

# COLORADO WILDLIFE COUNCIL

*June 5, 2019*





# Agenda

1. Fall 2019 Media Recommendation (A)
2. New CWC Logo Options (A)
3. Pre-Production Update (I)
4. UX Testing Update (I)
5. Action Items & Next Steps





# FALL 2019 MEDIA

*Recommendation*



# PLANNING PARAMETERS

<b>BUDGET</b>	\$465,142 (40% of FY budget)
<b>TIMING</b>	August 1 – October 31, 2019
<b>AUDIENCE</b>	In The Wind (A18-35)

# TARGET AUDIENCE

## In The Wind

### Neutral Towards Hunting & Fishing

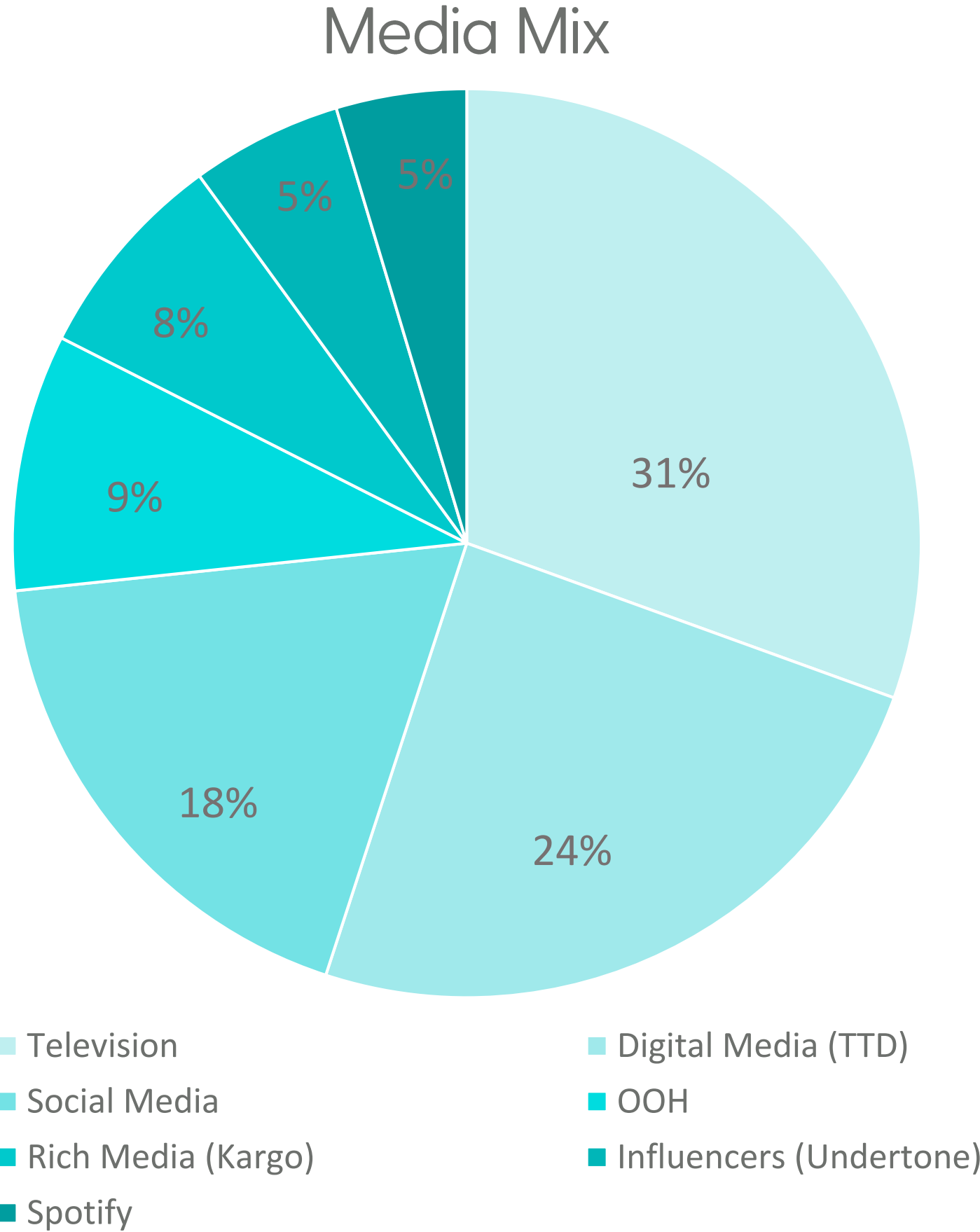
- Age 18-35 with the propensity to vote.
- Living in urban areas with limited exposure to hunting and fishing on a daily basis.
- Appreciates Colorado for its diverse landscape of city and nature.
- Their biggest hurdle to supporting hunting is that it is closely tied to gun violence and poaching.
- Unlikely to be proactively searching out information on hunting and fishing, and are not in the space where this conversation is organic.
- They are surprised to learn the impact that hunting and fishing license fees have on Colorado's economy and wildlife.



*"Hunting and fishing really have no impact on me personally, and don't think it benefits Colorado. I know there are some responsible hunters out there, but still think it is mostly just for sport. I'm just unsure whether I support hunting or not."*

# STRATEGIC APPROACH

- Maintain a media mix that reaches the target audience through several strategic touch-points.
- Use traditional channels for mass reach against the target audience and building awareness.
- Leverage data driven, granular targeting for social and digital media buys for effective reach and scale.
- Utilize social influencer partnerships, leaning into the audience's positive inclination toward influencer marketing.





