

COLORADO WILDLIFE COUNCIL

January 11, 2018



Agenda

1. Origami Statue Update
2. Research
 - Online Ethno Journals Key Takeaways
 - Courtroom Focus Group Highlights
 - Research Next Steps
3. Media Plan Recommendation
4. Timeline Review, Action Items & Next Steps
5. Appendix



ORIGAMI STATUE UPDATE

ORIGAMI STATUES

Updates



- The Elk & the trailer were at Barr Lake for the month of December
- The Elk will be at ISE
- The Fish will remain at the Shops at Foothills

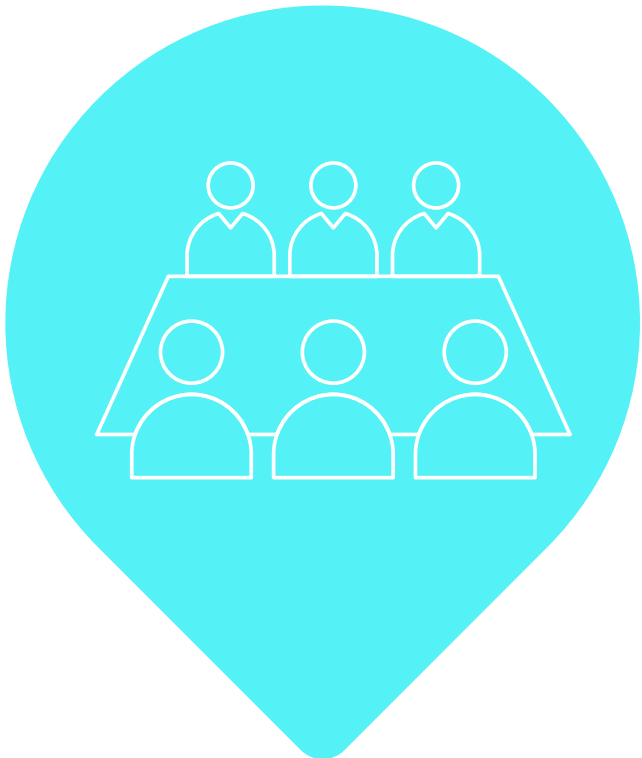


RESEARCH

EXPLORATORY RESEARCH



Online Ethno Journals
December 4th – 17th



Courtroom Focus Groups
January 9th & 10th



Tracking & Messaging Survey
Exact Dates in January & February are TBD

ONLINE ETHNO JOURNALS

Key Takeaways

- Online ethno-journals were conducted from December 4 - 17, 2018.
- The journals consisted of four rounds, with 6-8 questions each round.
- The sample consisted of 43 registered Colorado voters:
 - 20 general population
 - 23 *In The Wind*

ONLINE ETHNO JOURNALS

Key Findings

- The influx of newcomers to Colorado has created a cultural divide between long-time residents and transplants.
 - Transplants hold negative stereotypes of hunters and “old” Colorado.
 - Long-time residents are resentful towards transplants for changing the Colorado culture (e.g., increased cost of living, stress on environment, traffic, etc.).
- These two groups, however, share many values including the love of nature, outdoors, and most importantly, Colorado.
 - But, hunting plays a large part in this divide largely because ITW and transplants are uncomfortable with killing animals and using guns.

ONLINE ETHNO JOURNALS

Key Findings

- In support of previous findings, we see that ITW cannot articulate benefits of hunting and fishing, and are more susceptible to anti-hunting/fishing messaging
 - Fortunately, they are open to learning more information and are receptive to educational messaging.
- There is an opportunity to generate goodwill towards hunting and fishing by showing how it benefits them personally and Colorado generally.
 - Need to tap into the shared values of why Colorado is a great place to live.

ONLINE ETHNO JOURNALS

Message Ideas to Consider As We Move Forward

- **Preserves the outdoors that are special to all of us.**

Hunting and fishing license fees go directly back to the state and fund wildlife conservation and other efforts that keep Colorado beautiful.

- **A healthier ecosystem is better for the animals.**

Hunting and fishing are integral to wildlife population control. It's more humane to hunt these animals than to let them starve to death, and better for the Colorado ecosystem to not let these animals overrun the land.

- **A boom for the economy.**

Hunting and fishing bring in tourism dollars and strengthen our economy, especially in smaller, more rural areas of Colorado.

ONLINE ETHNO JOURNALS

Message Ideas to Consider As We Move Forward

- **Closer to your food.**

Hunters and anglers know the animals they eat were killed humanely and the meat is clean, unlike the meat we get from the grocery store, which is full of chemicals and comes from animals that were horribly treated in factory farms.

- **Protect the spirit of Colorado.**

Colorado was founded on a spirit of individuality – making your own way – and we have to let people continue to make the mountains their own, and enjoy it the way Coloradans have done for generations, whether it's hiking, camping, skiing, snowmobiling, fly fishing or hunting.

