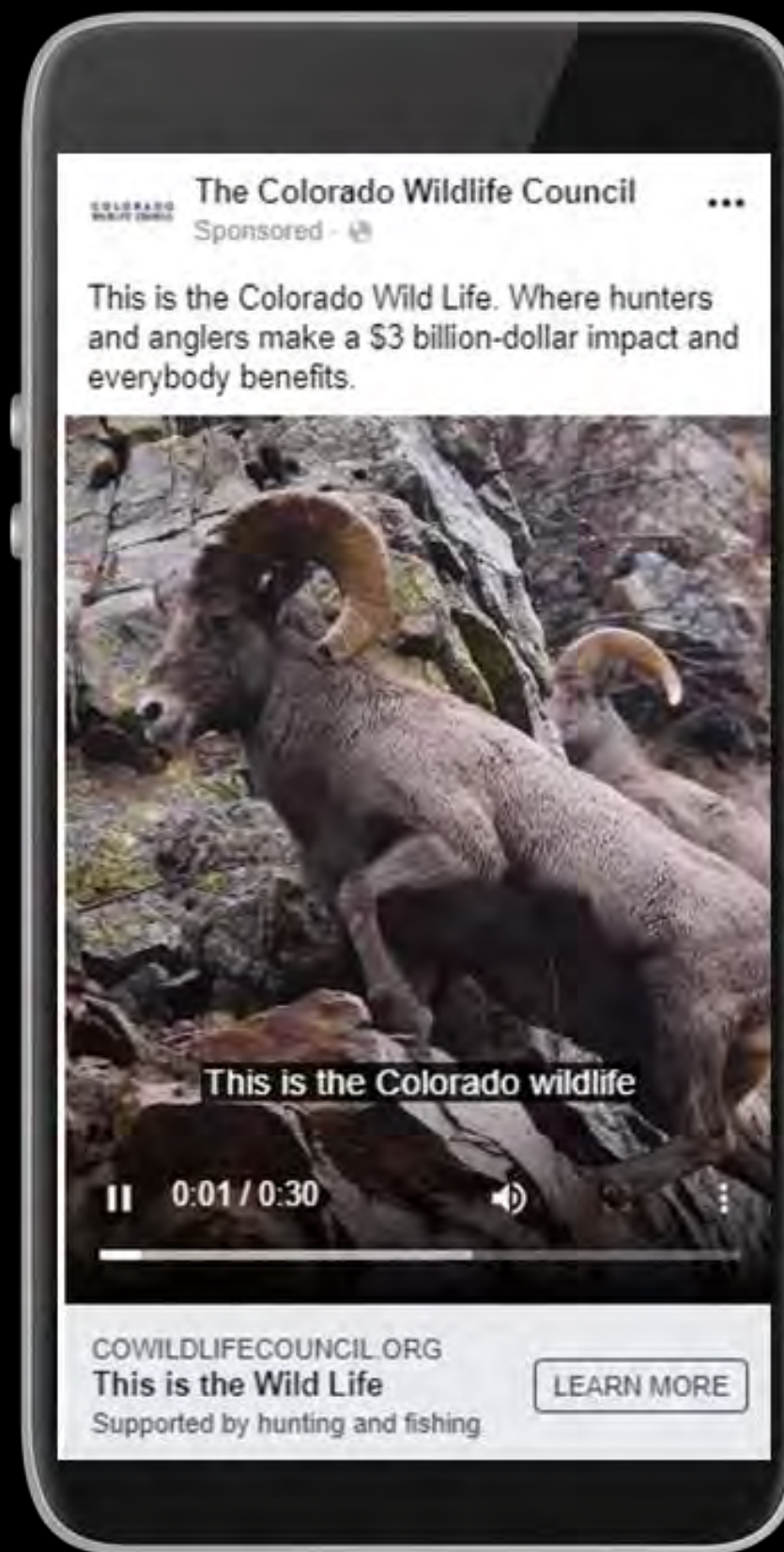
Campaign Insights

- Of the platforms, Facebook had the strongest EAR at 11.16% while Instagram had delivered 3.84%.

2020 Recommendations

- As Facebook continues to restrict data within platform, we will continue to use 3rd party data segments across programmatic platforms to refine and locate our most movable audiences.
- Introduce more creative versioning, with a focus on video and personalization.
- Include CTAs that encourage engagement to further the earned reach of ads and increase CWC performance with the platform algorithm.