# CHANNEL PURPOSE

## Television



Specific television shows reach the ITW audience where they are still unable to cut the cord. Mass reach within sports and high profile entertainment can be achieved with a broadcast television campaign.

## Connected Television



Connected television provides the opportunity to reach cord cutters on a big screen similar to traditional television. Just like the TV, ads are non-skippable and ideal for full :30s video.

## Out Of Home



Out of home (billboards) can be used for mass reach amongst the heavy commuting Denver market. Digital boards can host animations/video and reach users while on the commute.

## Digital Radio



Utilize Spotify to reach users with audio/visual within a platform they use heavily throughout the day.

## Facebook



Facebook is widely used by ITW as a platform to garner news and updates. Distribute video and – imagery + messaging here for mass reach.

## Instagram



Instagram can be used to reach a large portion of ITW while they are browsing for inspirational content on the highly aesthetic platform. Consider influencers and content partnerships.

## Web/In-App



Digital media across web/in-app can be used to distribute native ads and video to the ITW audience wherever they consume digital content.

## Website



The website is our brand hub. It should house informative and engaging content that can be easily shared and referenced.

# Traditional

*TV & Out of Home*



# TELEVISION

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

<b>TIMING</b>	9/16 – 10/14 4 weeks
<b>TACTICS</b>	Sports (Broadcast/Cable) ITW Programming (Broadcast/Cable)
<b>GEO</b>	Denver DMA
<b>CREATIVE</b>	This is the Wildlife (:15 seconds & :30 seconds)





# OUT OF HOME

Reach the masses in a format that cannot be skipped, or switched off. Billboards will deliver CWC message 24 hours a day, 7 days a week; repeated views will keep the “This is the Wildlife” campaign top-of-mind.