- **Humanize hunters.**

Hunters are just one part of the independent spirit of Colorado. They live in the city and in the mountains. They commute to work and sit in traffic on I-70. And they love to head to the mountains to unplug and enjoy everything the outdoors has to offer. Let's protect what makes Colorado special.

Courtroom Focus Group
Highlights

RESEARCH

Next Steps

- First, the online ethno-journals were used to inform the courtroom focus groups.
- Next, these two pieces of research (e.g., ethno-journals and the courtroom focus groups) will be used to inform the W4 tracking survey.
 - Exact dates of the tracking survey are TBD



MEDIA PLAN RECOMMENDATION

MEDIA PLANNING

- **BUDGET:** \$150,000
- **TIMING:** 2/18/19 – 3/22/19
- **TACTICS:** Television, Facebook, Instagram
- **AUDIENCE:** *In the Wind*

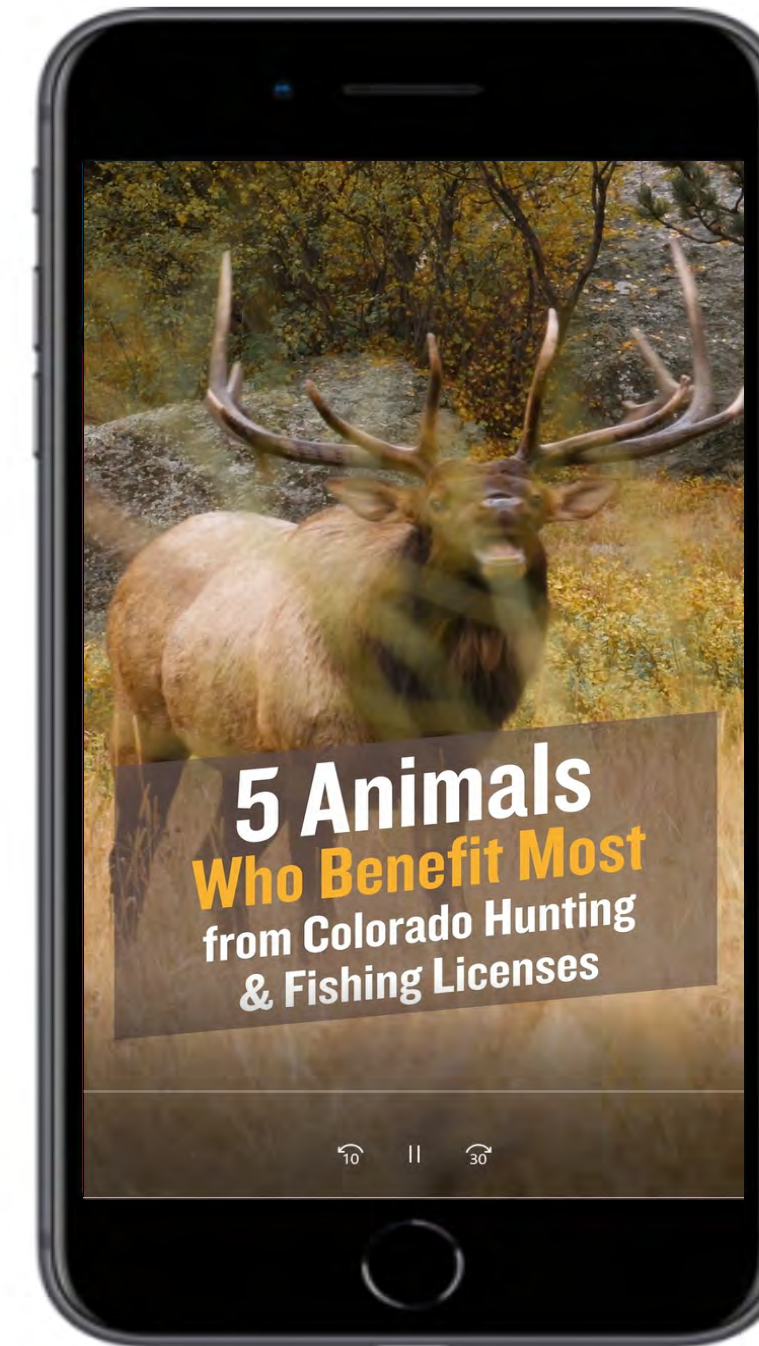
TELEVISION

- **BUDGET:** \$125,000
- **TIMING:** 2/18/19 – 3/22/19
- **TACTICS:**
 - Sports (Broadcast/Cable)
 - ITW programming (Broadcast/Cable)
- **GEO:** Denver DMA
- **CREATIVE:** Tubes (:30s)



FACEBOOK & INSTAGRAM

- **BUDGET:** \$25,000
- **TIMING:** 2/18/19 – 3/22/19
- **TACTICS:**
 - Instagram stories
 - Instagram newsfeed
 - Facebook newsfeed
- **GEO:** Colorado
- **CREATIVE:** 5 Things Video & 5 Animals video



A woman wearing an orange beanie, a camouflage jacket, and an orange safety vest is walking through a field of tall, dry grass. In the background, there are mountains under a cloudy sky. To the right, there is a small tree with yellow leaves. The text 'TIMELINE REVIEW, ACTION ITEMS & NEXT STEPS' is overlaid in large, bold, yellow letters on the left side of the image.