FACEBOOK CREATIVE



:30s TITWL Video



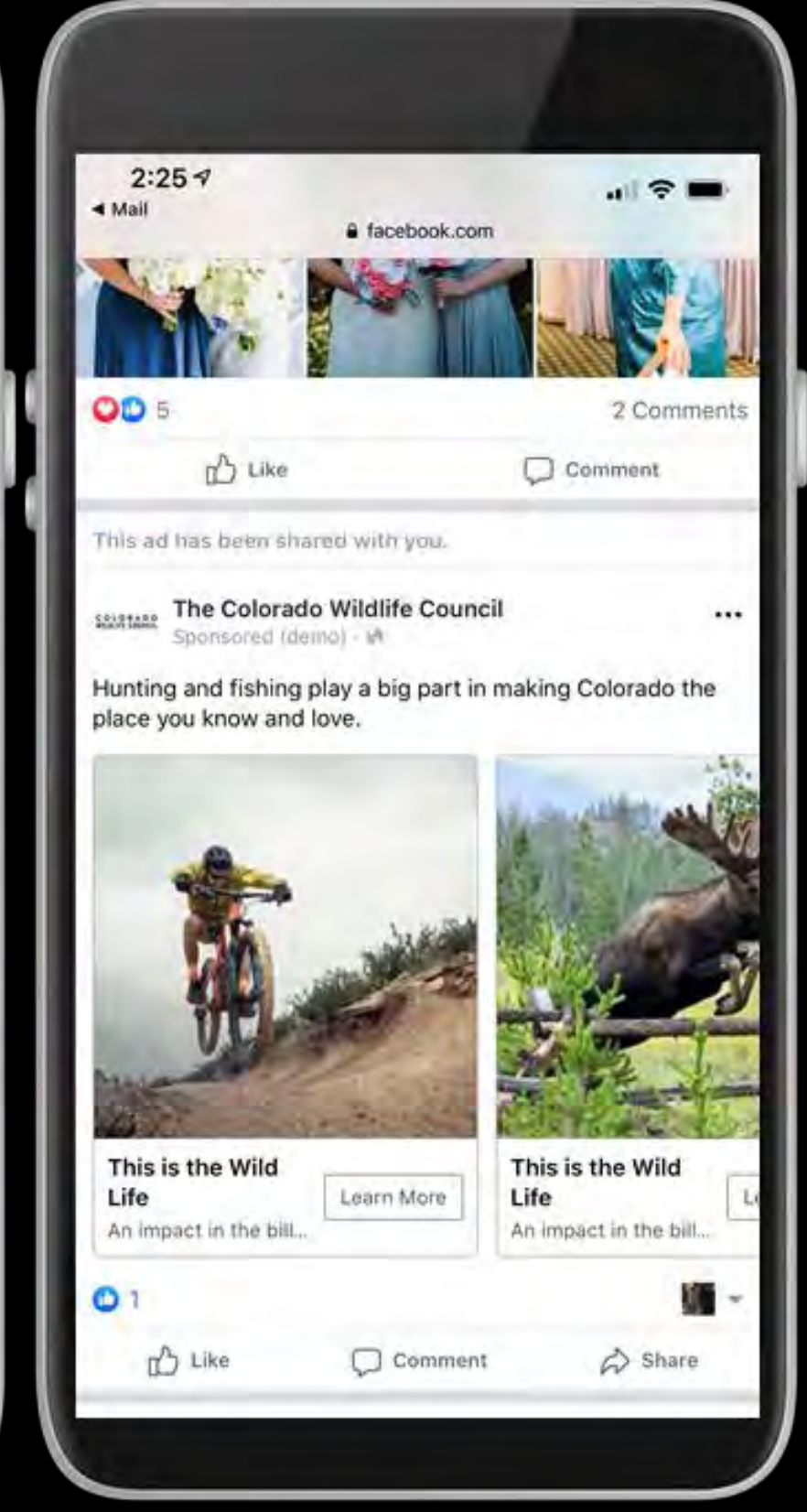
:15s TITWL Video



Facebook Kayaker Video



Facebook Angler Webcard

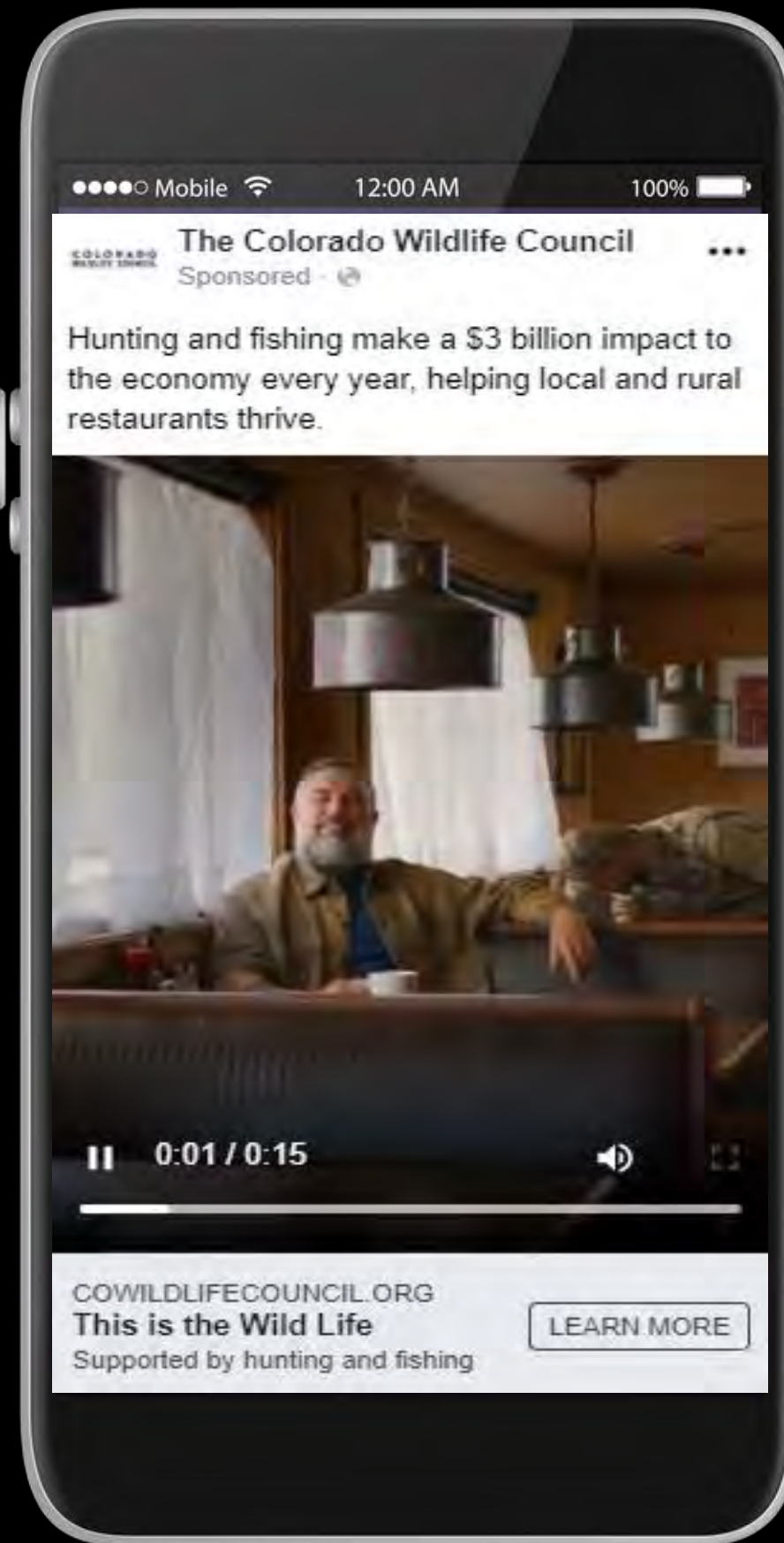


Facebook Carousel

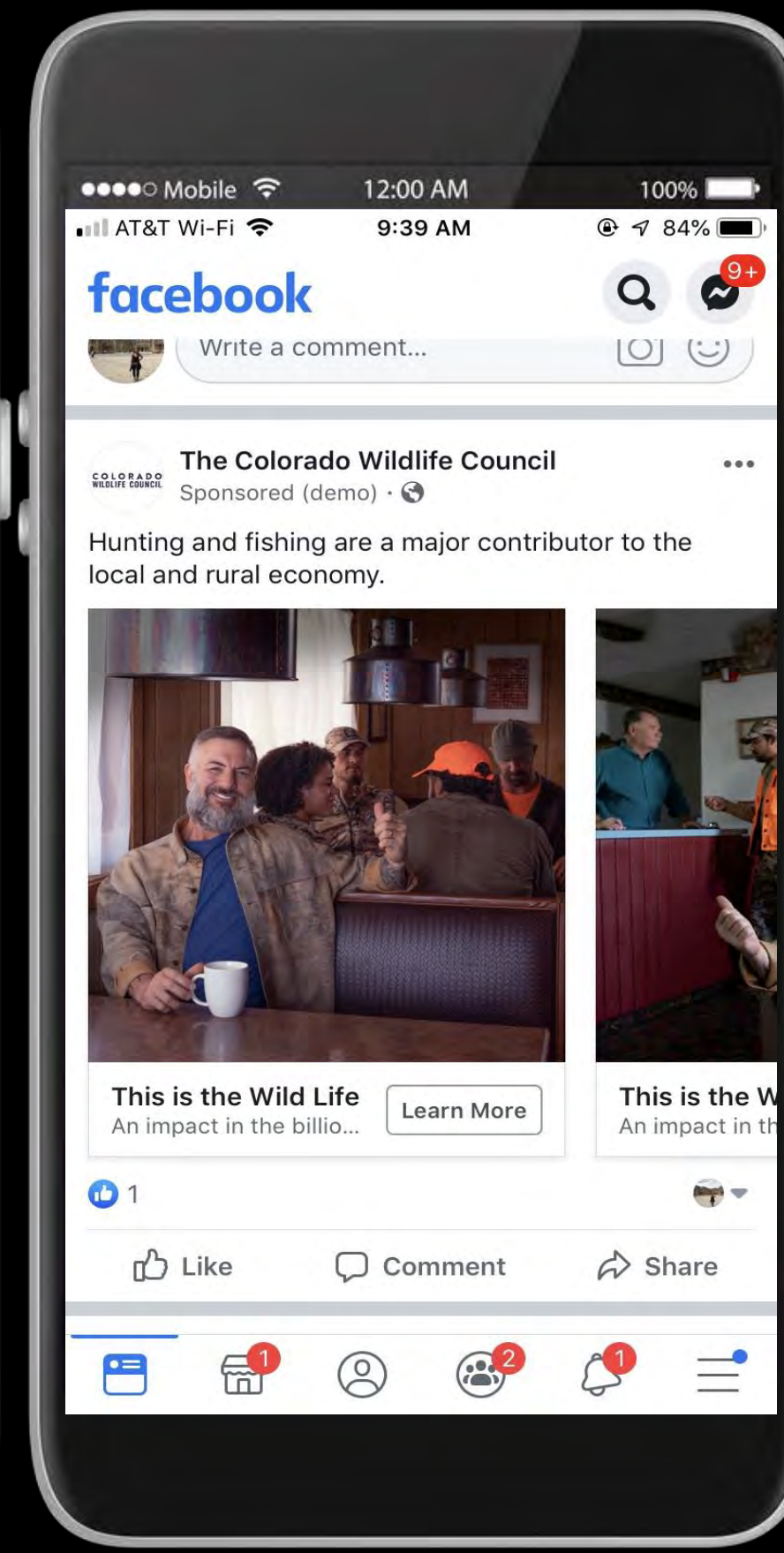
FACEBOOK CREATIVE



Facebook Climber Webcard



:15s Restaurant Video



Facebook Carousel 2



Facebook Restaurant Webcard

FACEBOOK CREATIVE



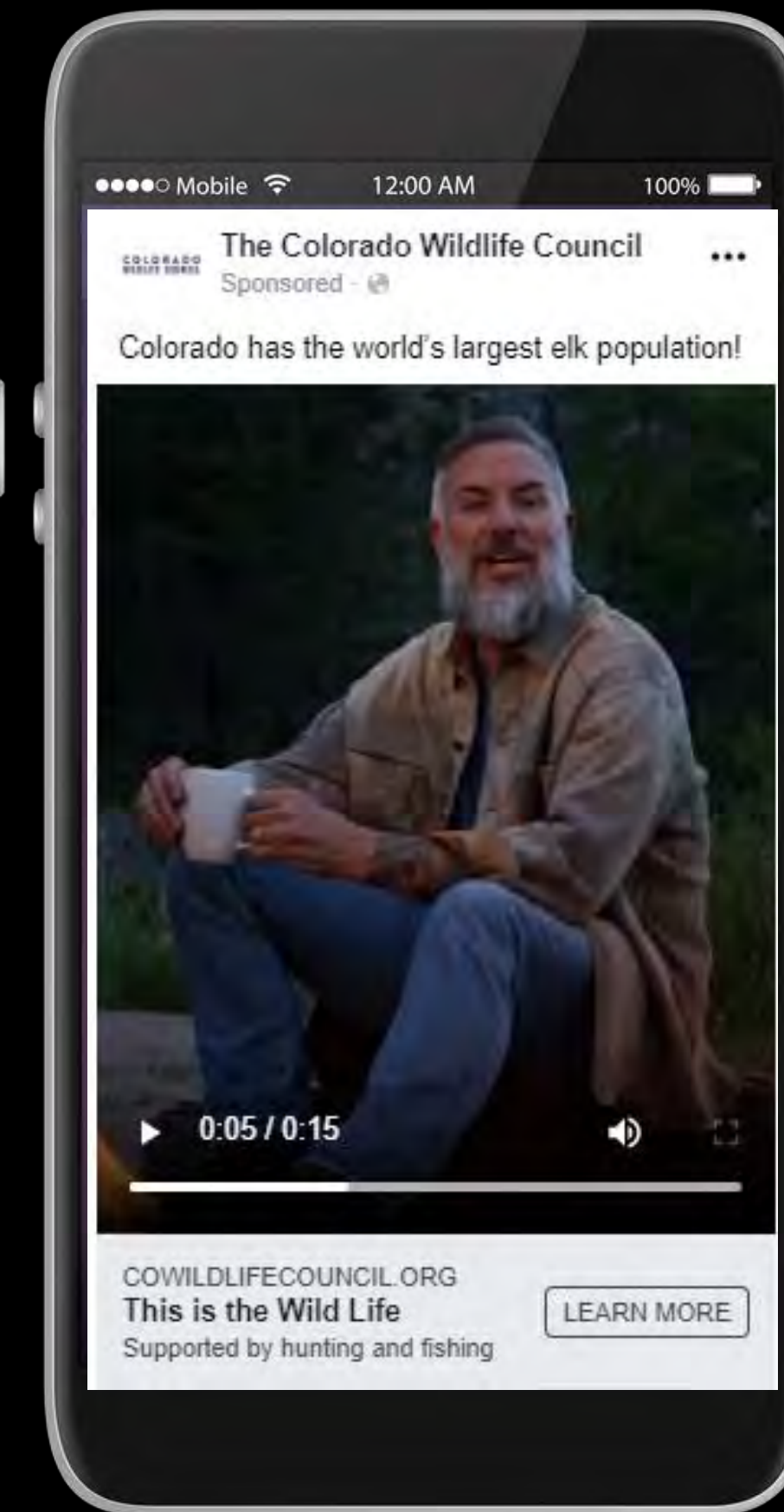
Facebook Sheep Webcard



:15s Motel Video



Facebook Motel Webcard

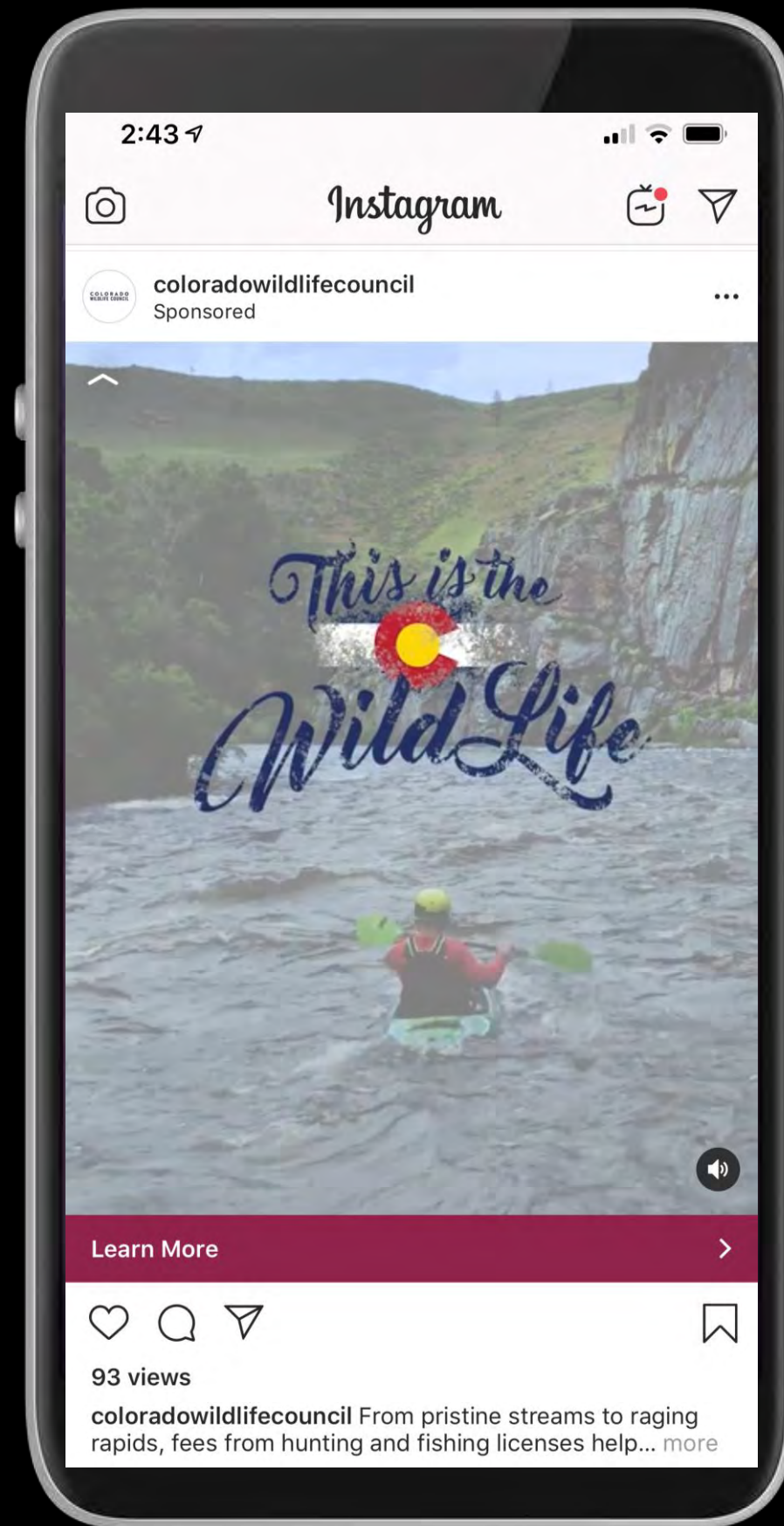


Facebook Elk Webcard

INSTAGRAM CREATIVE



:30s & :15s TITWL Video



Instagram Kayaker Video

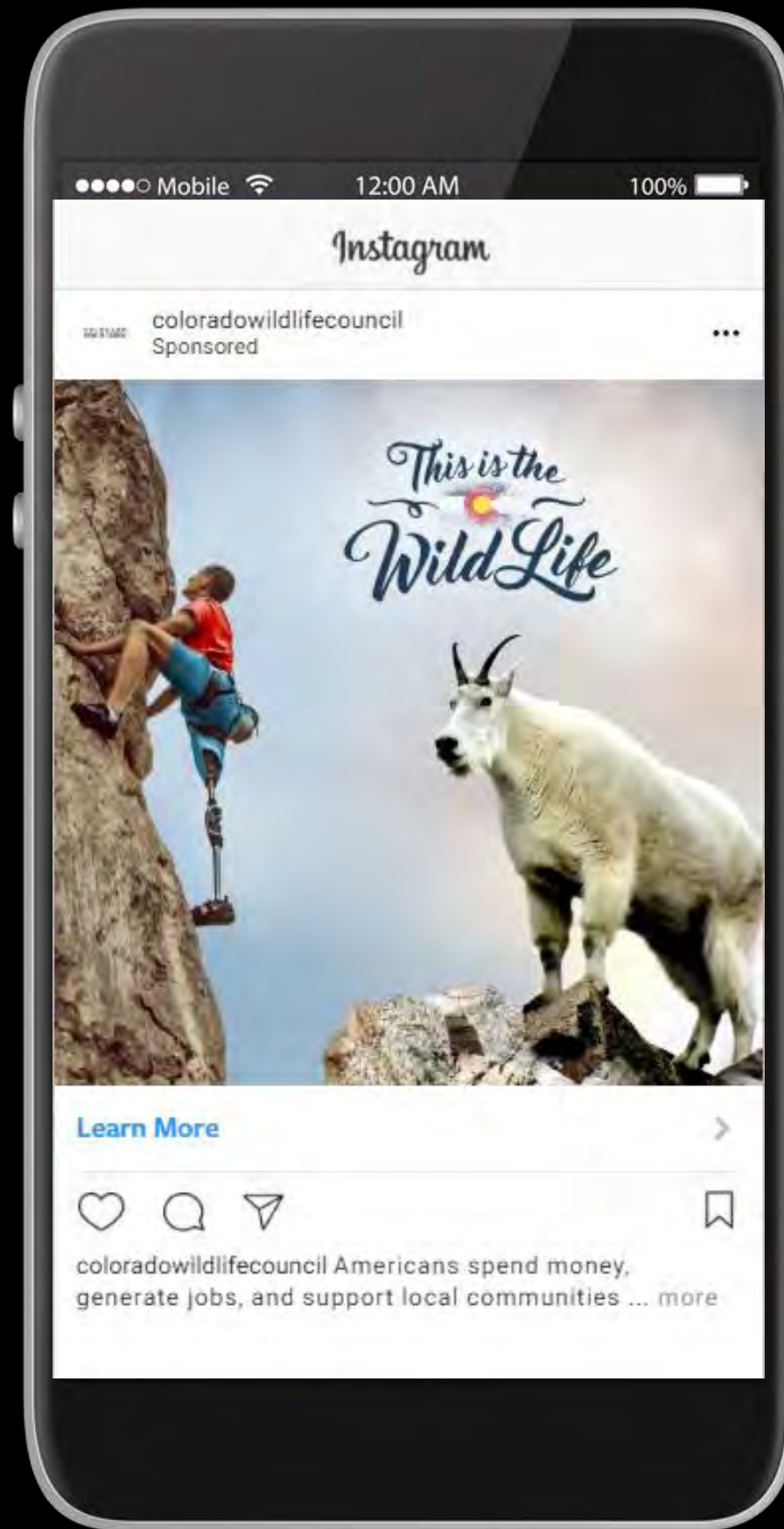


Instagram Angler Webcard

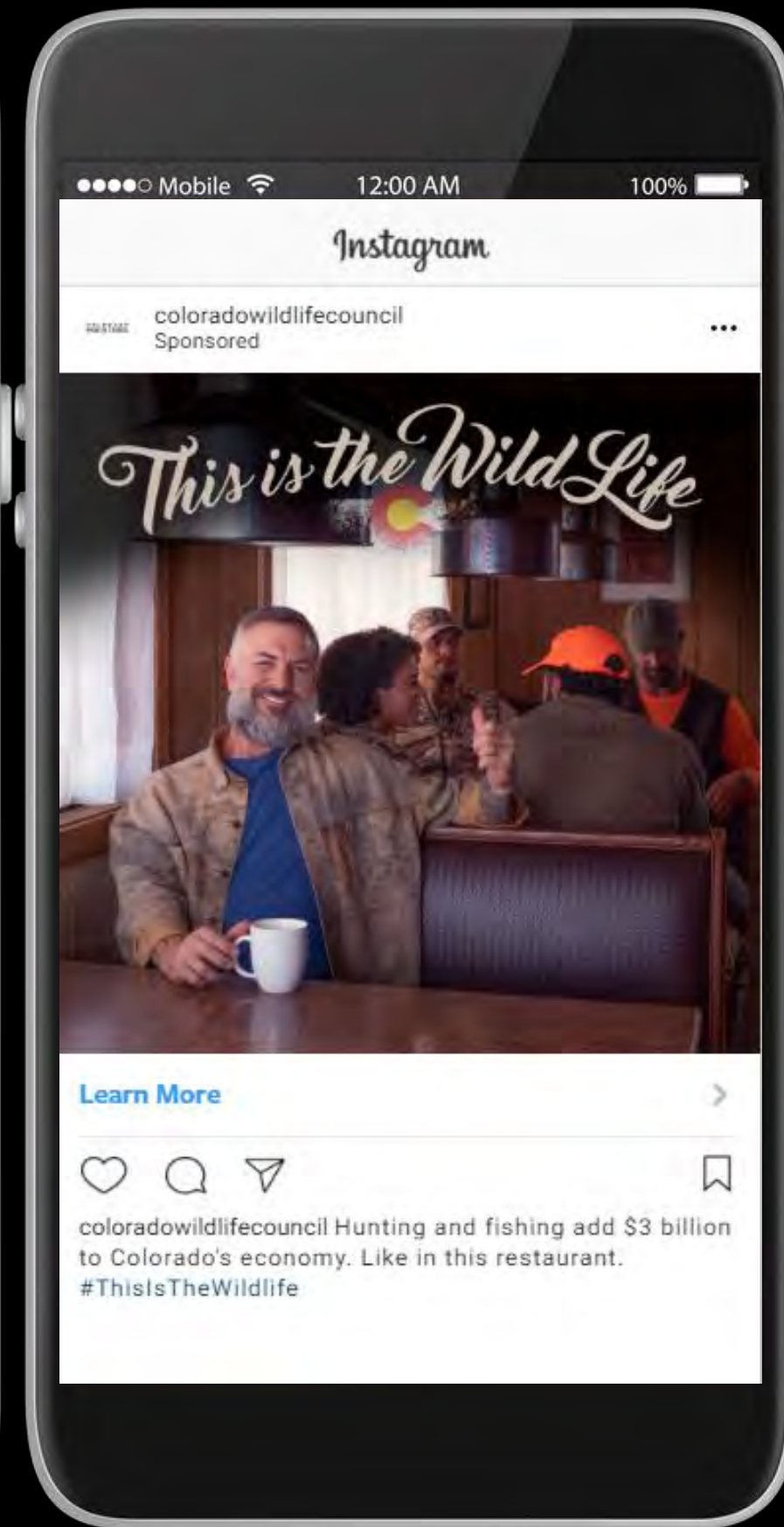


Sheep Webcard

INSTAGRAM STORY CREATIVE



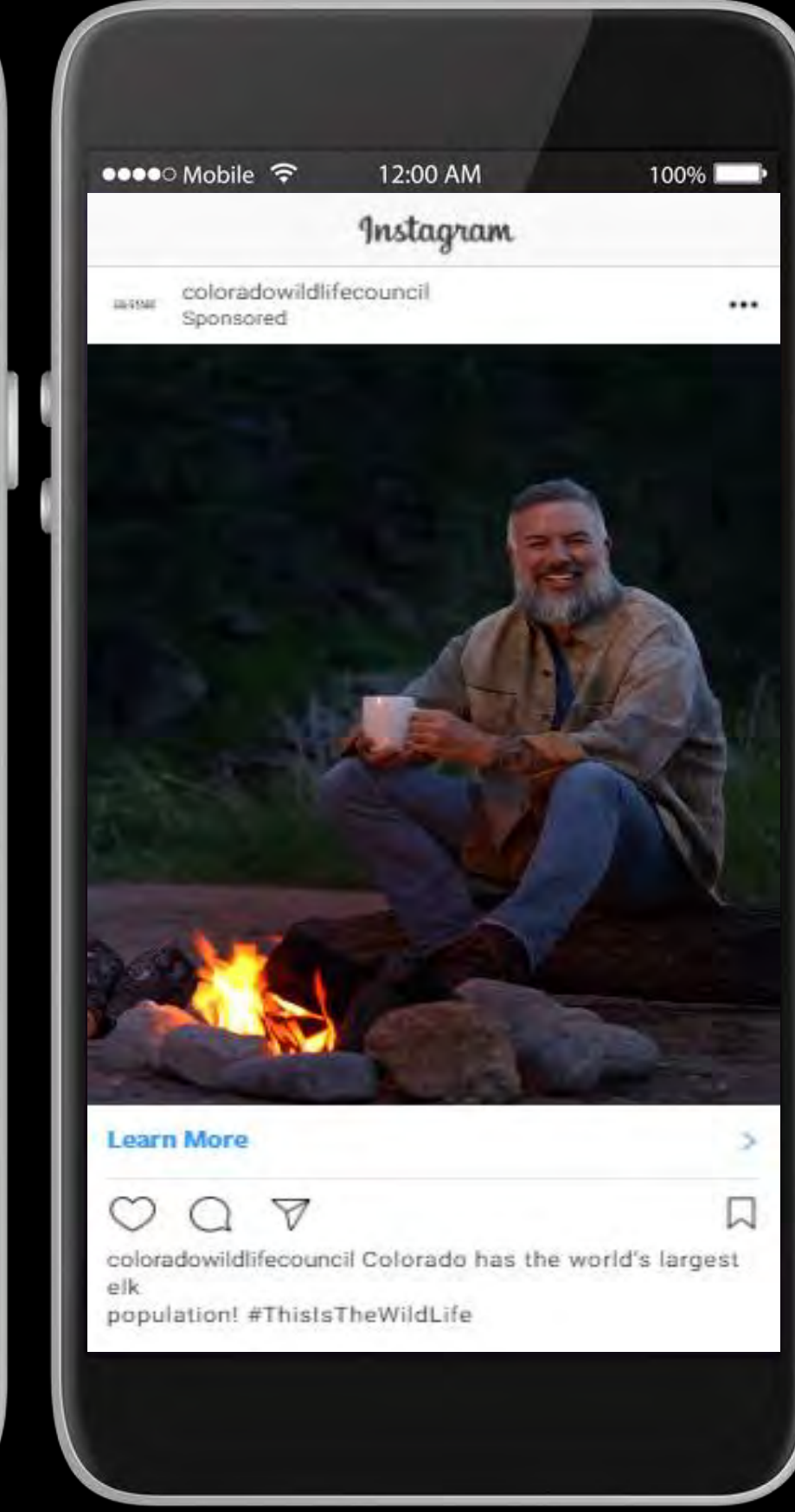
IG Climber Webcard



IG Restaurant Webcard



IG Motel Webcard



IG Elk Video

INSTAGRAM STORY CREATIVE



IG Kayaker Story



IG Restaurant Story



IG Motel Story



IG Elk Story

Influencers

Reach: 255,524

Paid Impressions: 2,596,511

Organic Impressions: 146,554

Estimated Ad Recall: 7.50%

Post Engagements: 11,190

Engagement Rate: 8.30%

Influencer Insights

Campaign Insights:

- Many comments were in support of the hunting and licenses fees and it was clear that followers understood the implications of the fees for all Coloradans.
- Pictures that incorporated fishing performed the best in terms of generating comments and a conversation about hunting and fishing licenses benefiting all the Coloradans.
- The results suggest that their followers understand the importance of hunting and fishing licenses, with 86% of voters answering "Yes" on Shyanne's poll and 40% of Meredith's followers knowing that 960 wildlife species thrive in Colorado.

2020 Recommendations:

- Continue to use 'polls' within stories to help dive deeper into interactive education for this audience.
- Consider a before and after poll on Instagram as an effective way to test exposure effects.
- The influencers Instagram ads had a higher ad recall rate (5.4%) than the CWC Instagram ads (3.8%).