**TIMING**            9/2 – 10/27  
8 weeks

**TACTICS**        7 Static Billboards  
5 Digital Billboard

**GEO**                Denver





# Digital Media

*Display, Native, Connected TV, Spotify,  
Rich Media*



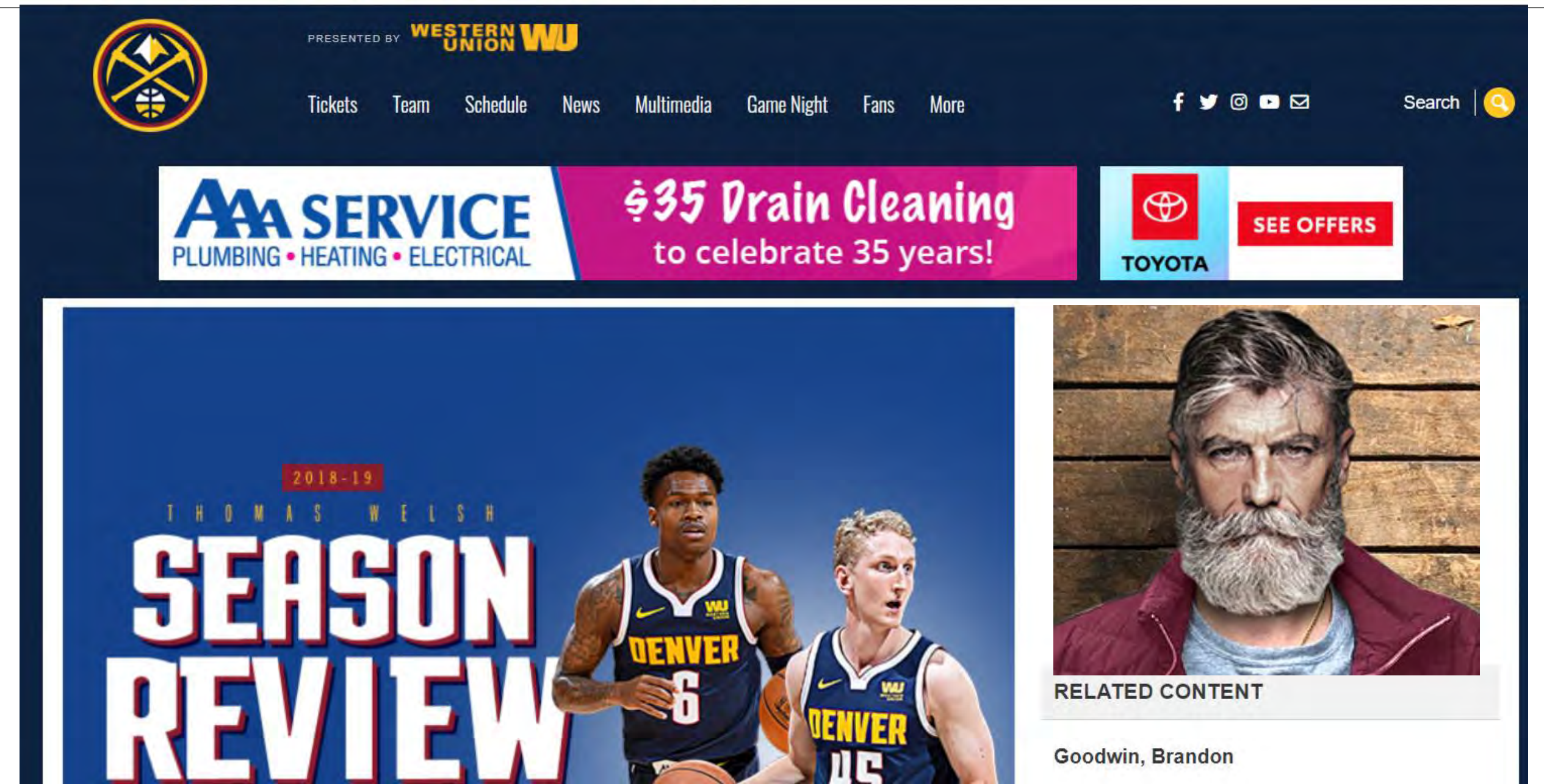
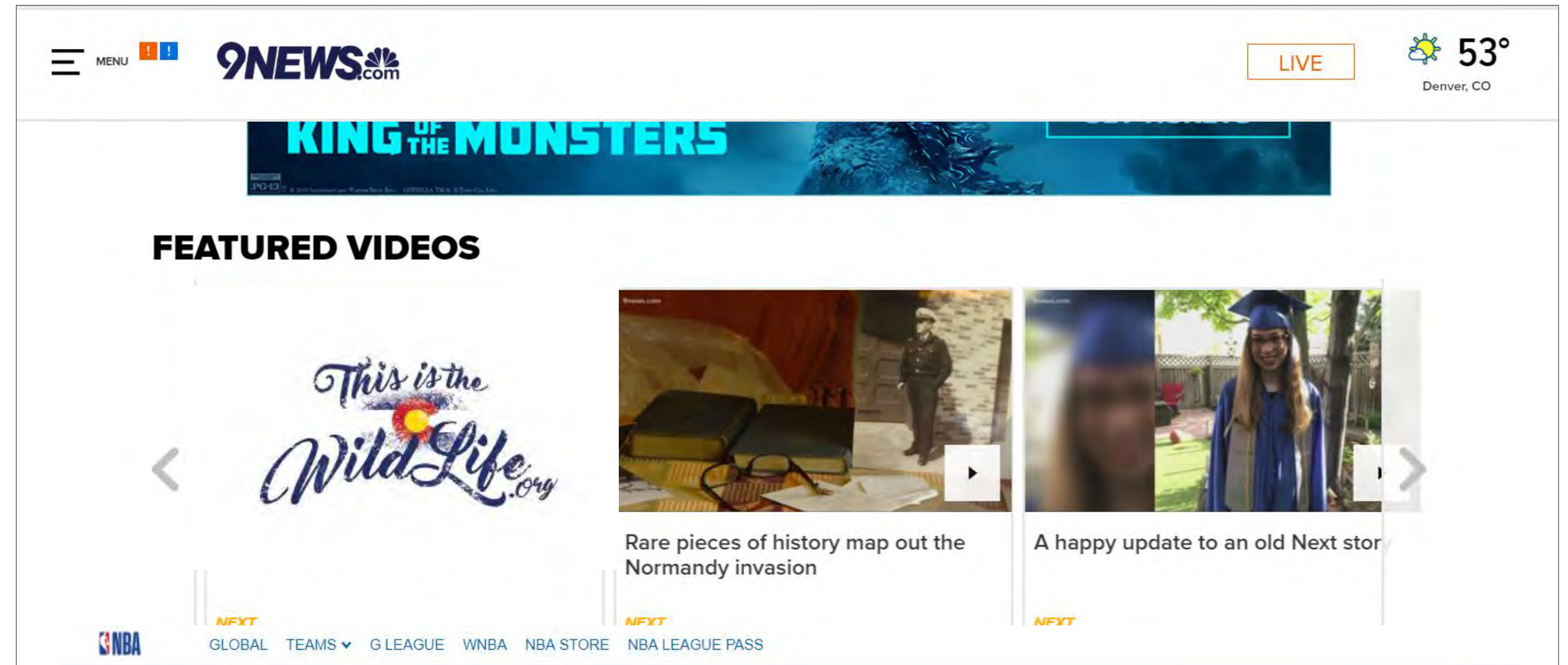
# DIGITAL MEDIA (THE TRADE DESK)

Reach this digital savvy audience on the platforms where they spend time and attention. Deliver multiple messages with optimal frequency to keep Colorado Wildlife top-of-mind.

**TIMING** 8/1 – 10/31

**TACTICS** Display  
Native  
Pre-Roll Video  
Connected TV

**GEO** Colorado





# SPOTIFY

Distribute CWC's messaging across the digital audio channel to generate awareness for CWC's initiatives on a platform where audio + visual is key. The "In the Wind" audience is 133 times more inclined to listen to Spotify than other demographics.