TIMELINE REVIEW, ACTION ITEMS & NEXT STEPS

TIMELINE REVIEW

| | Jan-19 | Feb-19 | Mar-19 | Apr-19 | May-19 | Jun-19 |
|--|--------------------|--------|--------|--------|--------|--------|
| R&R Scope of Work | | | | | | |
| Research: HAH + Benefits Message Testing | [Light Blue Bar] | | | | | |
| Research: Quant Survey | [Light Blue Bar] | | | | | |
| Creative Concepting | [Light Green Bar] | | | | | |
| Research: Qualitative Concept Testing | [Light Blue Bar] | | | | | |
| Creative Production | [Light Green Bar] | | | | | |
| Media Planning | [Light Red Bar] | | | | | |
| Media Flight | [Light Red Bar] | | | | | |
| Website Content Dev + Implementation | [Light Purple Bar] | | | | | |
| Website UX Testing | [Light Purple Bar] | | | | | |
| On-Going Tasks | | | | | | |
| Community Partnerships/Coalition Building | [Light Gray Bar] | | | | | |
| Website Maintenance | [Light Gray Bar] | | | | | |
| Social Media & Community Management | [Light Gray Bar] | | | | | |
| Brand & Project Management | [Light Gray Bar] | | | | | |
| Council Meeting & Conference Call Dates | | | | | | |
| Council Meetings & Retreats | [Yellow Bar] | | | | | |
| Council Conference Calls | [Yellow Bar] | | | | | |
| Hunting & Fishing Seasons | | | | | | |
| Big Game Season (Most Populist) | [Light Olive Bar] | | | | | |
| Small Game Season (Most Populist) | [Light Olive Bar] | | | | | |
| Fishing Season (Most Populist) | [Light Olive Bar] | | | | | |

**FY3 timeline is subject to change based on client needs/goals.*



ACTION ITEMS

1. Approval needed for the media plan
2. Determine committee for approval of quant survey

NEXT STEPS

1. Review & approve the quant survey questions (exact dates of deployment TBD)
2. Media flight: 2/18/19 – 3/22/19
3. Compile & present the final report from exploratory research
 - recommendations for initial website content updates

Thank You



APPENDIX

FY3 (2018-2019) Scope/Budget

REVISED BUDGET: 2018/2019

UPDATED: 11/8/18

| Job # | BASIC COMPENSATION | HOURS* | FEES | EXPENSES | TOTAL |
|--|--|--------------|------------------|------------------|--------------------|
| 113245 | 1 Brand & Project Management | 550 | \$63,250 | \$0 | \$63,250 |
| 113246 | 2 Creative Development | 92 | \$10,580 | \$0 | \$10,580 |
| 113247 | 3 Media Planning & Buying | 52 | \$5,980 | \$0 | \$5,980 |
| 113248 | 4 Social Media Strategy & Community Management | 180 | \$20,700 | \$0 | \$20,700 |
| 113249 | 5 Website Maintenance | 60 | \$6,900 | \$300 | \$7,200 |
| 113250 | 6 Community Partnership Building | 24 | \$2,760 | \$0 | \$2,760 |
| 113251 | 7 Campaign Reporting/Analytics & Strategy | 85 | \$9,775 | \$0 | \$9,775 |
| n/a | 8 Strategic Consultation | 0 | \$0 | \$48,000 | \$48,000 |
| 113138 | 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 |
| 113252 | 10 Creative Assets; TV, digital, social, radio, etc. | 650 | \$74,750 | \$150,000 | \$224,750 |
| 114908 | 11 Website Development | 120 | \$13,800 | \$5,015 | \$18,815 |
| SUBTOTAL: | | 770 | \$88,550 | \$155,015 | \$243,565 |
| RESEARCH & PLANNING | | HOURS | FEES | EXPENSES | TOTAL |
| 113253 | 12 Quantitative Online Survey | 80 | \$9,200 | \$5,170 | \$14,370 |
| 113254 | 13 Qualitative Concept Testing - r1 | 125 | \$14,375 | \$25,500 | \$39,875 |
| 114546 | 14 Benefit + HAH Exploration | 219 | \$25,185 | \$210,000 | \$235,185 |
| 114909 | 15 Qualitative Concept Testing - r2 | 170 | \$19,550 | \$25,500 | \$45,050 |
| 114910 | 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 |
| 113255 | 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 |