Undertone Influencers



@hunter_lawrence

116K Followers

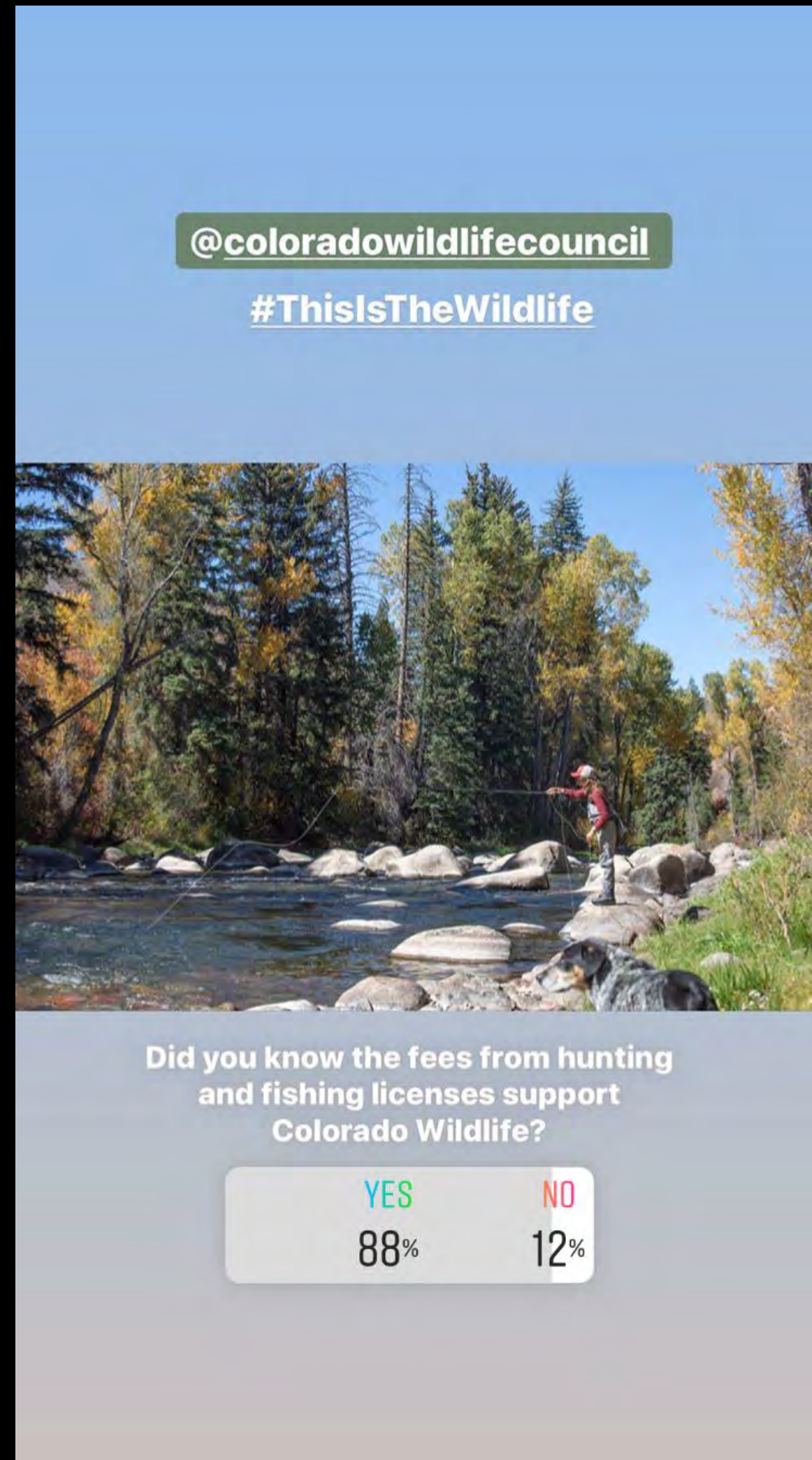
Organic Posts:

- Engagement Rate: 8.00%
- Total Post Likes: 4,653
- Total Post Comments: 25
- Post Impressions: 58,494
- Total Engagements: 4,678

Paid Posts:

- Ad Recall Rate: 9.05%
- Impressions: 712,273
- Link Clicks: 208

Undertone Influencers



@shyanneorvis

33K Followers

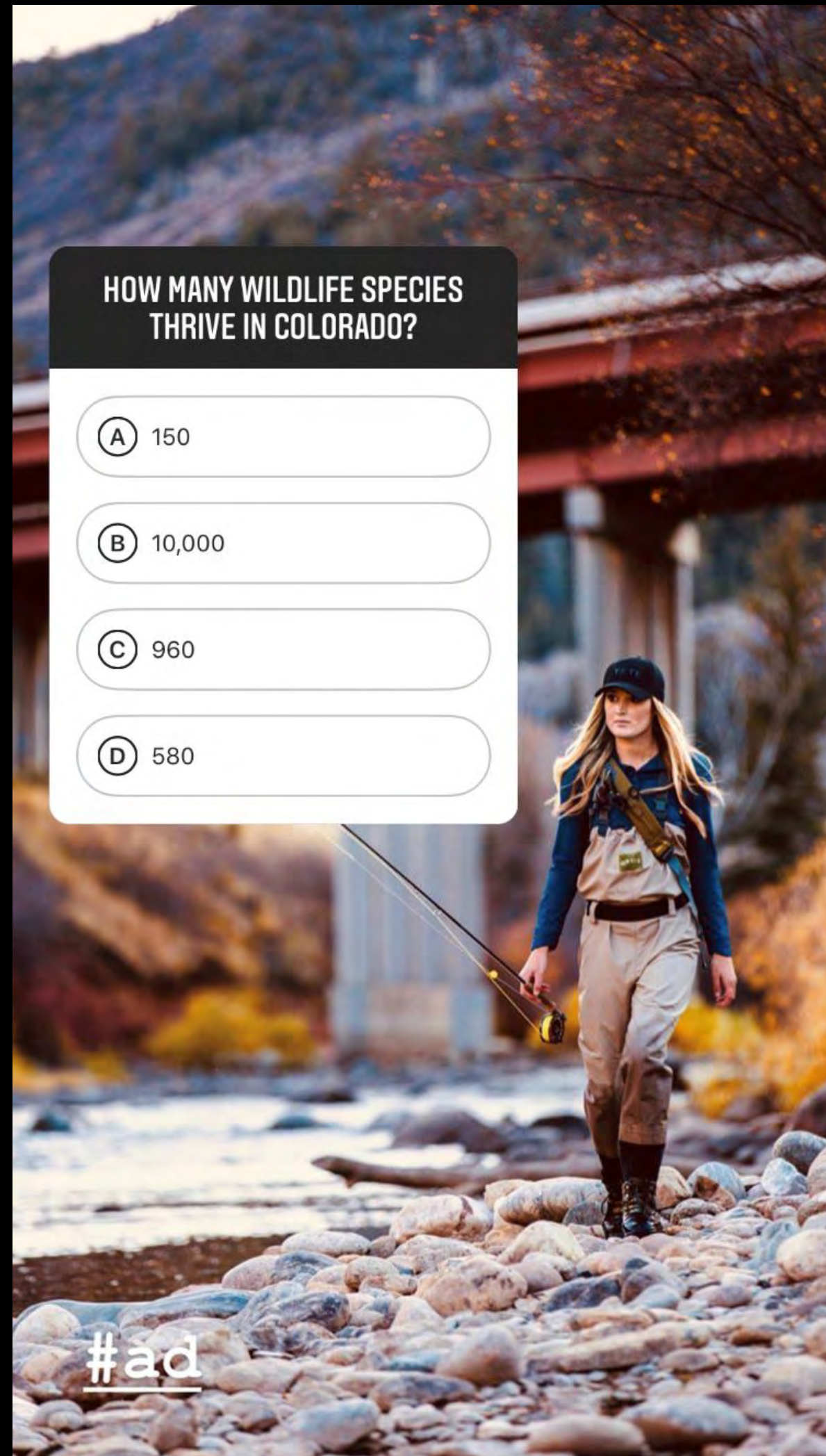
Organic Posts:

- Engagement Rate: 8.03%
- Total Post Likes: 3,896
- Total Post Comments: 61
- Post Impressions: 49,297
- Total Engagements: 3,957

Paid Posts:

- Ad Recall Rate: 9.30%
- Impressions: 555,398

Undertone Influencers



@meredithdrangin

11K Followers

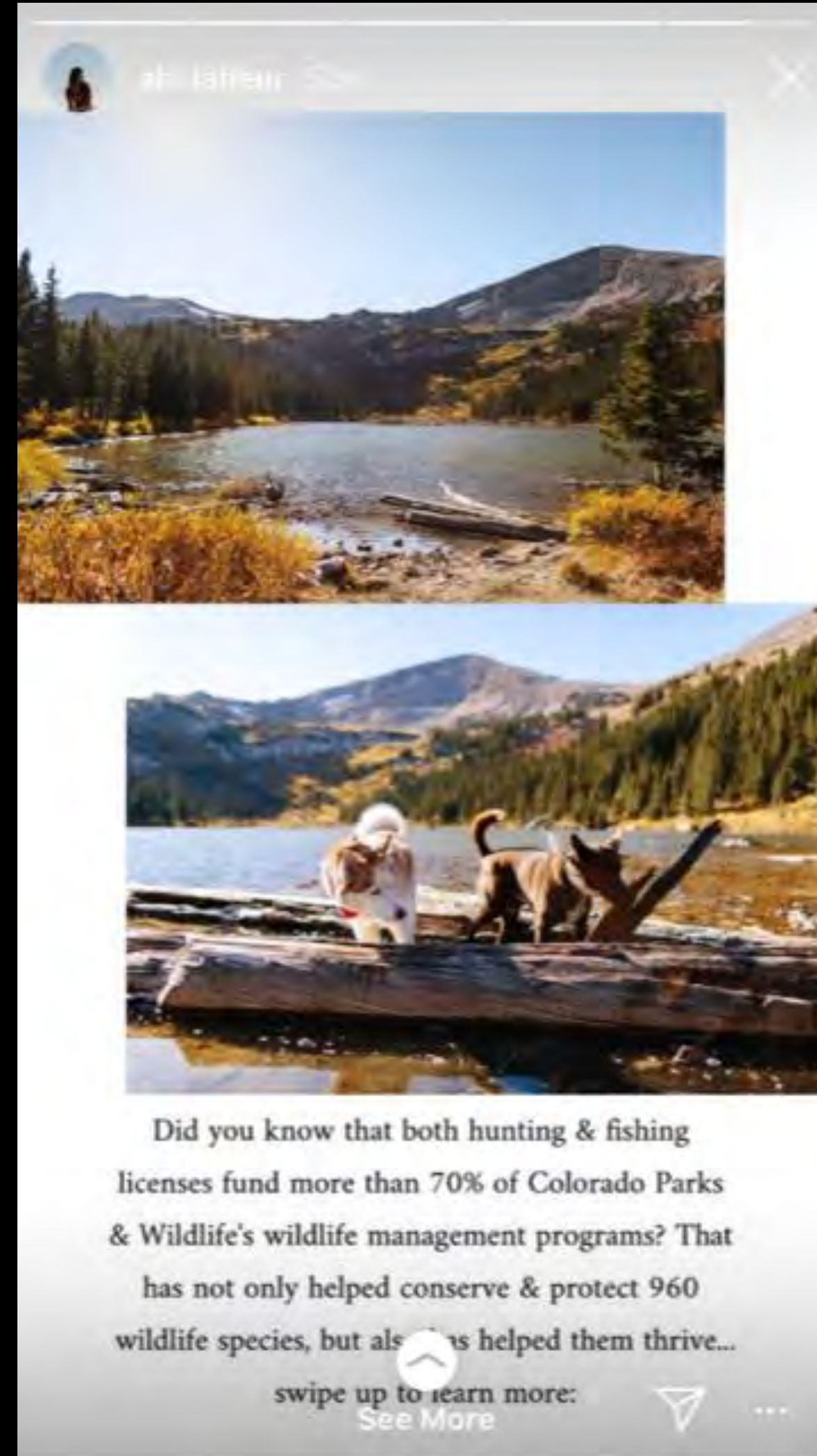
Organic Posts:

- Engagement Rate: 9.83%
- Total Post Likes: 994
- Total Post Comments: 23
- Post Impressions: 10,351
- Total Engagements: 1,017

Paid Posts:

- Ad Recall Rate: 5.83%
- Impressions: 686,850
- Link Clicks: 493

Undertone Influencers



@abi.lafleur

17K Followers


Organic Posts:

- Engagement Rate: 9.01%
- Total Post Likes: 1,514
- Total Post Comments: 24
- Post Impressions: 17,075
- Total Engagements: 1,538

Paid Posts:

- Ad Recall Rate: 5.98%
- Impressions: 641,990

Top Influencer Comments

 **katejosie** Well said! I believe that we all have more common ground than we think simply because we let one choice or another divide us. Thank you for starting the conversation! #conservation


11w · 1 like · Reply

 **pineandcyprus** Abi! This is really well said and I think it's an important side of the discussion that deserves - actually, necessitates - further conversation. I'm from Colorado, too, and grew up fly fishing with my Dad, and I've recently been trying to reconcile how that history/hobby fits into my behavior and what I'm comfortable with now. Thank you so much for sharing 🙌

11w · 1 like · Reply

 **brittanykintzel** 🍷 My husband truly thinks hikers & climbers should have to get a license like anglers & hunters do! That way they'd also be contributing to protecting the lands.


11w · 10 likes · Reply

 **domcarson** Yesssss. We all need to work together to preserve the places we like to recreate in. And all of the species that call those places home!


2w · 1 like · Reply

 **kelseykagan** Feeling this on a very personal level. I grew up clamming and crabbing and fishing, learning a deep appreciation for how to respectfully catch and treat the creatures of the sea. I am a pescatarian and only eat the things I would catch and clean myself. I also have respect for people who appropriately hunt game. Have a lot I could say on some folks disconnection to where food comes from, but instead I'll admire your beautiful words and sentiment on the topic. 🙌


11w · 1 like · Reply

 **domcarson** Love that you're talking about this. I love hunting because of conservation and wildlife management. I also love the agriculture industry for all the good that well managed grazing does for the land. Lots of nuance in these conversations and very complex but so good to start having these conversations with people!

11w · Reply

 **biancagermain** Yes to collective conservation. We all play a part. How about that hunter safety class we've been talking about?


11w · Reply

 **mountainyogagirl** That's right! Without hunters and anglers there would be no national parks for people to visit!


2w · 1 like · Reply

 **killeiter** I love this kind of #ad

9w · Reply

 **thezenmoose** Also remember, regardless of your political affiliation, to keep the pressure on our representatives to keep our water and air clean and preserve public lands. You are representing your generations well, keep it up.

11w · 1 like · Reply

 **jedaleperkins** I believe hunting/fishing licenses are just about the only income for anything outdoors in the state. I may be wrong, but I think there's a small tax on hunting and fishing equipment that goes back to the state for the same purpose as well. I think the revenue for fishing alone is somewhere between 50-60 million for Colorado.

11w · 1 like · Reply

 **nicks2me** Incredible picture and message 🙌

2w · Reply

Programmatic The Trade Desk

Impressions: 16,052,044

CPM: \$8.71

CPC: \$2.98

Clicks: 46,977

CTR: 0.29%

TTD Learnings

Overview

- Channels: Display, Video, Native and Audio
- Impressions: ~16M
- Clicks: ~45K
- CTR: 0.29%

Campaign Insights

- Video assets produced the highest average CTR out of any other tactic at 0.87%
- Rich Media assets generated an impressive CTR at 0.57%, surpassing any other display tactic
- Native units delivered efficient CPCs at \$3.16 while also generating a 0.15% CTR
- Audio drove both CTR and audio completes (0.14% CTR, 96% ACR)

2020 Recommendations

- CTV will be the most efficient video distribution channel in 2020
- Rich Media ads cut through clutter; consider using video assets within rich media units to give more reach to video message
- Consider new ways to get traffic to long form articles (display, video vs. native)

DISPLAY & NATIVE ASSETS

This is the Wild Life

Supported by hunting and fishing license fees.

[LEARN MORE](#)

COLORADO WILDLIFE COUNCIL

This is the Wild Life

Where Hunting and fishing add \$3 billion to Colorado's economy.
Like in this restaurant.

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COLORADO WILDLIFE COUNCIL

sponsored by Colorado Wildlife Council

Hunting & Fishing Boost Economy

Hunting and fishing's economic impact helps Colorado thrive in ways you may not expect.

sponsored by Colorado Wildlife Council

A Boost to The CO Economy

Hunting and fishing's economic impact helps Colorado thrive in ways you may not expect.

sponsored by Colorado Wildlife Council

Hunting & Fishing Help CO

Hunting and fishing's economic impact helps Colorado thrive in ways you may not expect.

sponsored by Colorado Wildlife Council

A \$3B Contribution to CO

Hunting and fishing's economic impact helps Colorado thrive in ways you may not expect.

This is the Wild Life

Supported by hunting and fishing license fees.

[LEARN MORE](#)