## TIMING

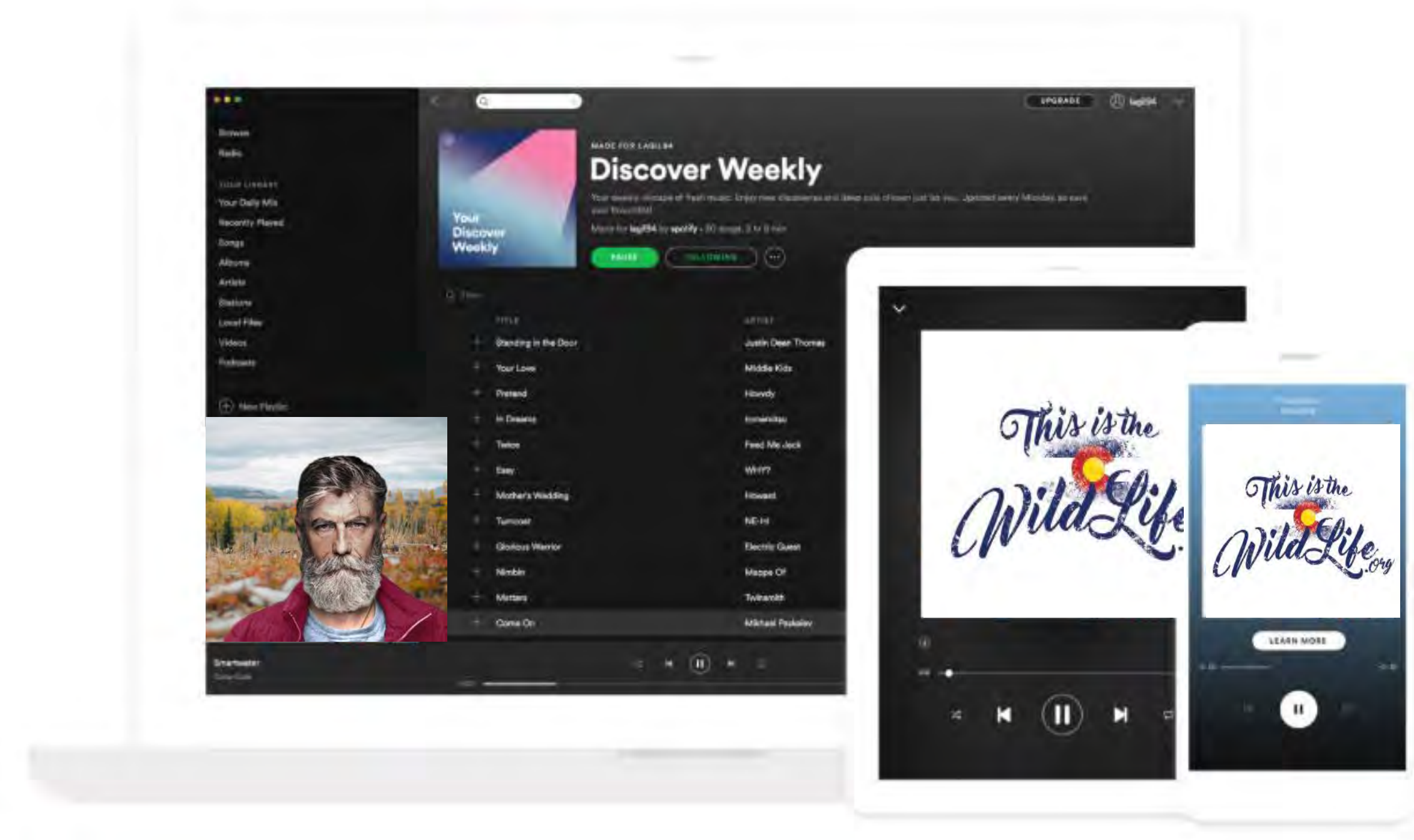
8/1 – 10/31

## TACTICS

:15 Second Audio  
Companion Banners

## GEO

Colorado





# RICH MEDIA (KARGO)

Partner with Kargo to deliver eye-catching high impact digital display units to the mobile-heavy “In the Wind” audience.

**TIMING** 8/1 – 10/31

**TACTICS** Breakout Banner  
Breakaway Banner

**GEO** Colorado



Breakout



Breakaway



# Social Media

*Facebook, Instagram & Influencer  
Partnerships*



# FACEBOOK & INSTAGRAM

Promote “This is the Wildlife” messaging on Facebook and Instagram to target and reach our active social media audience.