COLORADO WILDLIFE COUNCIL

PRE-ROLL & CTV ASSETS

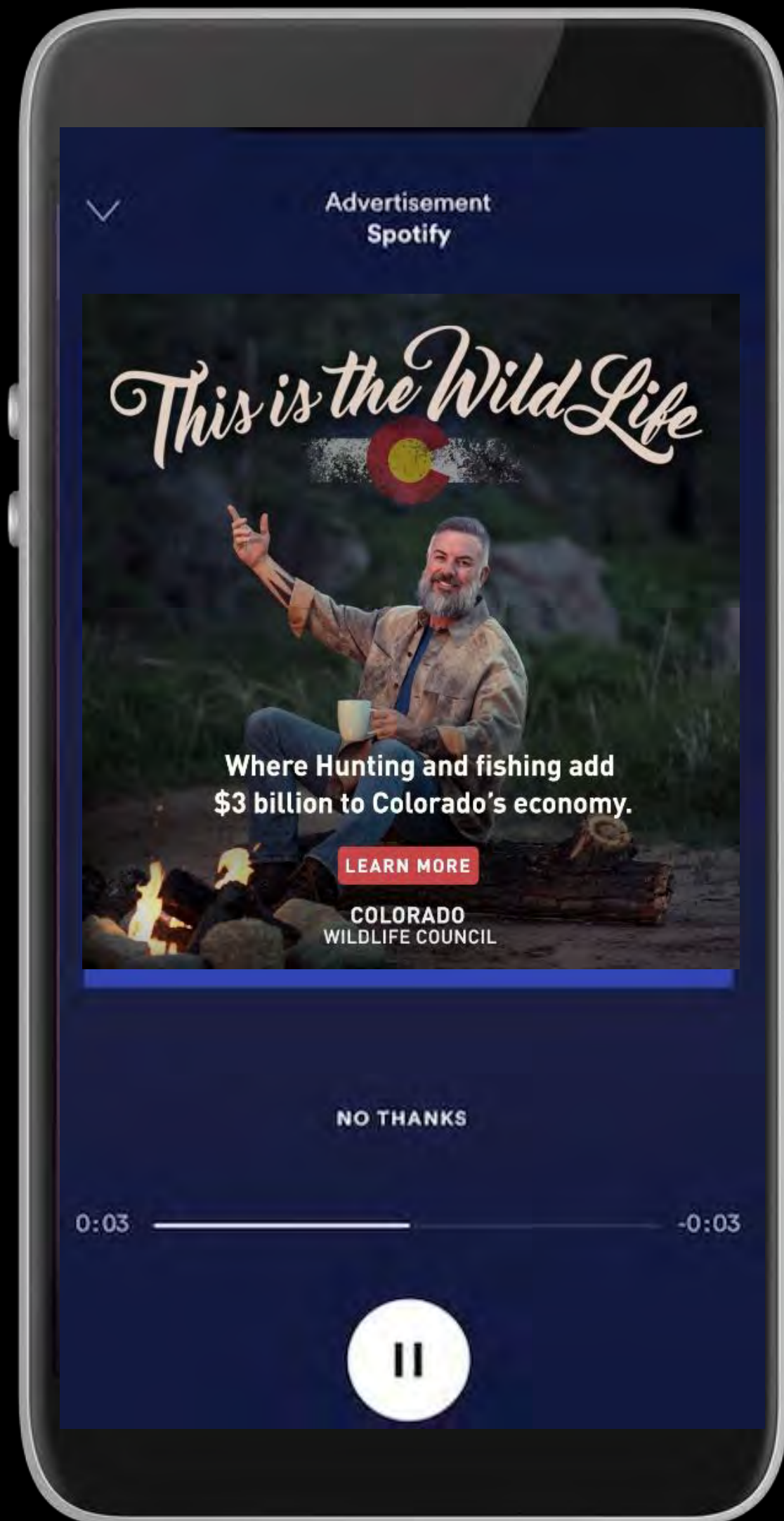


:15s Video

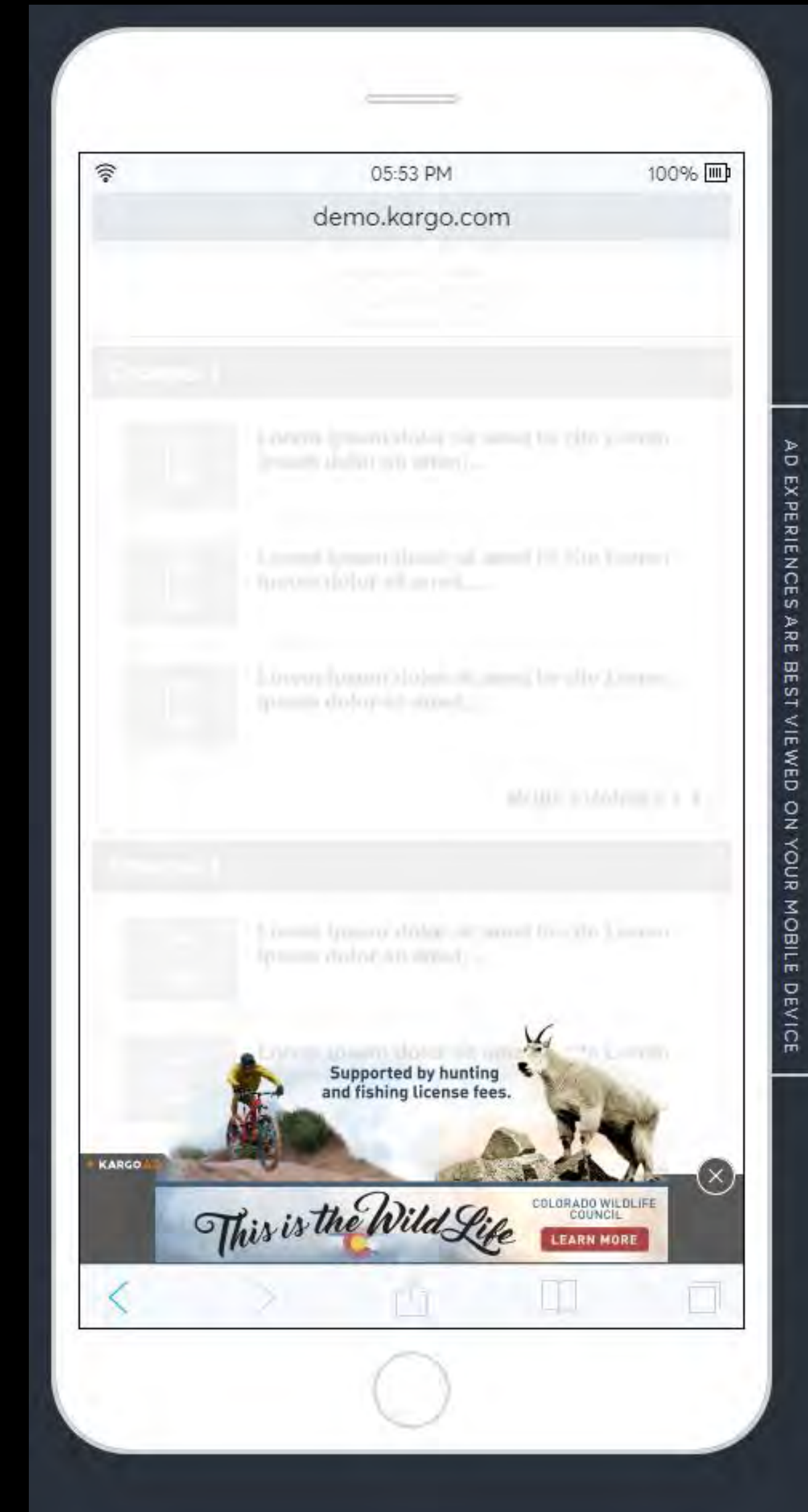


:30s
Video

AUDIO (SPOTIFY)

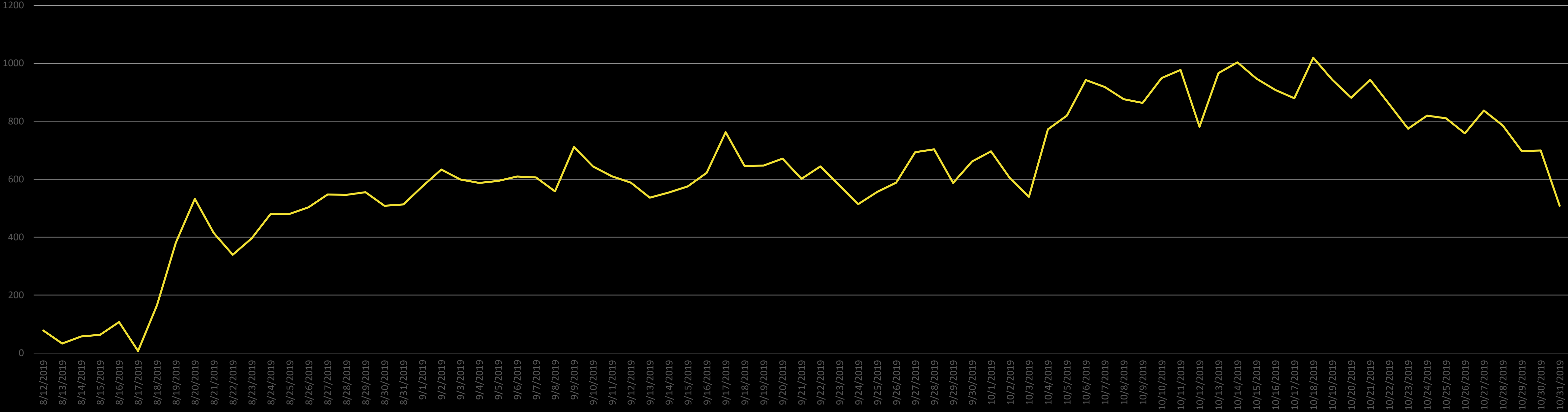


KARGO ASSET



Website Analytics

Campaign Visitation 8/12 – 10/31



Overall Campaign Visitation: 56,505 Page Views

- Top Traffic Drivers: Trade Desk (Display) – 53.0%
- Facebook (Paid) – 19.8%
- Trade Desk (Native) – 11.2%
- Trade Desk (Pre-Roll) – 9.7%

Most Visited Pages:

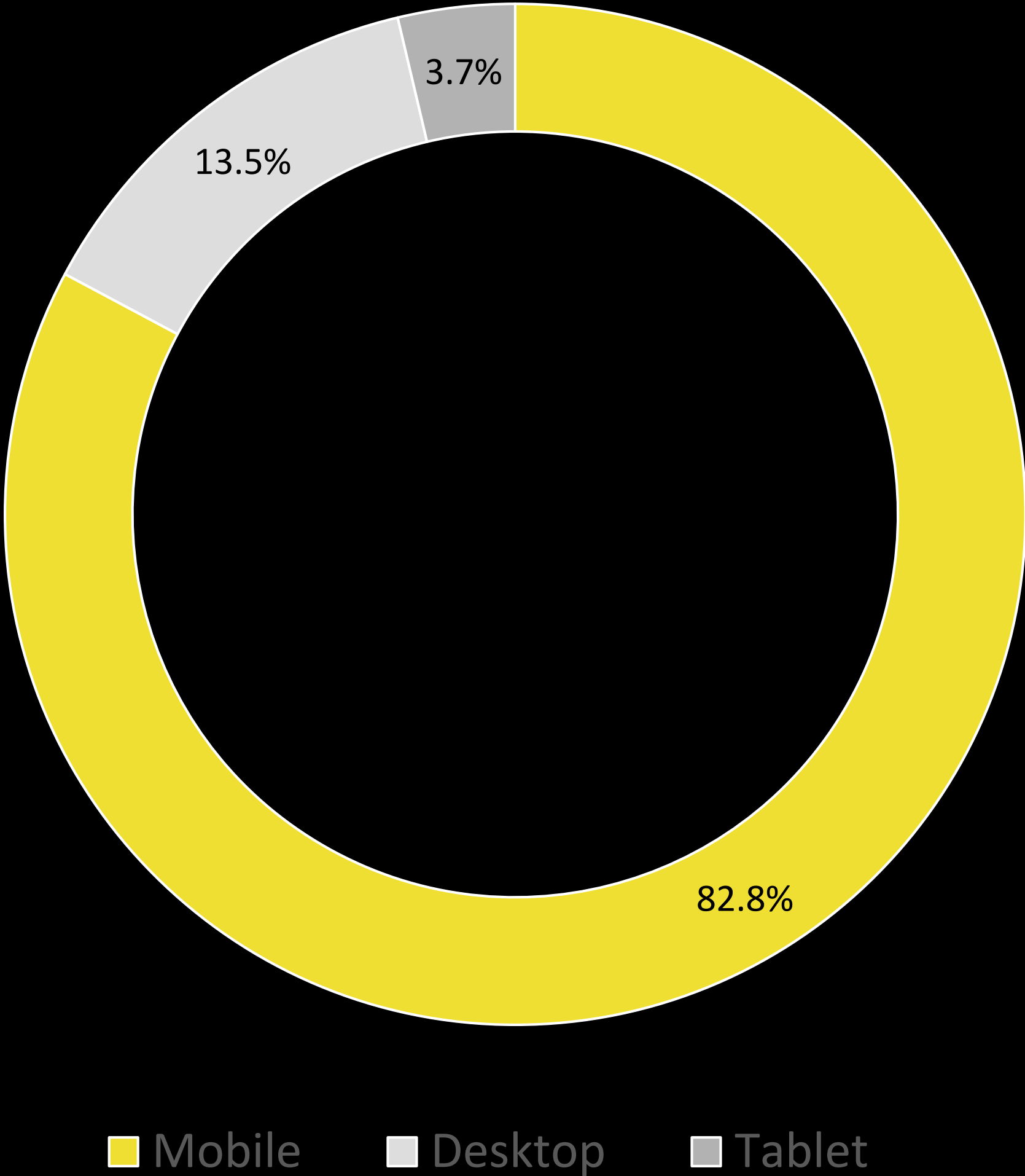
- Homepage – 83.1%
- Hunting & Fishing Help Colorado – 10.4%
- The Council – 0.3%

Website Visitation
8/12 – 10/31

Top Visitations by City

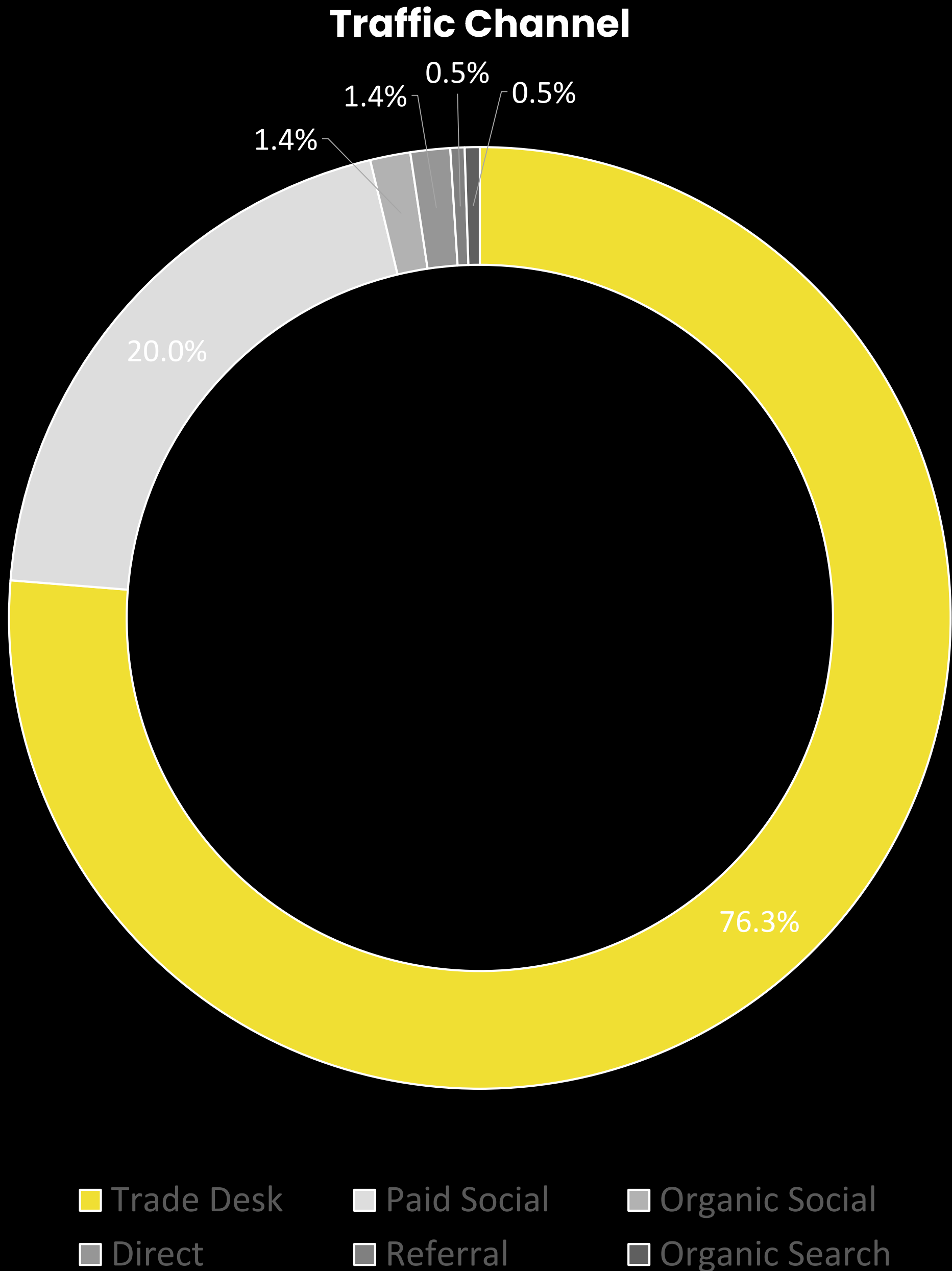
- Denver
- Colorado Springs
- Aurora
- Lakewood
- Fort Collins
- Boulder
- Arvada
- Thornton

Device Breakdown



Website Visitation 8/12 – 10/31

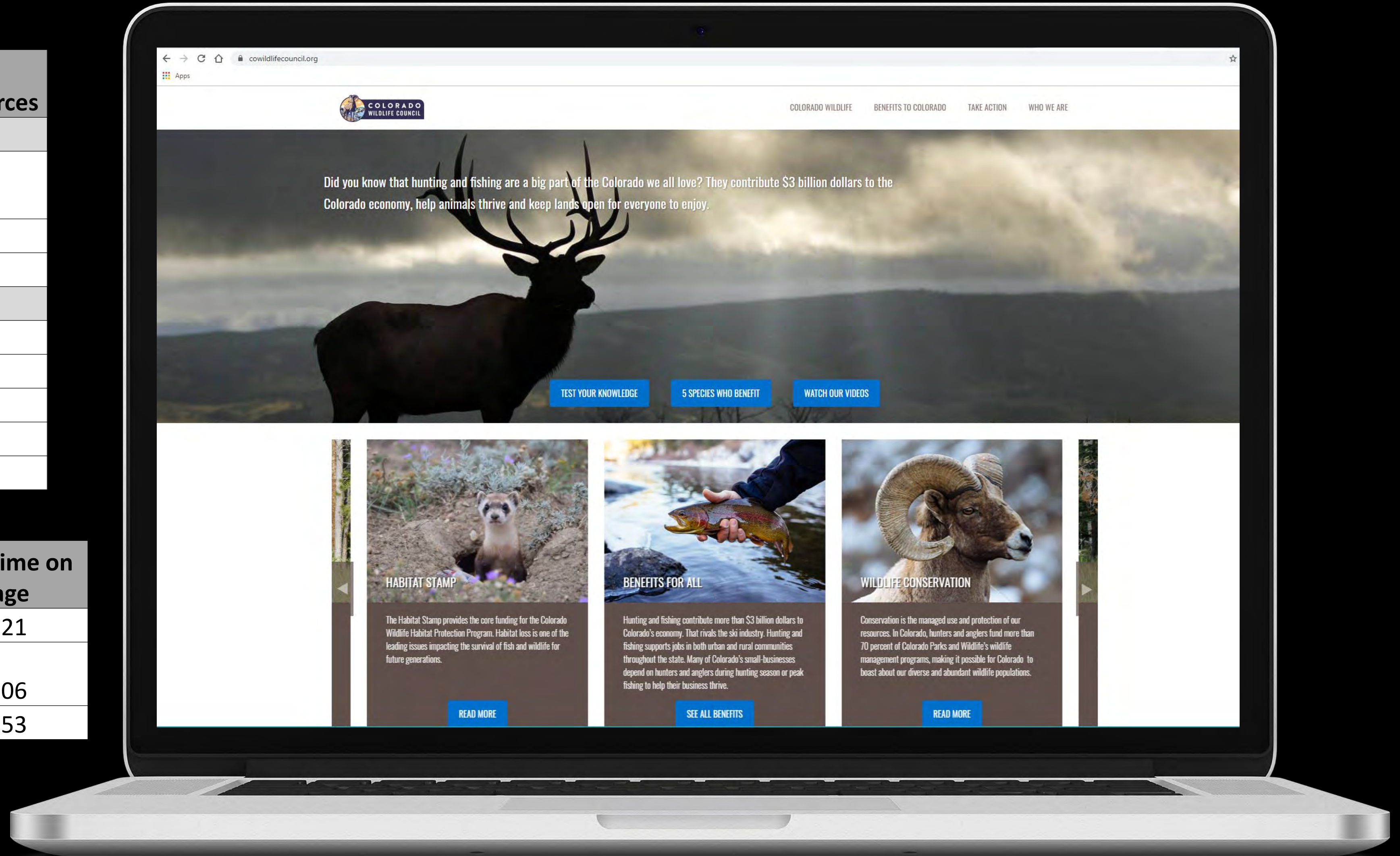
- During this campaign period, almost all paid visits were from Trade Desk and Facebook/Insta (96.3%)
- % share of mobile visits decreased from last campaign, which may have led to the increase in average time on page by 27 seconds (from 59 seconds to 1 minute 26 seconds).
- The Hunting & Fishing Help Colorado page was the second most popular page with 5,588 pageviews during this timeframe.
- During this campaign, 56% of users who visited the site were female. The largest age demographic for users was 25-34, which accounted for 31% of all traffic.



Website Visitation 8/12 – 10/31

Website Sources	Sessions	Share of Sources
Paid		
The Trade Desk	38,839	76.3%
Facebook	9,489	18.6%
Instagram	688	1.4%
Organic		
Facebook	644	1.3%
Direct	693	1.4%
Search	262	0.5%
Instagram	58	0.1%
Other	248	0.5%

Most Visited Pages	Page Views	Started on Page	Avg. Time on Page
Homepage	46,967	89.5%	1:21
/post/hunting-fishing-co/	5,879	95.1%	2:06
/the-council/	167	87.4%	1:53

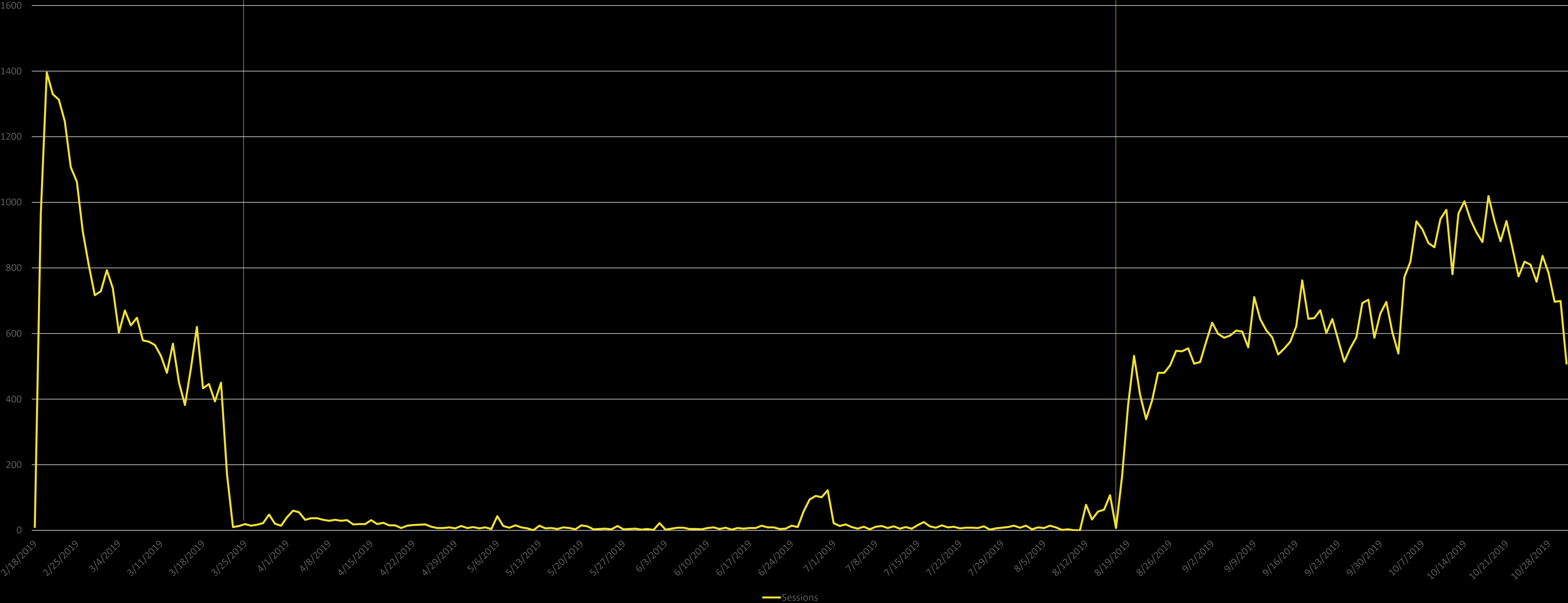


Website Visitation 8/12 – 10/31

2019 Spring Campaign
22,821 Visits

Non-Campaign Window
2,166 Visits

2019 Fall Campaign
50,926 Visits



Creative Presentation

This is the Wild Life

Season Two

People in Colorado live for the outdoors. They hike, mountain bike and enjoy the wildlife, all without knowing their playground is paid for by hunters and anglers. Their wild life is our wildlife and vice versa. We live the **WildLife** together.

Continuing the success from our This is the **WildLife** campaign; we will further educate our **In the Wind** audience on the benefits of hunting and angling.

We will also be adding more social content, so we have fresh content throughout the year.



The Wild Life — Ski Lift :30 Broadcast

SFX: *Folk rock music*

Open on beautiful Colorado scenery. Cut to elk in a blizzard and Canadian Lynx running through the snow.

VO: **This is the Colorado wildlife.**

Cut to people snowboarding, skiing and winter mountaineering.

VO: **This is the Colorado wild life.**

Cut to our spokesperson, SAM, sitting on a ski lift with his coffee mug.

GUY: **I love this time of year. You know, it might surprise you, but the benefits of hunting and fishing are realized year-round, even in the winter.**

Cut to a wide shot that reveals that Sam is squeezed in next to a couple on the lift. They look at him with a puzzled look.

GUY: **That's right. Hunting and fishing add three billion dollars to Colorado's economy. That's as much as the ski industry.**

The lift reaches the end and the couple gets ready to ski. They look at Sam, who doesn't appear to be going anywhere.

GUY: **How wild is that?**

The couple skis away. Sam dangles his feet playfully and toasts the camera.

GUY: **Welcome to the Colorado Wild Life.**

Cut to guy fly fishing in a snowy river.



The Wild Life — The Toast :30 Broadcast

SFX: Folk rock music

Open on beautiful Colorado scenery. Cut to elk in a blizzard and Canadian Lynx running through the snow.

VO: **This is the Colorado wildlife.**

Cut to people snowboarding, skiing and winter mountaineering.

VO: **This is the Colorado wild life.**

Cut to our spokesperson, SAM, at the bar of a ski lodge, holding his mug. Around him, we see people dressed in ski gear. He raises his mug.

GUY: **Let's raise a glass, Colorado, to the nearly three billion dollars in revenue that hunting and fishing add to our economy, which is about the same as the ski industry.**

We cut to other people in a bar, who raise their drinks. In a coffee shop, people raise coffee cups. Elsewhere, people raise cups, cocktail glasses. Whatever they have. There's a good variety to the type of bar, from urban to rustic. At a work site, people raise drinks. A worker raises a large Thermos.

GUY: **Better yet, it makes a difference in all of Colorado's sixty-four counties.**

We cut back to SAM in the lodge. He clinks his glass against the person next to him, and he takes a drink after delivering his line.

GUY: **Well, I'll drink to that. [Takes another sip] Twice. Welcome to the Colorado Wild Life.**

Cut to guy fly fishing in a snowy river.



Social Media Videos

Restore Species :15

SFX: *Folk rock music*

Open on our spokesperson sitting on a log by a campfire next to a stream.

GUY: **Did you ever think fly-fishing in the winter would help a moose?**

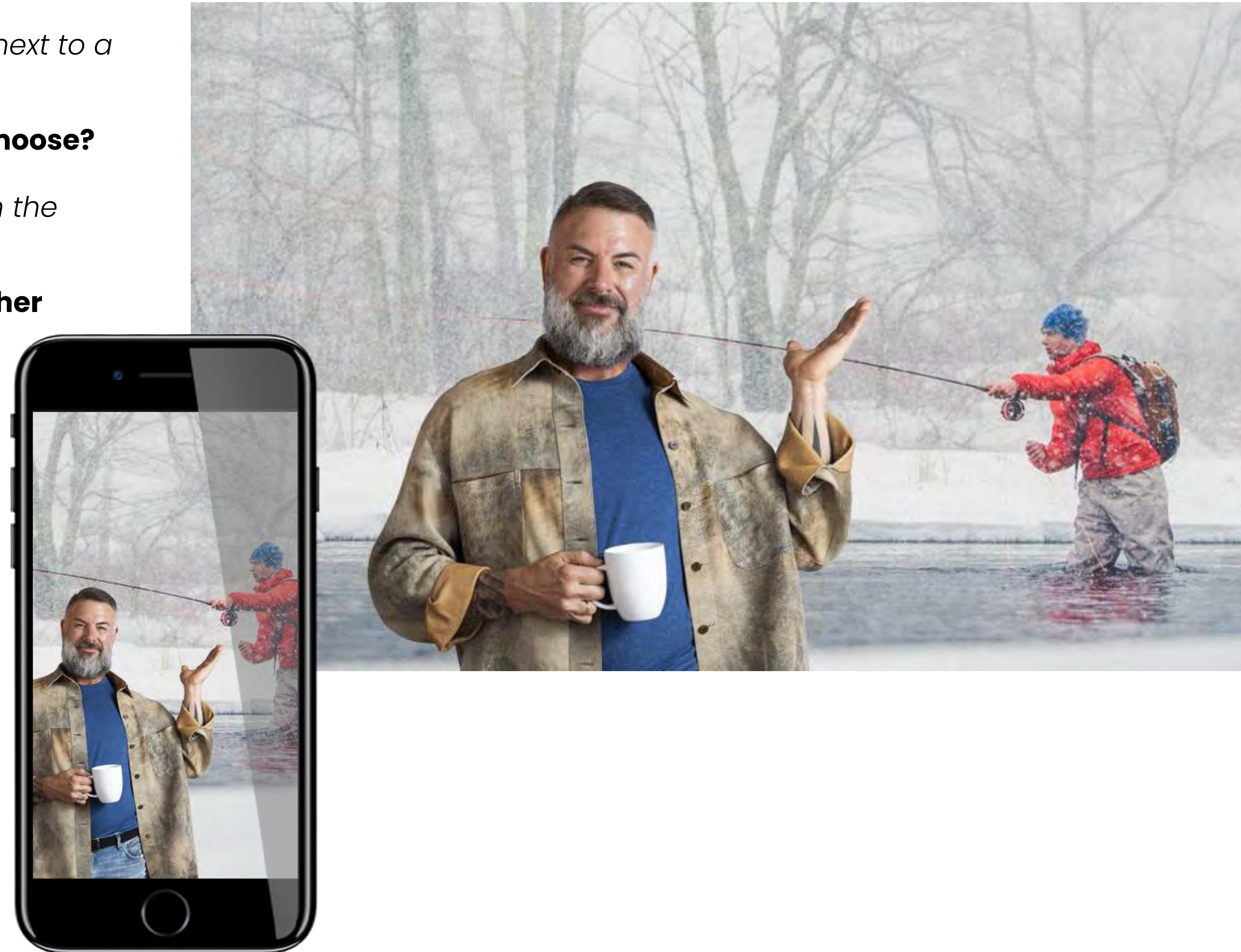
There is snow on the ground and there is a fly fisherman in the background.

GUY: **The funds from license fees helped restore moose and other species.**

GUY: **Time for me to restore my ... drink. (winking)**

He lifts his cup in salute.

GUY: **Welcome to the Colorado Wild Life.**



Social Media Videos

Morning Jog :15

SFX: *Folk rock music*

Open on a view of a beautiful Colorado trail. A runner passes by. We cut to Sam sitting on a log by the trail. The runner stops by Sam and takes a drink from her bottle.

GUY: **Thanks to fees from hunting and fishing, trails like this are kept open for everyone to enjoy.**

RUNNER: **Yah, I forget about that.**

GUY: **Happy I could jog your memory.**

He lifts his cup in salute.

GUY: **Welcome to the Colorado Wild Life.**



Social Media Videos

Lodge/Cabin :15

We open on our spokesperson, SAM, sitting in a rustic lodge or cabin. For efficiencies in creating content we have Sam deliver 10-15 lines that can be combined with additional footage.

GUY: Did you know that fees from hunting and fishing help replenish fish in over four-hundred Colorado lakes and streams?

GUY: Did you know bighorn sheep were nearly extinct in Colorado? Thanks to fees from hunting and fishing, there's around seven thousand now.

SAM: Welcome to the Colorado Wild Life.



Social Media Videos

In the Car – Bighorn Sheep :15

SFX: *Folk rock music*

We open on people sitting in their SUV. Sam leans over between them from the back seat. He hands them a cup of coffee, still holding his.

PASSENGER: Bighorn sheep crossing?

Driver turns his head looking.

GUY: **Did you know bighorn sheep were nearly extinct in Colorado? Thanks to fees from hunting and fishing, there's around seven thousand now.**

Driver looks back toward Sam. Sam points forward with his mug.

GUY: **Look ahead. We don't want six thousand nine hundred ninety-nine.**

GUY: **Welcome to the Colorado Wild Life.**



Social Media Videos

In the Car – SUP :15

SFX: *Folk rock music*

We open on people sitting in their SUV. Sam learns over between them from the back seat. He hands them a cup of coffee, still holding his.

GUY: **SUUP?**

DRIVER: **SUUUUP?**

GUY: **No, really, the SUP board on top. Were are we going?**

Driver turns his head looking.

DRIVER: **The Lake.**

GUY: **Did you know that fees from hunting and fishing help replenish fish in over four hundred Colorado Lakes and streams?**

Driver looks back toward Sam.

DRIVER: **I'll try not to fall in.**

GUY: **Welcome to the Colorado Wild Life.**



A person with a backpack is running on a dirt path through tall grass at sunset. The sun is low on the horizon, creating a warm, golden glow. The person is seen from behind, moving away from the camera. The path is surrounded by dense vegetation, including tall grasses and a large tree on the right side. The overall scene is peaceful and scenic.

CRIBS

Social Media Videos

CRIBS – Welcome to Colorado :30

We open on Sam, who's sitting in a snowbank or on a log.

SAM: On this episode of cribs ... Colorado.

He gets up and walks the camera over to reveal south fork mineral creek falls.

**SAM: It's a modest place with stunning natural beauty. Here's one of my favorites:
a water feature that was installed in the Mesozoic era.**

Sam walks closer to the falls, showing off its natural beauty.

SAM: Funds from hunting and fishing licenses help keep outdoor access open and available to all who want to come and experience it.

Sam keeps walking to the falls and stops as two people run from the bushes, in swimsuits and jump into the pool.

SAM: You could say we have an open-door policy.

SAM: Welcome to the Colorado Wild Life.



Social Media Videos

CRIBS – Aquarium :15

We open on Sam, who's sitting at the edge of the rushing Colorado river wearing waders.

SAM: **On this episode of cribs ... Colorado.**

SAM: **Yeah, we've got an aquarium. Lots of 'em.**

Sam takes the camera, wades into the water and puts it underwater where we see a school of cutthroat trout swim by.

SAM: **Fees from hunting and fishing licenses help keep them clean so everyone here can enjoy 'em. Even in the winter.**

Sam pulls the camera up and pans around a beautiful scene at sunset.

SAM: **Welcome to the Colorado Wild Life.**



Signs & Trailer

Trim

1/2 bleed

**FEES FROM HUNTING AND FISHING
LICENSES GO TO CONSERVING
COLORADO'S WILDLIFE AND
NATURAL HABITATS.**



COwildlifecouncil.org

18"


**FEES FROM HUNTING AND FISHING
LICENSES GO TO CONSERVING
COLORADO'S WILDLIFE AND
NATURAL HABITATS.**



COwildlifecouncil.org

**FISHING LICENSE FEES
HELP RESTORE FISH
POPULATIONS IN COLORADO.**

 **COLORADO
WILDLIFE COUNCIL**
COWildlifeCouncil.org

 **COLORADO
WILDLIFE COUNCIL**

IN PARTNERSHIP WITH

 **COLORADO
PARKS • WILDLIFE**

**HUNTING LICENSE FEES
BROUGHT MOOSE
BACK TO COLORADO.**

 **COLORADO
WILDLIFE COUNCIL**
COWildlifeCouncil.org

**COMPLETELY BREATHTAKING.
AND CONSERVED WITH FEES FROM
HUNTING AND FISHING LICENSES.**

 **COLORADO
WILDLIFE COUNCIL**
COWildlifeCouncil.org

2/20 Meeting @ Capitol

Meeting

February 20th – CWC Meeting

- Coordinate meeting room location @ Capitol
- Origami statue
- Legislative one-sheet; possible outline
 - Who is the CWC?
 - Our target audience, growth in CO population
 - Benefits to CO: economic, etc.
 - Benefits to wildlife: healthy herds, etc.
 - #s who participate
 - Impact on rural CO

Next Steps

Next Steps

DECEMBER

- Partners in Outdoors Conference: Session Submission
- Annual Tracking Study Prep
- Committee review of survey: Week of 12/16 - 1/3

JANUARY

- Pre-Production Efforts
- Council Call: 1/9/20
- Annual Tracking Study Survey Conducted: 1/20 to 1/31

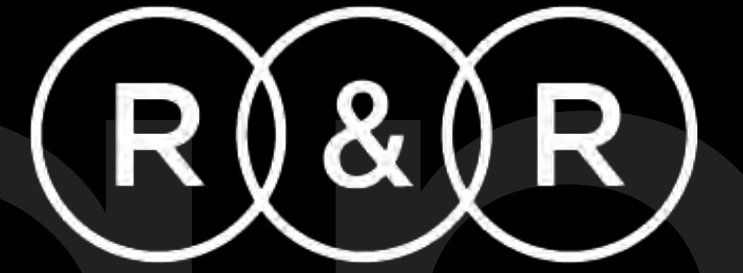
FEBRUARY

- Council Meeting: 2/20 @ Capitol
- Post-Production

MARCH

- Spring Media Launch

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative

Jacqueline Meason
Account Director

www.rrpartners.com

Date Issued:
December 4, 2019

Appendix

Budget

Job #	BASIC COMPENSATION	HOURS*	FEES	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	FEES	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	FEES	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	FEES	EXPENSES	TOTAL
116749	Media Placements; Campaign Planning & 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