**TIMING**

8/1 – 10/31

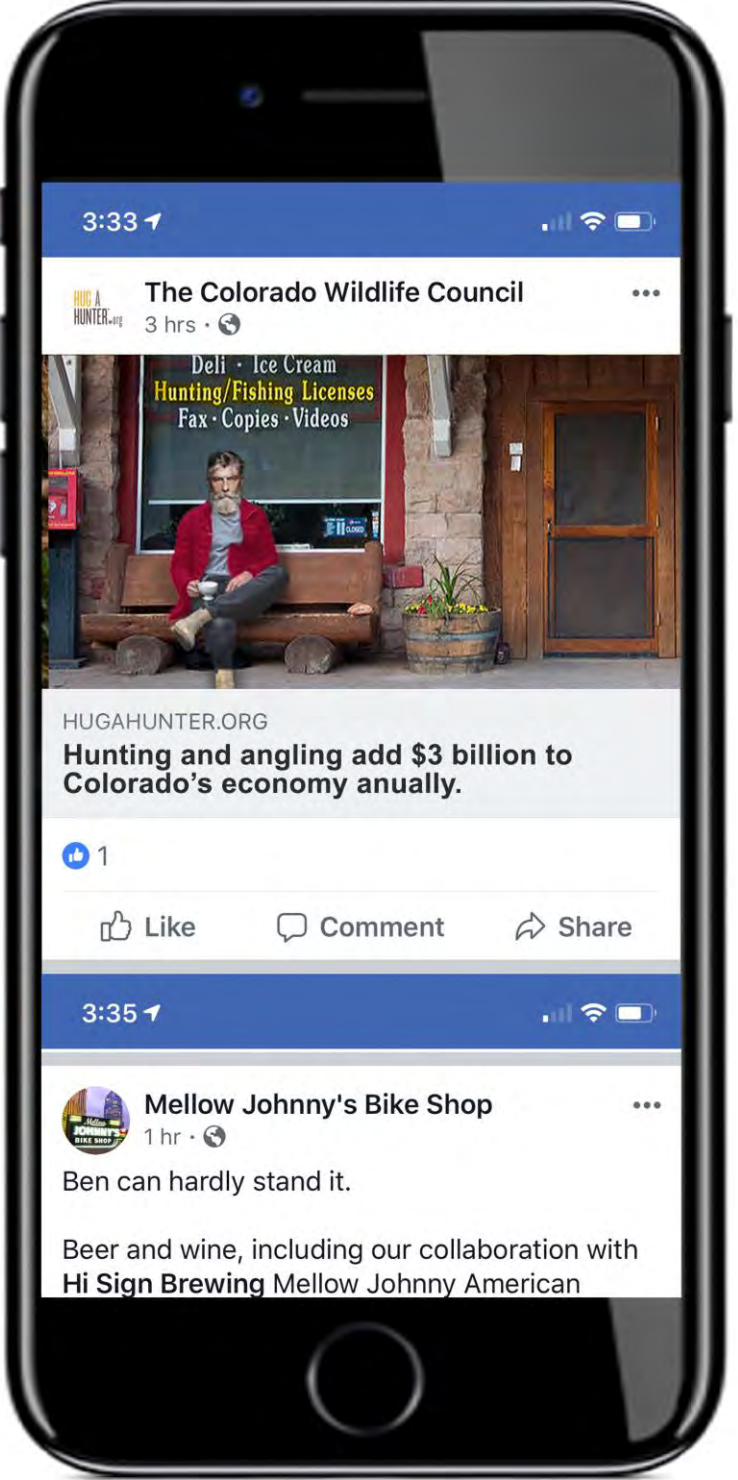
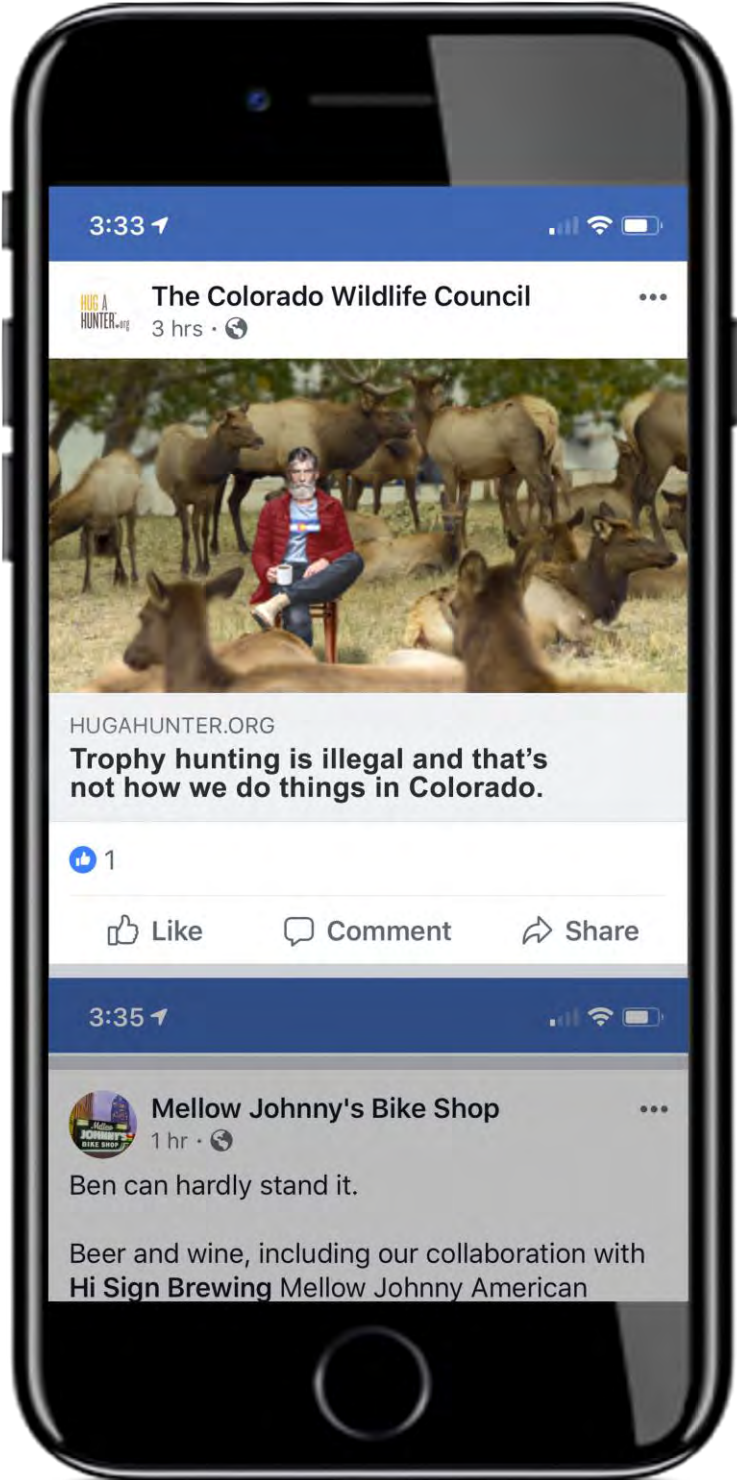
**TACTICS**

Instagram Stories  
FB & IG Newsfeed:

- Video
- Webcards
- Carousels

**GEO**

Colorado





# UNDERTONE INFLUENCERS

Leverage a partnership with 3-5 Colorado-based social influencers to amplify CWC messaging and connect with our target audience at one of their frequent media touchpoints.

**TIMING**

8/1- 10/31

**TACTICS**

2-4 Instagram Stories  
2 Instagram Newsfeed

**GEO**

Colorado





SAMPLE INFLUENCER



# Charles Post

Alamosa, Colorado, United States of America

<https://www.charlespost.com>

Mid Tier 3 | 103,198 Total Followers

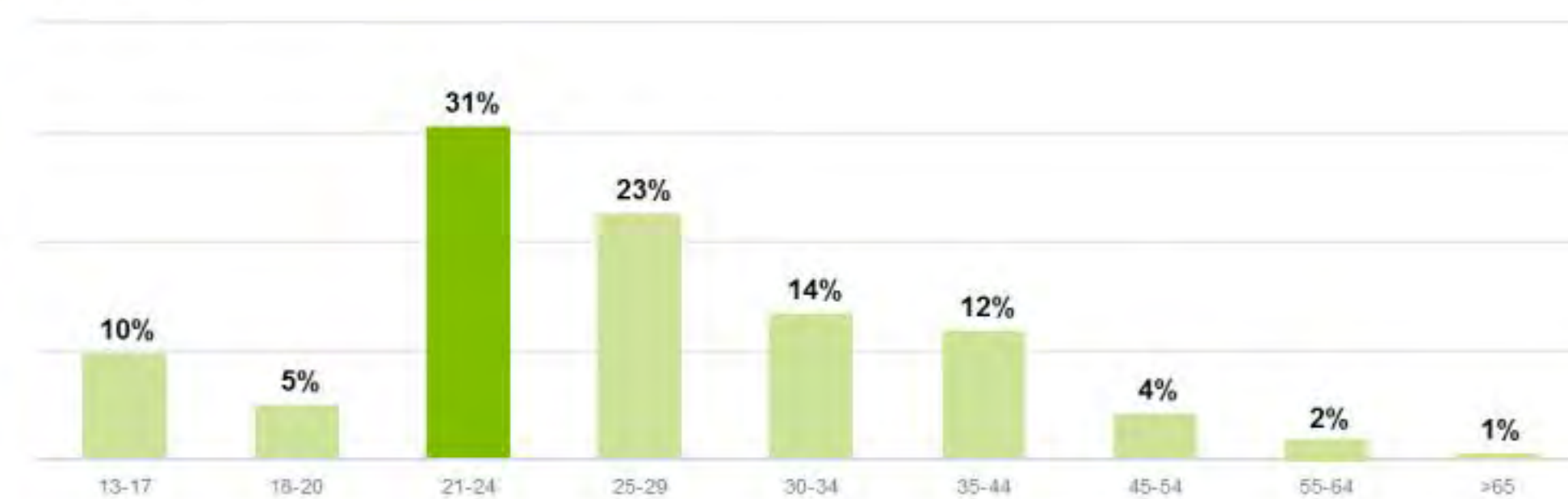
## BIO

Charles is an ecologist, storyteller and filmmaker drawn to stories anchored to the confluence of society's relationship with wild and rapidly changing natural environments. He has posted about hunting and fishing before.

## SOCIAL FOLLOWING

[Instagram](#) 103,198

## AGE



## SOCIAL HEALTH

### Instagram



### Facebook



## GENDER

Female 48%

Male 52%

## MOST DISCUSSED

- Shopping
- Fashion & Style
- Media & Publications
- Outdoor activity
- Travel

## TOP COUNTRIES

- United States 62.0%
- Canada 5.0%
- United Kingdom 2.8%
- Indonesia 2.2%
- Australia 2.0%