TELEVISION



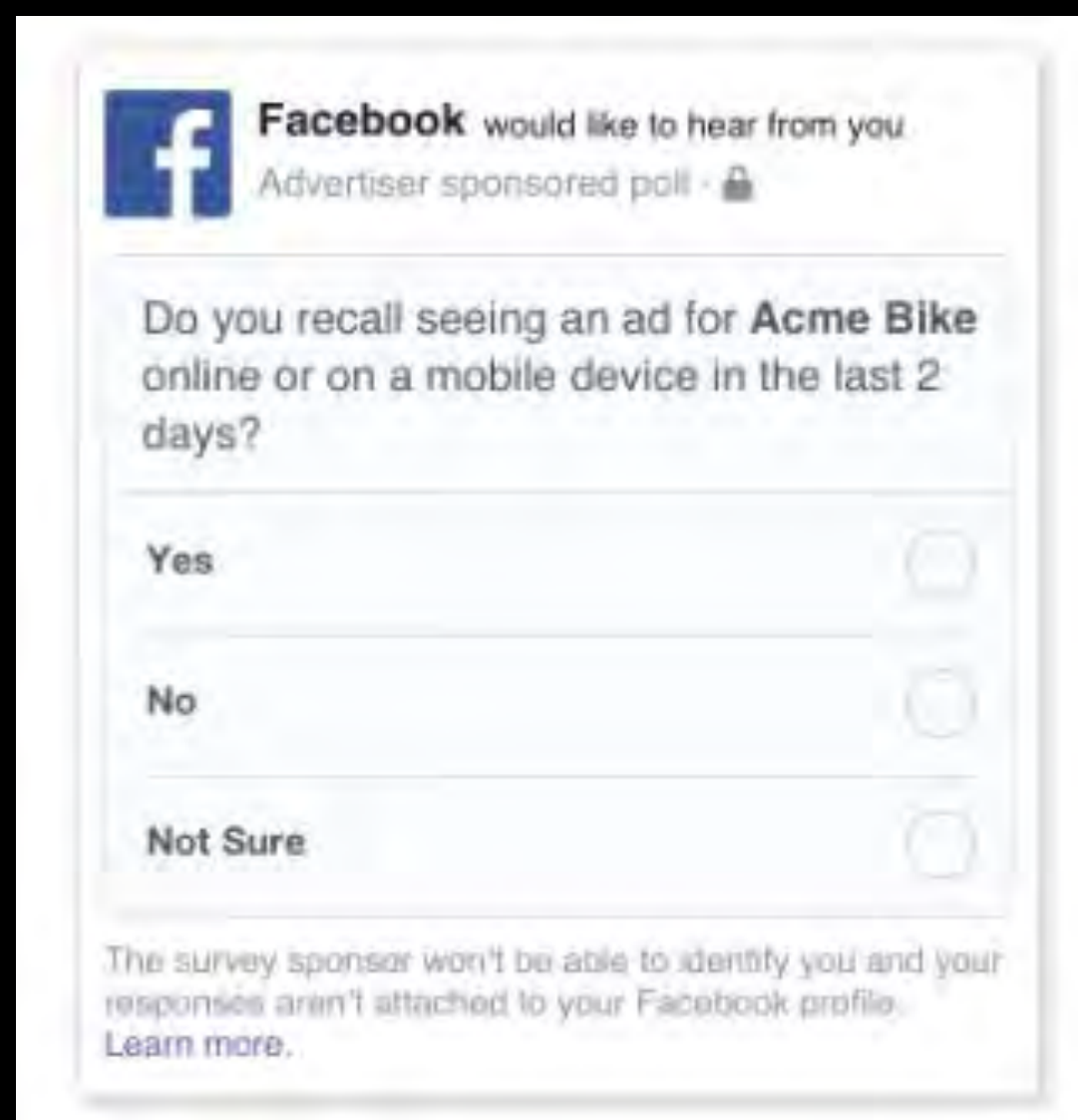
OUT OF HOME



7 Static Billboards | 5 Digital Billboards

- I-76 .3 MILE E/O SHERIDAN AVE NS EF
- 2700 W HAMPDEN .2 MILE E/O FEDERAL SS EF
- 1845 N FEDERAL BL 100' S/O 19TH ST WS NF
- 6879 LEETSDALE DR 100' W/O ONEIDA NS EF
- I-70 N/S W/O WADSWORTH @ MP 268.64 EF
- 8415 E COLFAX AVE 75' W/O WABASH NS EF
- 2484 S BROADWAY .2 MI S/O ILIFF ES SF
- 2251 S.PARKER RD 200' N/O ILIFF WS NF
- 2251 S.PARKER RD 200' N/O ILIFF WS SF
- I-25 North of Exit 172 WS SF
- I-25 North of Exit 172 WS NF
- HWY 119, .1 MI W/O I-25 @ MP 63.58 NS EF

Ad Recall Rates



What is this metric?

- The estimated ad recall lift (people) metric shows how many people we estimate would remember seeing your ad if we asked them within two days.
- The ad recall lift optimization delivers your ad to the people we estimate would remember seeing your ad if we asked them within two days.

How does it work?

- FB chooses the best people to deliver our ads to. Within our targeting, FB will show our ad to the people they think will later recall seeing it as a result of seeing our campaign. They choose people based on:
 - Behavior. They measure more than a thousand signals including the existing relationship someone has with your Page, their likelihood of interacting with the ad and demographic characteristics.
 - Polling. They are constantly calibrating predictions by running thousands of polls on a random sample of campaigns each day that ask people if they recall an ad.
- They use machine learning to project the results of a full ad recall survey from our data for this approximate metric.

Benchmarks & Expectations

- The benchmark for brand recall lift is currently 9%
- Estimated ad recall lift (people) is labeled as an 'estimated' and 'in development' metric. This means that we are continuously improving our calculation methodology and, as a result, we recommend that you should only compare this metric across campaigns running simultaneously.

INFLUENCER ROUND 1 ORGANIC POSTS



hunter_lawrence • Follow
Aspen, Colorado

hunter_lawrence #ad Living in Colorado is a total gift. Our access to millions of acres of public lands to explore, pristine rivers to fish, mountains to hike and 4 beautiful seasons to enjoy is pretty amazing. It's a 67 million acre playground for the outdoor enthusiast. Did you know though that second to skiing, the revenue generated from @coloradowildlifecouncil fishing & hunting licenses are what keeps these lands open for everyone to enjoy? Whether you've just moved here or are a native chances are you've enjoyed the impact this industry has created for our beautiful state. #ThisIsTheWildLife #ColoradoWildLife

3,035 likes
AUGUST 12

Add a comment...



coloradowildlifecouncil

meredithdrangin • Follow

meredithdrangin #ad We're all in this together.

If there's one consistent thread that ties together most environmental advocacy opinions as of late, it's that not a single effort is too small. To weave together the bits & pieces of our earth - to keep it strong, & from plummeting to its demise - we need all the help we can get.

Whether you're a human-powered mountain explorer, whether you trek through the woods on a dirtbike or snowmobile, whether you're a lifelong vegan or a hunter-gatherer, we're all in this together. We can come together to sit at the table of

518 likes
AUGUST 15

Add a comment...



shyanneorvis • Follow
Colorado

shyanneorvis #ad When I first moved to Colorado years ago, I fell in love with the snow topped, wildly beautiful mountains and the river that flowed through. But what kept me here were the endless outdoor activities in our beautiful state and the amount of people who care about protecting it. We are all outdoor enthusiasts here, whether we are hiking, biking, camping, paddle boarding or fishing and hunting. This wild place is our playground, and we all share the same one.

I had a conversation with my client recently, it was her first time fishing but she already had an annual fishing license. She mentioned to me that she's been buying one each year just

1,937 likes
AUGUST 13

Add a comment...



abi.lafleur • Follow
Colorado

things I would catch and clean myself. I also have respect for people who appropriately hunt game. Have a lot I could say on some folks disconnection to where food comes from, but instead I'll admire your beautiful words and sentiment on the topic. ❤️

1w 1 like Reply
View replies (1)

471 likes
AUGUST 14

Add a comment...

INFLUENCER ROUND 2 ORGANIC POSTS



Shyanne Orvis


species that benefit are the lynx, moose, elk and bighorn sheep! How incredible is it that when we do our part by contributing and purchasing a license that the funds directly have a positive impact on our beautiful state. I've attached a link in my bio if you liked to learn more!
@coloradowildlifecouncil
#ThisIsTheWildlife #ColoradoWildlife

4w

8 likes

OCTOBER 16

Add a comment...



thelawrencehouse • Follow

continued protection & management of the wilderness here. It's truly a beautiful thing to drive through mountains covered in bright yellow aspens and have to stop for herds of wild elk crossing the road on my commute to Denver.

Revenue generated from the sale of fishing and hunting licenses supports all of Colorado's wildlife management efforts, including threatened and endangered species programs, wildlife reintroductions, and habitat conservation. Join me in keeping Colorado wild! #ThisIsTheWildLife #ColoradoWildLife @coloradowildlifecouncil

4w

2 likes

OCTOBER 16

Add a comment...



abi.lafleur • Follow

habitat conservation. Now that is something I can get behind. It takes all of us, together, understanding one another, being responsible with our resources, & seeing a greater picture to get where we may all want to be.

Thank you to the Colorado Wildlife Council for educating me on not only where my home state's funds come from, but also where they are going. Being outside & interacting with my environment now has a whole new meaning.

#ThisIsTheWildLife #ColoradoWildlife #Colorado #Hiking #Outdoors #dogs @coloradowildlifecouncil

4w

31 likes

OCTOBER 16

Add a comment...



meredithdrangin • Follow

generated from the sale of these licenses supports all of Colorado's wildlife management efforts, including threatened & endangered species programs, wildlife reintroductions & habitat conservation.

We all live a wild life together here in Colorado & hold this treasure dear. Our golden playground can stay with the help of hunters & anglers.
#ThisIsTheWildLife #ColoradoWildlife @coloradowildlifecouncil // 📷 @mattshawcreative

4w

spaniard95 Pony boy stays golden

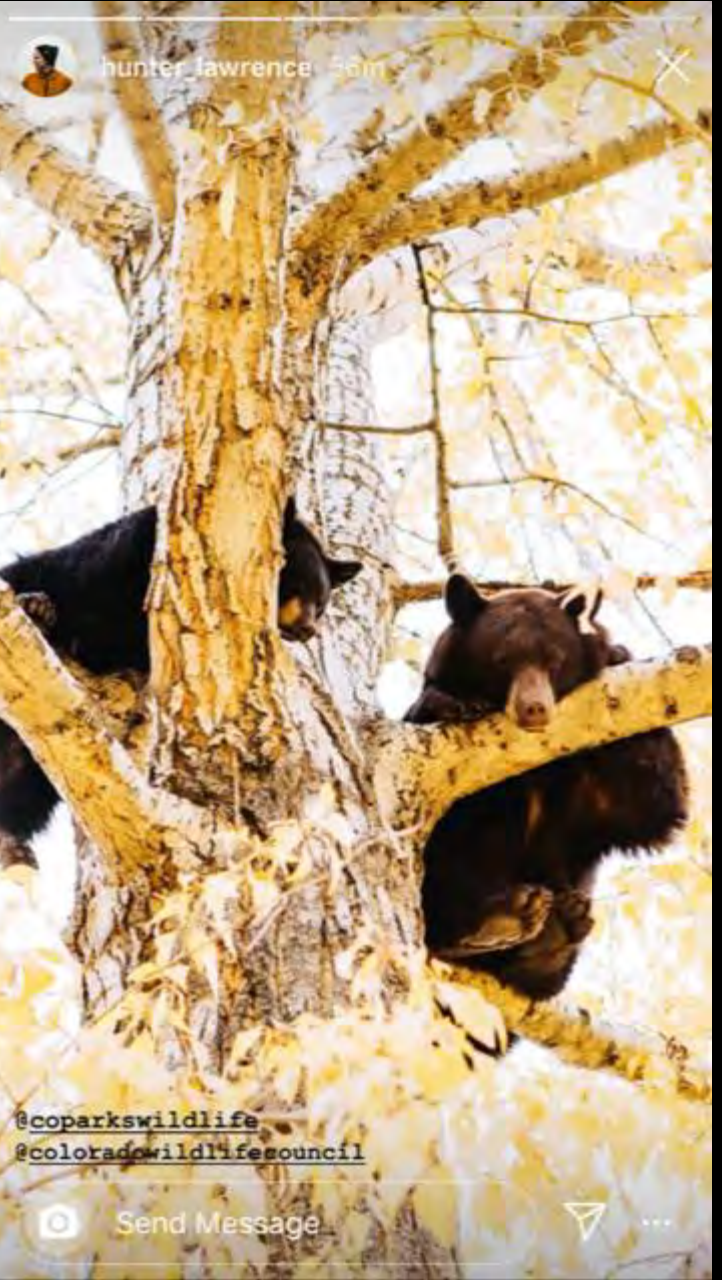
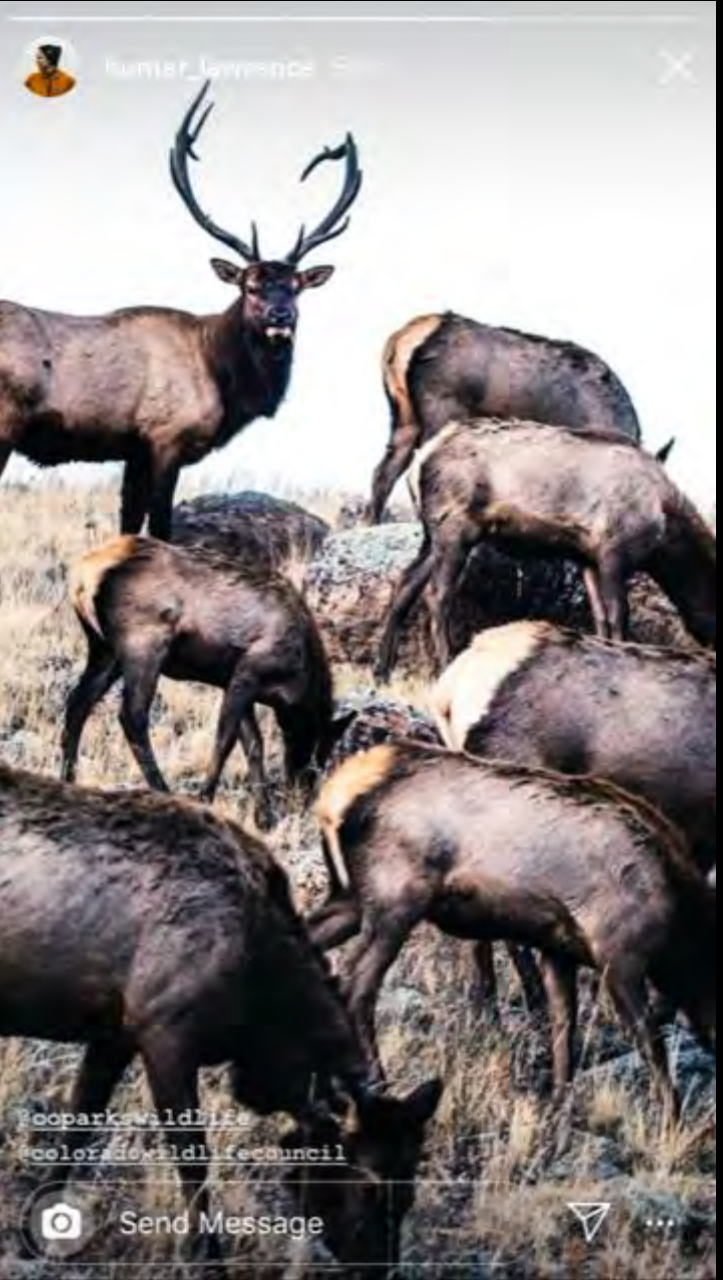
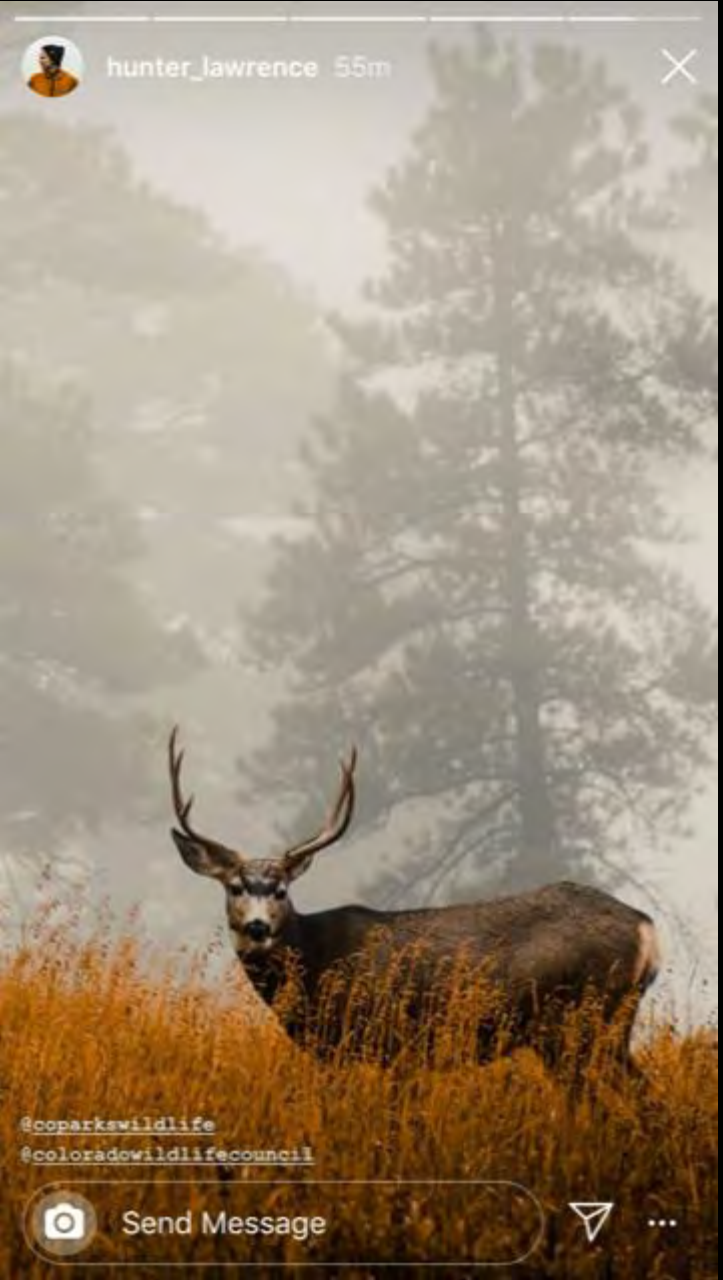
3w Reply

126 likes

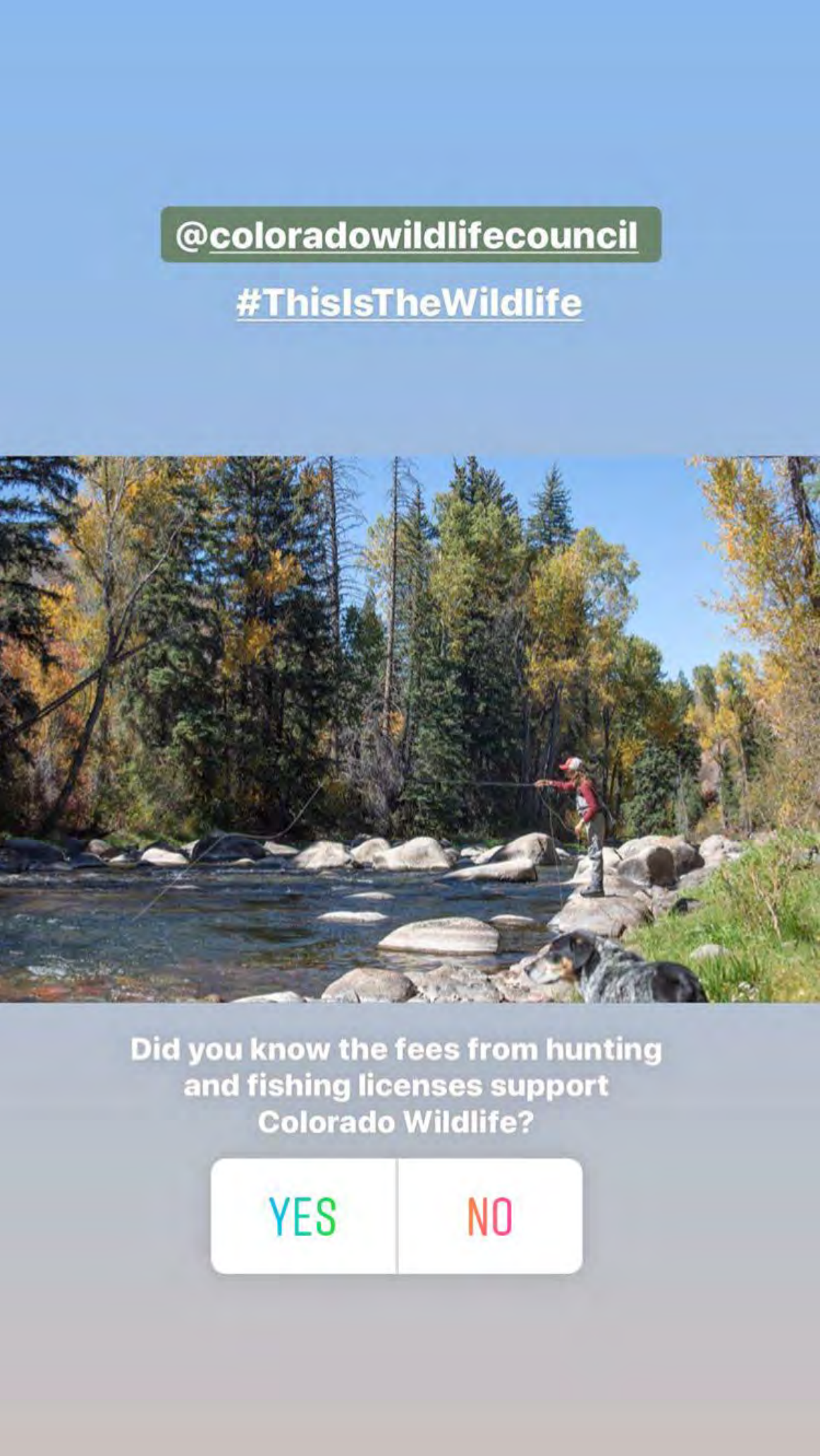
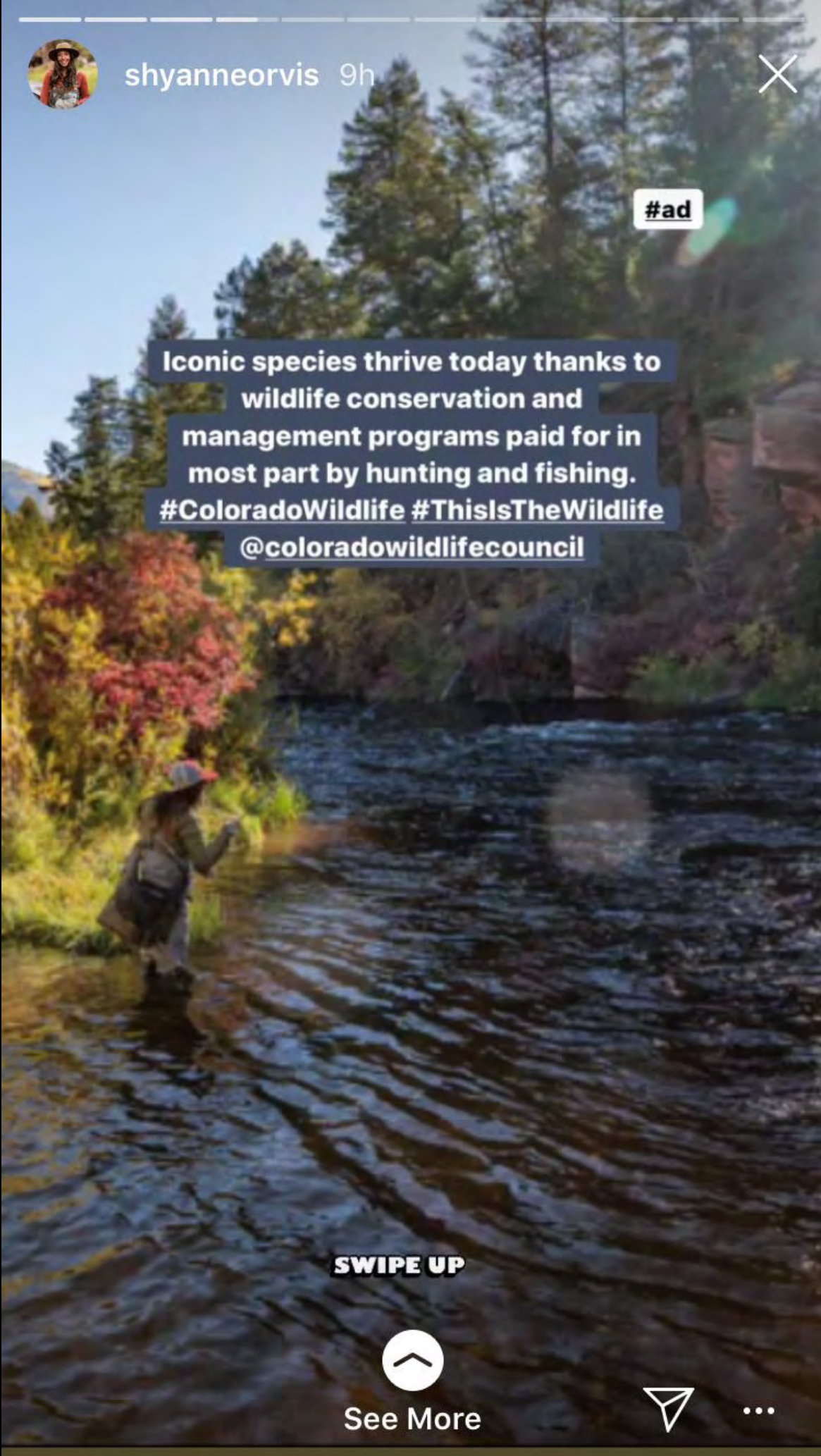
OCTOBER 16

Add a comment...

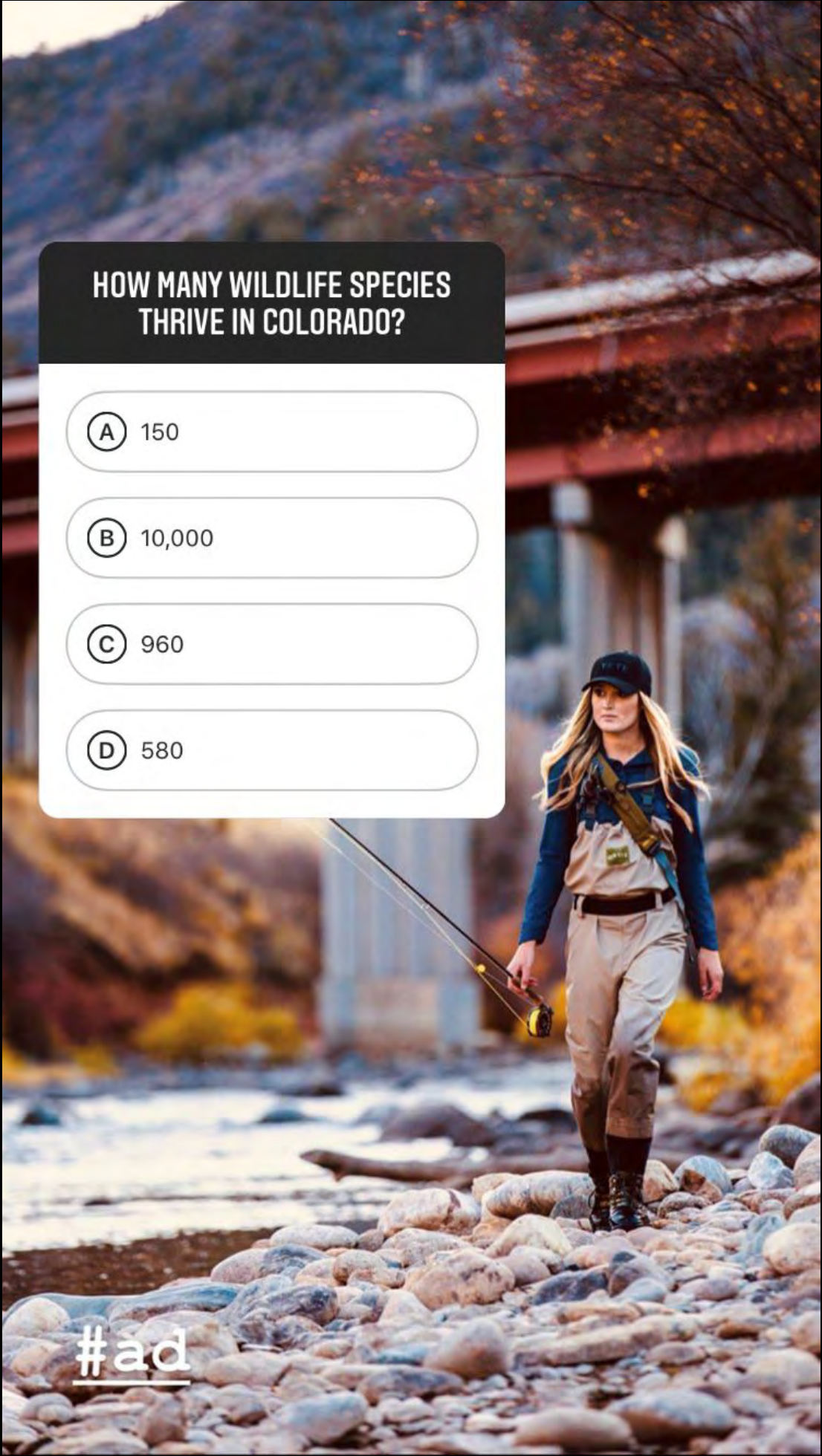
INFLUENCER STORIES | HUNTER



INFLUENCER STORIES | SHYANNE



INFLUENCER STORIES | MEREDITH




HOW MANY WILDLIFE SPECIES THRIVE IN COLORADO?

- (A) 150
- (B) 10,000
- (C) 960
- (D) 580

#ad

Colorado has 960 wildlife species. One of the most diverse and abundant in North America.

#ad



Many of the state's most cherished and iconic species thrive today thanks to wildlife conservation and management programs paid for by hunting and fishing license fees.

Swipe up to view website!

INFLUENCER STORIES | ABIGAIL




abigail 58m
Townes Van Zandt · Where I Lead Me

#ad

While I'm a bit late to the game in celebrating National Public Lands Day, shouldn't we be celebrating it every day?


This weekend, I got outside with Kodi & Ken to celebrate the outdoors.



abigail 58m

Did you know that both hunting & fishing licenses fund more than 70% of Colorado Parks & Wildlife's wildlife management programs? That has not only helped conserve & protect 960 wildlife species, but also helped them thrive...

swipe up to learn more:
See More



I'm partnering w/ [@coloradowildlifecouncil](#) to help educate Coloradans on the benefits of hunting/fishing license fees to protect our lands.

#ad

Facebook & Instagram Insights

Audience Insights

- Retargeting on social media had the highest EAR (26.55%).
- Top performing audience on Facebook was the Factual audience “Outdoor Leisure Seekers” at an EAR of 13.54%.
- Top performing audience on Instagram was the “Hiker” at a 4.96% EAR.
- The 25-35 age group had the highest EAR of 13.39%.

Ad Insights

- Facebook videos had the strongest ad recall rate of the social ads.
 - The “Motel” video was the top performing with a 14.67% average ad recall rate.
 - The “Angler” webcard is the highest non-video performer at a 8.19% EAR.

Campaign Insights

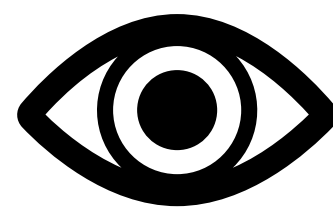
- Of the platforms, Facebook had the strongest EAR at 11.16% while Instagram had delivered 3.84%.
- Facebook served 88% of the social campaign's impressions.
- Mobile devices have made up 85% of impression delivery and mobile drove an EAR of 9.72%.

2020 Recommendations

- With the success of the Factual audiences, we continue to recommend using the highest performing audiences from the Fall 2019 campaign in future CWC campaigns.
- The Fall 2019 campaign successfully avoided creative fatigue because of multiple rounds of creative rotation. It's recommended to continue with multiple rounds of creative to keep the audience intrigued.

Platform Insights

Viewability



75%

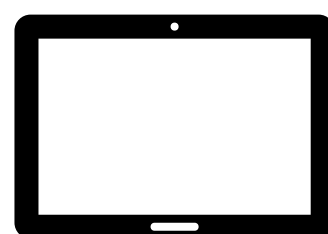
Devices



0.12% CTR

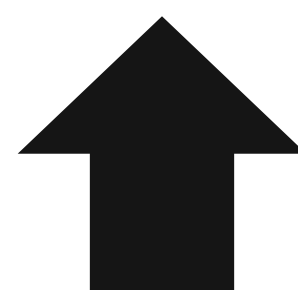


0.34% CTR

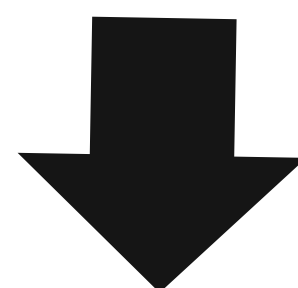


0.24% CTR

Fold



0.43% CTR



0.09% CTR

Creative Insights

Ad Format

300x600

320x50

300x250

728x90

300x50

0.21% CTR

0.39% CTR

0.14% CTR

0.14% CTR

0.08% CTR

Preroll

:15

96% VCR

:30

95% VCR

CTV

:15

60% VCR

:30

46% VCR

Creative Insights

Audio

Did You Know

Think About It

96% ACR

96% ACR

FACEBOOK

Ad	Impressions	Reach	Clicks	Engagement	CPC	Frequency	Ad Recall Lift Rate
Facebook Angler Webcard	113,525	86,367	268	180	\$4.29	1.33	8.19%
Facebook Climber Webcard	1,072,303	327,297	3,321	1,757	\$2.10	3.28	7.88%
Facebook Motel Webcard	162,789	111,456	460	309	\$2.03	1.46	5.72%
Facebook Restaurant Webcard	263,539	143,008	701	446	\$2.21	1.84	6.83%
Facebook Sheep Webcard	276,347	88,176	842	437	\$2.90	3.13	6.49%
Facebook Carousel 1	48,990	35,706	118	60	\$1.93	1.37	6.13%
Facebook Carousel 2	221,274	118,558	539	274	\$3.36	1.87	4.43%
Facebook Kayaker Video	1,644,920	404,258	7,051	135,072	\$1.37	4.07	9.94%
Facebook Restaurant Video	720,015	284,666	3,183	54,204	\$1.85	2.53	11.77%
Facebook Motel Video	185,806	110,590	784	12,097	\$2.56	1.68	14.67%
Facebook Elk Video	76,324	44,257	434	6,283	\$2.10	1.72	11.66%
Facebook TITWL :15s	3,707,649	497,458	17,469	286,529	\$1.94	7.45	13.73%
Facebook TITWL :30s	309,809	107,471	1,371	22,210	\$1.74	2.88	12.47%

INSTAGRAM

Ad	Impressions	Reach	Clicks	Engagement	CPC	Frequency	Ad Recall Lift Rate
Instagram Angler Webcard	37,627	23,344	25	29	\$7.12	1.61	4.84%
Instagram Climber Webcard	30,120	14,952	14	29	\$17.51	2.01	5.82%
Instagram Motel Webcard	21,417	15,487	22	27	\$6.62	1.38	5.49%
Instagram Restaurant Webcard	96,381	71,184	80	105	\$7.09	1.35	4.93%
Instagram Sheep Webcard	13,269	6,654	9	12	\$12.71	1.99	4.51%
Instagram Kayaker Video	53,059	42,755	43	6,439	\$4.10	1.24	3.48%
Instagram Elk Video	51,721	26,264	38	5,134	\$5.43	1.97	2.47%
Instagram TITWL :15s	116,161	69,254	91	13,265	\$3.20	1.68	3.09%
Instagram TITWL :30s	42,050	32,144	35	3,987	\$3.09	1.31	2.33%
IG Stories Kayaker	447,377	148,279	323	11,418	\$3.53	3.02	-
IG Stories Elk	139,492	39,599	84	3,109	\$7.96	3.52	-
IG Stories Restaurant	36,020	29,657	18	678	\$7.13	1.21	-
IG Stories Motel	119,062	60,912	56	2,593	\$5.67	1.95	-