## SAMPLE INFLUENCER



# Shyanne Orvis

Basalt, Colorado, United States of America

## BIO

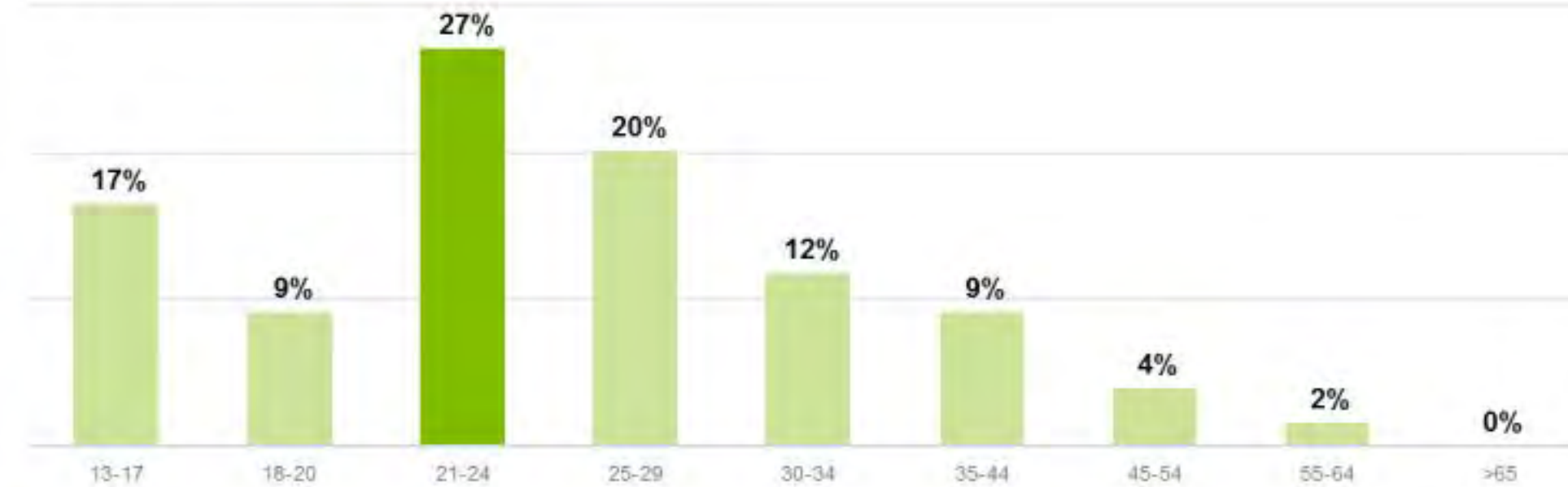
Shyanne has found that fishing, snowboarding, and exploring nature is what energizes her.

Mid Tier 3 | **26,536 Total Followers**

## SOCIAL FOLLOWING

[Instagram](#) 26,536

## AGE



## SOCIAL HEALTH

### Instagram



### Facebook



## GENDER

Female  
26%

Male  
74%

## MOST DISCUSSED

Shopping  
Fashion & Style  
Media & Publications  
Outdoor activity  
Travel

## TOP COUNTRIES

United States 66.7%  
Brazil 14.4%  
Canada 4.3%  
United Kingdom 1.3%  
Italy 1.1%





SAMPLE INFLUENCER



# Timothy Allen Olson

Boulder, Colorado, United States of America

<http://www.timothyallenolson.com>

Mid Tier 3 | 186,233 Total Followers

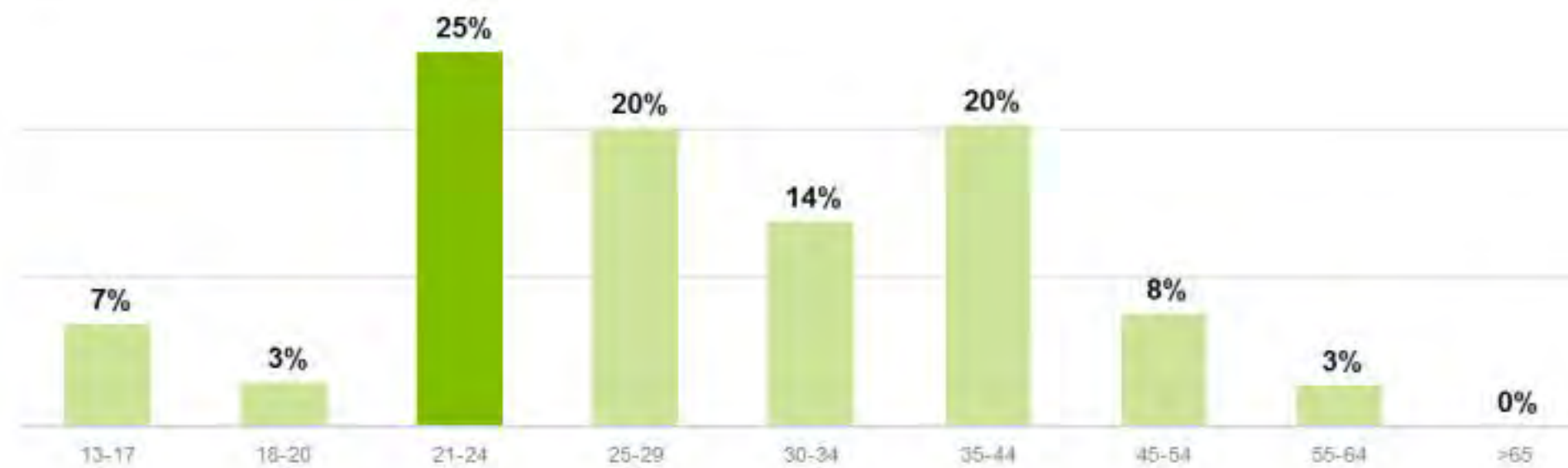
## BIO

Tim is a lover of life & explorer of nature. He aims to live consciously while running mountains & letting his heart shine free.

## SOCIAL FOLLOWING

	<a href="#">Instagram</a>	100,415
	<a href="#">Twitter</a>	35,036
	<a href="#">Facebook</a>	50,782

## AGE



## SOCIAL HEALTH

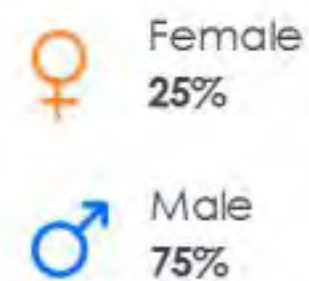
### Instagram



### Facebook



## GENDER



## MOST DISCUSSED

- Shopping
- Food & Drink
- Sports & Fitness
- Outdoor activity
- Media & Publications

## TOP COUNTRIES

Country	Percentage
United States	34.1%
Spain	9.5%
United Kingdom	6.0%
France	5.0%
Italy	3.4%



Undertone.





# New CWC

Logo Options





**Colorado Wildlife**  
COUNCIL

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1

Elk and fish represent the yin and yang of land and water, hunting and fishing.





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2

Simplified horns represent the big horn sheep, the C for Colorado and the Colorado flag. Softer shapes in the mark and the type are more approachable. Complements the Colorado Parks and Wildlife logo.





**Colorado Wildlife**  
COUNCIL





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4

Simple fish jumping in an iconic seal. Reminiscent of a historic trout stamp and seal of approval.









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6

Stylized elk in its habitat. Circle indicates seal of approval.  
Compliments the Colorado Parks and Wildlife logo.





1



2



3



4



5



6





# PRE-PRODUCTION + UX TESTING

*Updates*



# PRODUCTION SCHEDULE

June 2019						
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4	5	6	7	8
	CASTING	CASTING	CASTING	CASTING LINKS DUE		
Pre Production						
9	10	11	12	13	14	15
	CALLBACKS					
Pre Production						
16	17	18	19	20	21	22
	Pre pro meeting	SHOOT			Deliver Drives	
23	24	25	26	27	28	29
Post Production						

Director/Photographer:  
 Greg Kiefer –  
 Cosmic Pictures

- Location
- Casting
- Wardrobe



# UX TESTING: *UPDATE*

- Participants: 25
- Testing Platforms
  - TryMyUI (10)
  - UserTesting.com (15)
- Recorded video sessions
- 5-sec Homepage Test
  - Users had to tell three things they remember; most got the site concept correct
- Tested content & UX
- Overall Takeaways:
  - Add more facts up front; benefits for the economy & the animals.
  - Speak more to how hunting is keeping populations under control.
  - Adjust navigation; there is a lot of unnecessary navigation, some pages could benefit from overlays or information dropdowns vs. navigating to a new page

Example Video: [link](#)



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 'ACTION ITEMS & NEXT STEPS' is overlaid in large, bold, yellow letters on the left side of the image.

# **ACTION ITEMS & NEXT STEPS**



# ACTION ITEMS

1. Approve fall 2019 media recommendation
2. Select new CWC logo

# NEXT STEPS

1. Week of June 17<sup>th</sup>: Creative Production Shoot
2. Implement UX updates
3. Re-brand website w/ new CWC logo



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
<b>R&amp;R Scope of Work</b>												
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												
<b>Council Meeting &amp; Call Dates</b>												
Council Meetings & Retreats												
Council Conference Calls												
<b>Hunting &amp; Fishing Seasons</b>												
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.





BASIC COMPENSATION	Description	HOURS*	FEES	EXPENSES	TOTAL
	1 Brand & Project Management	656	\$75,440	\$0	\$75,440
	2 Creative Development	100	\$11,500	\$0	\$11,500
	3 Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
	4 Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
	5 Website Maintenance	72	\$8,280	\$300	\$8,580
	6 Community Partnership Building	36	\$4,140	\$0	\$4,140
	7 Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
	8 Strategic Consultation	0	\$0	\$72,000	\$72,000
	9 Travel Expenses	0	\$0	\$12,000	\$12,000
	<b>SUBTOTAL:</b>	<b>1,366</b>	<b>\$157,090</b>	<b>\$84,300</b>	<b>\$241,390</b>
	<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$20,115.83</b>

CREATIVE PRODUCTION	Description	HOURS	FEES	EXPENSES	TOTAL
	10 Creative Concepting & Creative Asset Production	516	\$59,340	\$200,000	\$259,340
	11 Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
	<b>SUBTOTAL:</b>	<b>596</b>	<b>\$68,540</b>	<b>\$200,000</b>	<b>\$268,540</b>

RESEARCH & PLANNING	Description	HOURS	FEES	EXPENSES	TOTAL
	12 Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
	13 Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
	<b>SUBTOTAL:</b>	<b>142</b>	<b>\$16,330</b>	<b>\$15,000</b>	<b>\$31,330</b>

MEDIA PLACEMENTS	Description	HOURS	FEES	EXPENSES	TOTAL
	14 Media Placements; Campaign Planning & Buying	399	\$45,885	\$1,162,855	\$1,208,740
	<b>SUBTOTAL:</b>	<b>399</b>	<b>\$45,885</b>	<b>\$1,162,855</b>	<b>\$1,208,740</b>

**GRAND TOTAL\*\*:** 2,503 \$287,845 \$1,462,155 \$1,750,000





Revised FY 18/19 Budget					
BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	550	\$63,250	\$0	\$63,250
2	Creative Development	92	\$10,580	\$0	\$10,580
3	Media Planning & Buying	52	\$5,980	\$0	\$5,980
4	Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5	Website Maintenance	60	\$6,900	\$300	\$7,200
6	Community Partnership Building	24	\$2,760	\$0	\$2,760
7	Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8	Strategic Consultation	0	\$0	\$48,000	\$48,000
9	Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:		1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)					\$14,770.83
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
10	Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$200,000	\$274,750
11	Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:		770	\$88,550	\$205,015	\$293,565
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
12	Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13	Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14	Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15	Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16	Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:		634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
17	Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:		327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:		2,774	\$319,010	\$680,990	\$1,000,000





# OUT OF HOME