Influencer Insights: Hunter

116K Followers

Organic Posts

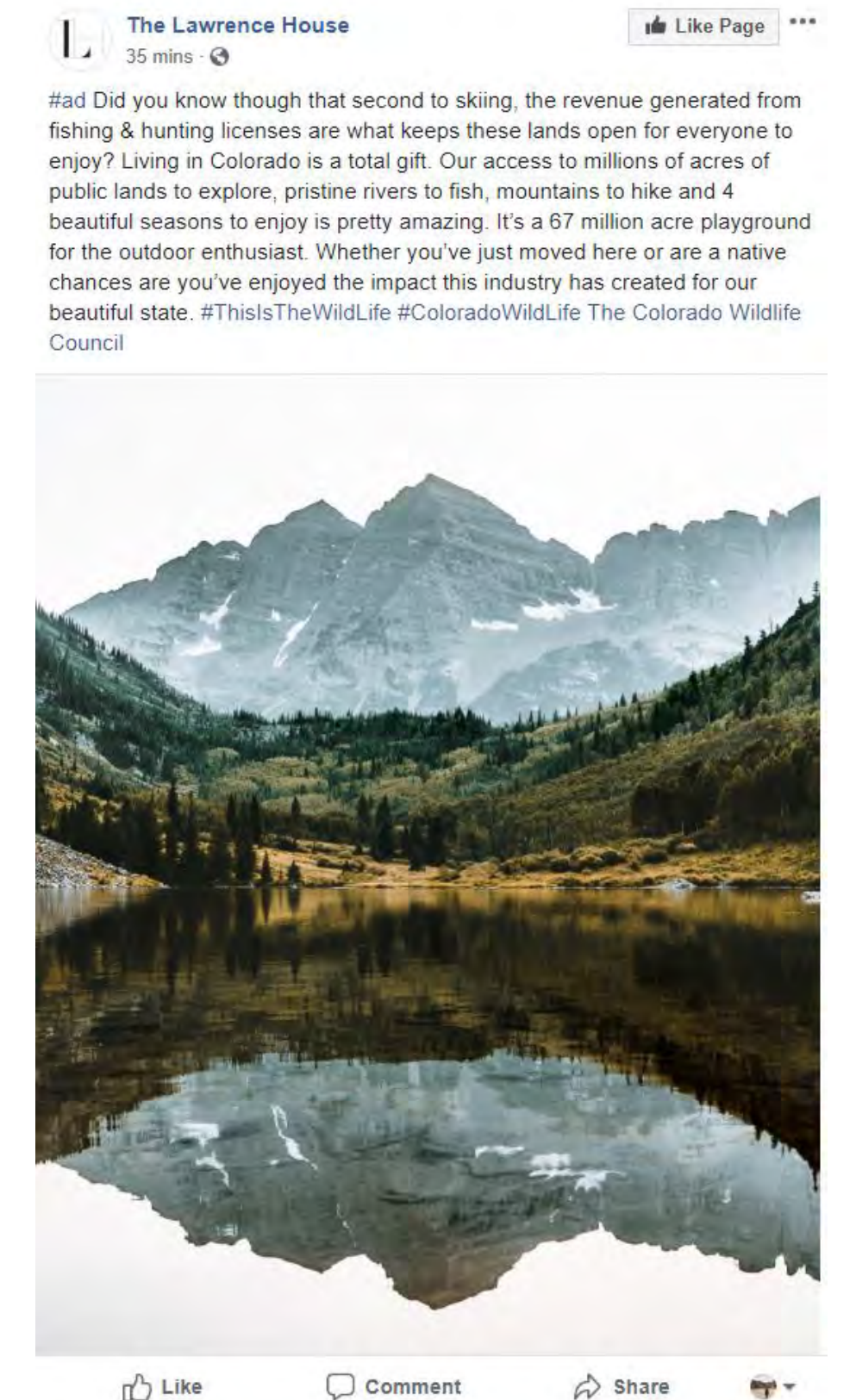
	Likes	Comments	Total Engagements	Post Impressions	Engagement Rate	Saves	Shares
Post 1	3,059	19	3,078	36,654	8.4%	69	58
Post 2	1,594	6	1,600	21,840	7.33%	22	11

Paid Posts

Ad Recall Rate	9.05%
Impressions	712,273
Link Clicks	208

Story

Sticker Taps	66
Impressions	3,751
Link Clicks	-
Shares	7



Influencer Insights: Shyanne

33K Followers

Organic Posts

	Likes	Comments	Total Engagements	Post Impressions	Engagement Rate	Saves	Shares
Post 1	1,971	37	2,008	25,242	7.95%	11	6
Post 2	1,925	24	1,949	24,055	8.1%	12	6

Paid Posts

Ad Recall Rate	9.3%
Impressions	555,398
Link Clicks	-

Story

Sticker Taps	66
Impressions	3,751
Link Clicks	-
Shares	7

Shyanne Orvis
August 22 · 🌐

Like Page

#ad Did you know that the revenue generated by hunting and fishing licenses helps protect, conserve and beautify Colorado's 66 million acres of land? When I first moved to Colorado years ago, I fell in love with the snow topped, wildly beautiful mountains and the river that flowed through. But what kept me here were the endless outdoor activities in our beautiful state and the amount of people who care about protecting it. We are all outdoor enthusiasts here, whether we are h... See More



👍❤️ 203 6 Comments 5 Shares

Like Comment Share

@coloradowildlifecouncil

#ThisIsTheWildlife



Did you know the fees from hunting and fishing licenses support Colorado Wildlife?

YES 88% NO 12%

Influencer Insights: Meredith

17K Followers

Organic Posts

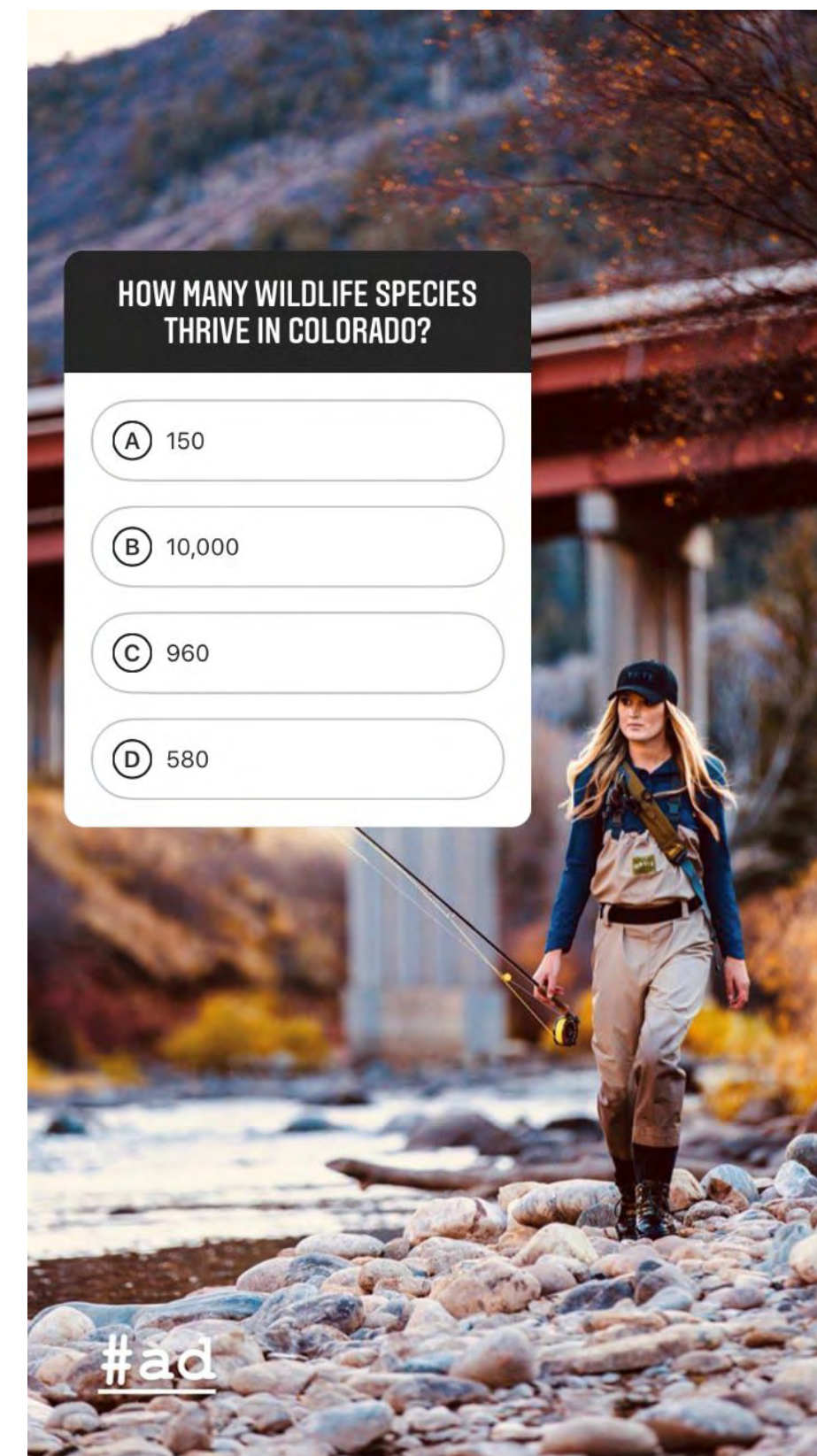
	Likes	Comments	Total Engagements	Post Impressions	Engagement Rate	Saves	Shares
Post 1	539	10	549	6,657	8.25%	4	-
Post 2	875	14	989	10,418	9.49%	6	6

Paid Posts

Ad Recall Rate	5.98%
Impressions	641,990
Link Clicks	-

Story

Sticker Taps	3
Impressions	2,665
Link Clicks	21
Shares	0



Influencer Insights: Abigail

11K Followers

Organic Posts

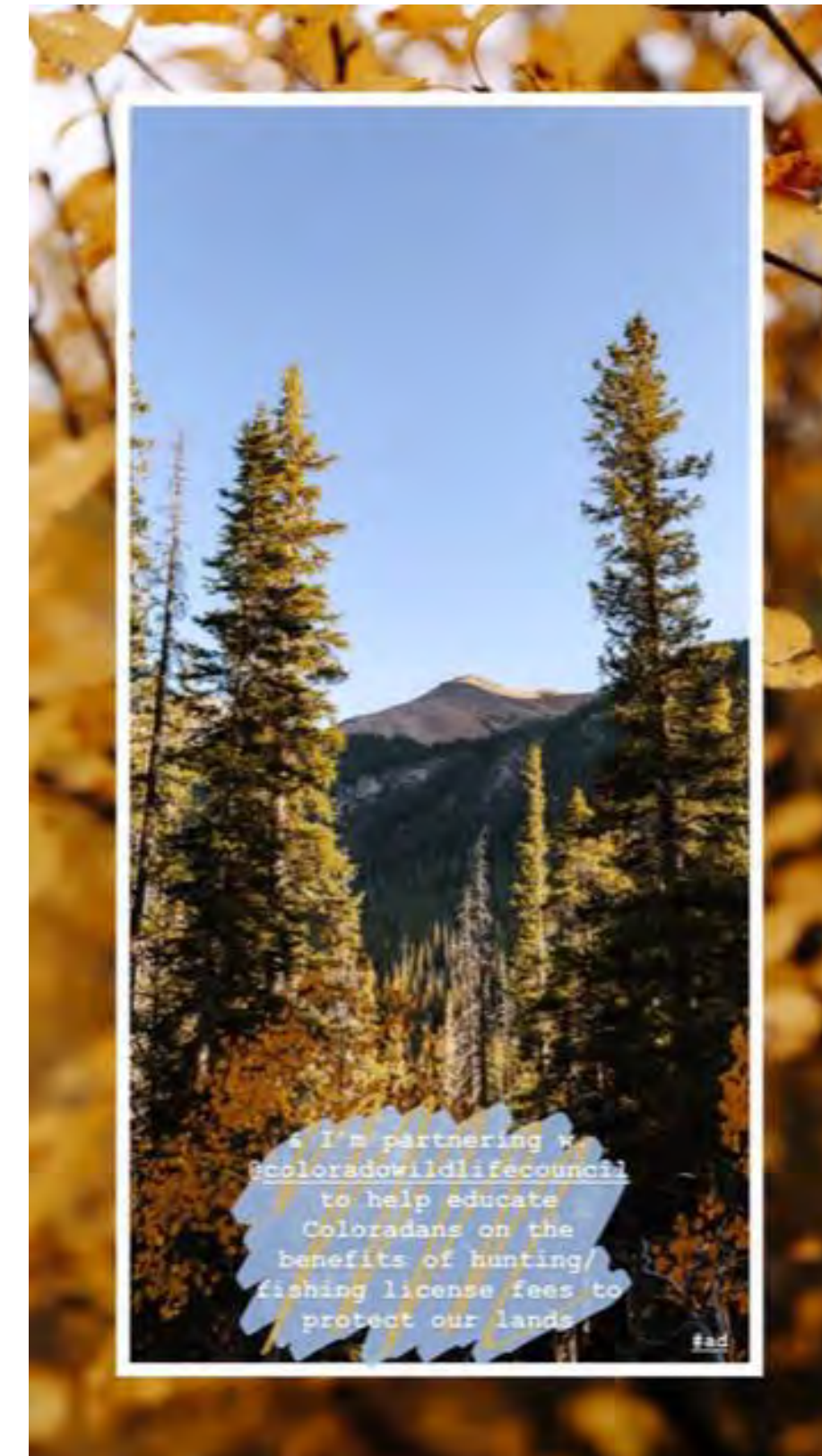
	Likes	Comments	Total Engagements	Post Impressions	Engagement Rate	Saves	Shares
Post 1	482	19	501	5,983	8.37%	7	3
Post 2	512	4	516	4,368	11.8%	2	0

Paid Posts

Ad Recall Rate	5.83%
Impressions	686,850
Link Clicks	493

Story

Sticker Taps	17
Impressions	1,174
Link Clicks	11
Shares	0



THE TRADE DESK

Ad Group	Impressions	Clicks	CPC	CTR
Audio BT Spotify	239,786	347	\$14.41	0.15%
CTV BT All Audiences	393,484	265	\$45.26	0.07%
Display BT Democrats	1,185,377	2,199	\$4.68	0.19%
Display BT Outdoor Enthusiasts	3,372,299	3,987	\$6.27	0.12%
Display Crosspixel	10,816	10	\$8.63	0.09%
Display Factual	827,699	1,104	\$7.24	0.13%
Video BT Democrats	313,882	3,247	\$1.98	1.03%
Video BT Outdoor Enthusiasts	494,315	4,317	\$2.14	0.87%
Video Crosspixel	55,378	102	\$9.80	0.18%
Video PMP	117,436	881	\$3.40	0.75%
Kargo – High Impact Display	3,992,784	22,644	\$1.55	0.57%

The Wild Life — Ski Lift :15 Broadcast

SFX: *Folk rock music*

Open on a closeup of our spokesperson, SAM, sitting on a ski lift with his coffee mug.

GUY: **I love this time of year. You know, it might surprise you, but the benefits of hunting and fishing are realized year-round, even in the winter.**

Cut to a wide shot that reveals Sam is squeezed in next to a couple. They look at him with a puzzled look.

GUY: **That's right. Hunting and fishing add three billion dollars to Colorado's economy. That's as much as the ski industry.**

The lift reaches the end and the couple gets ready to ski. They look at Sam, who doesn't appear to be going anywhere. He shakes his head at them, pointing to the lift chair.

GUY: **I think I'll do a few more loops.**

The couple skis away. Sam dangles his feet playfully and toasts the camera.

GUY: **Welcome to the Colorado Wild Life.**

Cut to guy fly fishing in a snowy river.



The Wild Life — The Toast :15 Broadcast

SFX: Folk rock music

In a rustic bar, hunters in camouflage are enjoying drinks together. SAM is sitting at the bar. He raises his drink..

GUY: **Here's to hunting and fishing, which adds nearly three billion dollars to Colorado's economy.**

The hunters around him raise their glasses. He continues talking, and it cuts to people toasting in other bars, coffee shops, restaurants, work site even a worksite where they raise a thermos. Urban to rural.

GUY: **Well, I'll drink to that.**

He lifts his glass..

GUY: **Welcome to the Colorado Wild Life.**



Social Media Videos

Re-Edit existing CPW videos :15

We plan to take existing CPW videos such as the moose or fish hatchery and re-edit them into shorter :15 videos. We would also recolor them to match our campaign.

Before



After



Social Media Videos

CRIBS – High Definition :15

We open on Sam, who's sitting at the top of a scenic ridge.

SAM: **On this episode of cribs ... Colorado.**

SAM: **Here, this is what we call high definition.**

Sam stands up as the camera pushes past him and takes in the grandeur of the view.

SAM: **And thanks to a three billion dollar yearly contribution from hunting and fishing, we're working to keep it always on and always open.**

Sam stands there in awe, drinking from his coffee mug.

SAM: **Talk about a wide screen** *[winks at camera]*.

SAM: **Welcome to the Colorado Wild Life.**



Social Media Videos

In the Car – I-70 :15

SFX: *Folk rock music*

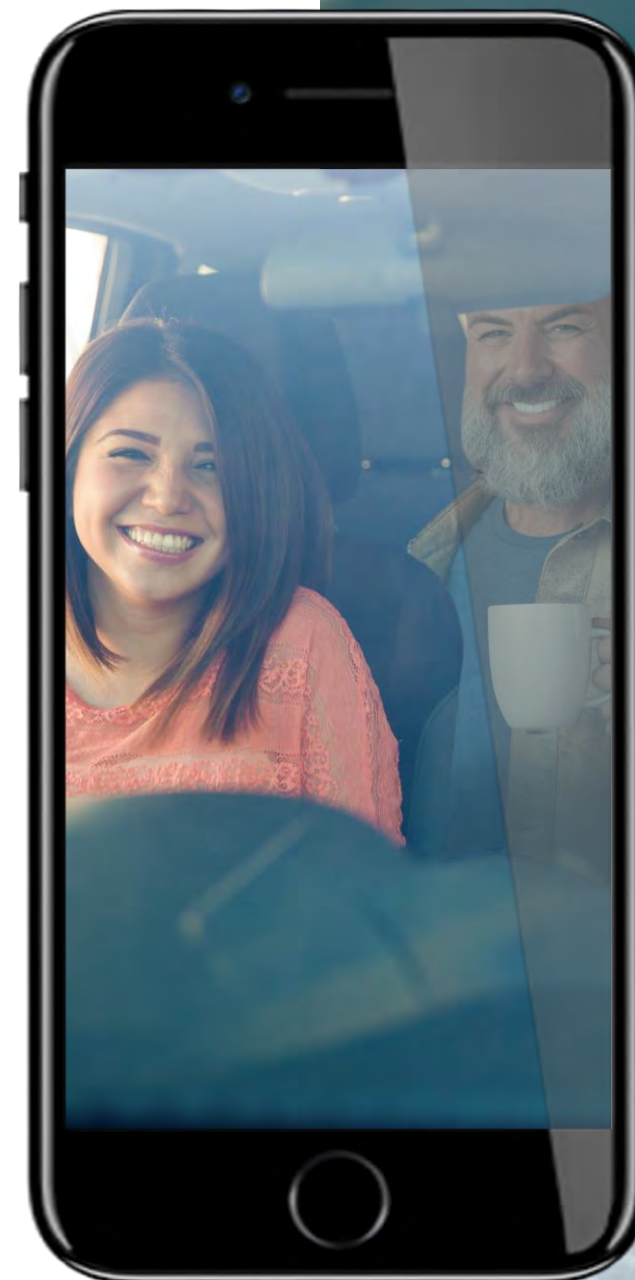
We open on people sitting in their SUV. Sam leans over between them from the back seat. He hands them a cup of coffee, still holding his.

GUY: **Did you know that hunting and fishing add three billion dollars to Colorado's economy? As much as the ski industry.**

DRIVER: **Remind me why we are sitting on I-70?**

PASSENGER: **Snowboarding. Eventually.**

GUY: **Welcome to the Colorado Wild Life.**



Social Media Videos

In the Car – River :15

SFX: *Folk rock music*

We open people sitting in their SUV. Sam leans over between them from the back seat. He hands them a cup of coffee, still holding his.

GUY: **Hey, where are we going?**

DRIVER: **Fraser River by Winter Park.**

GUY: **One of the rivers that's been restored thanks to fees from hunting and fishing licenses.**

PASSENGER: **That's dope.**

GUY: *(raising his cup)* **That it is.**

He lifts his cup in salute.

GUY: **Welcome to the Colorado Wild Life.**

