

Colorado Wildlife Council

October Meeting
2019



Colorado
wildlife
council

Date Issued:

September 25, 2019

Agenda

- 01 **Strategic Framework**
- 02 **Content Publishing Strategy**
- 03 **Fall Media Update** (including Ad Recall)
- 04 **Website Analytics**
- 05 **Next Steps**

Strategic Framework



Brand Strategy Process

Brand Exploration

Brand Platform

Full audit of the brand, the audience, and the landscape, culminating in a co-creation workshop to articulate the brand essence, values, and tangible evidence.

Strategic Roadmap

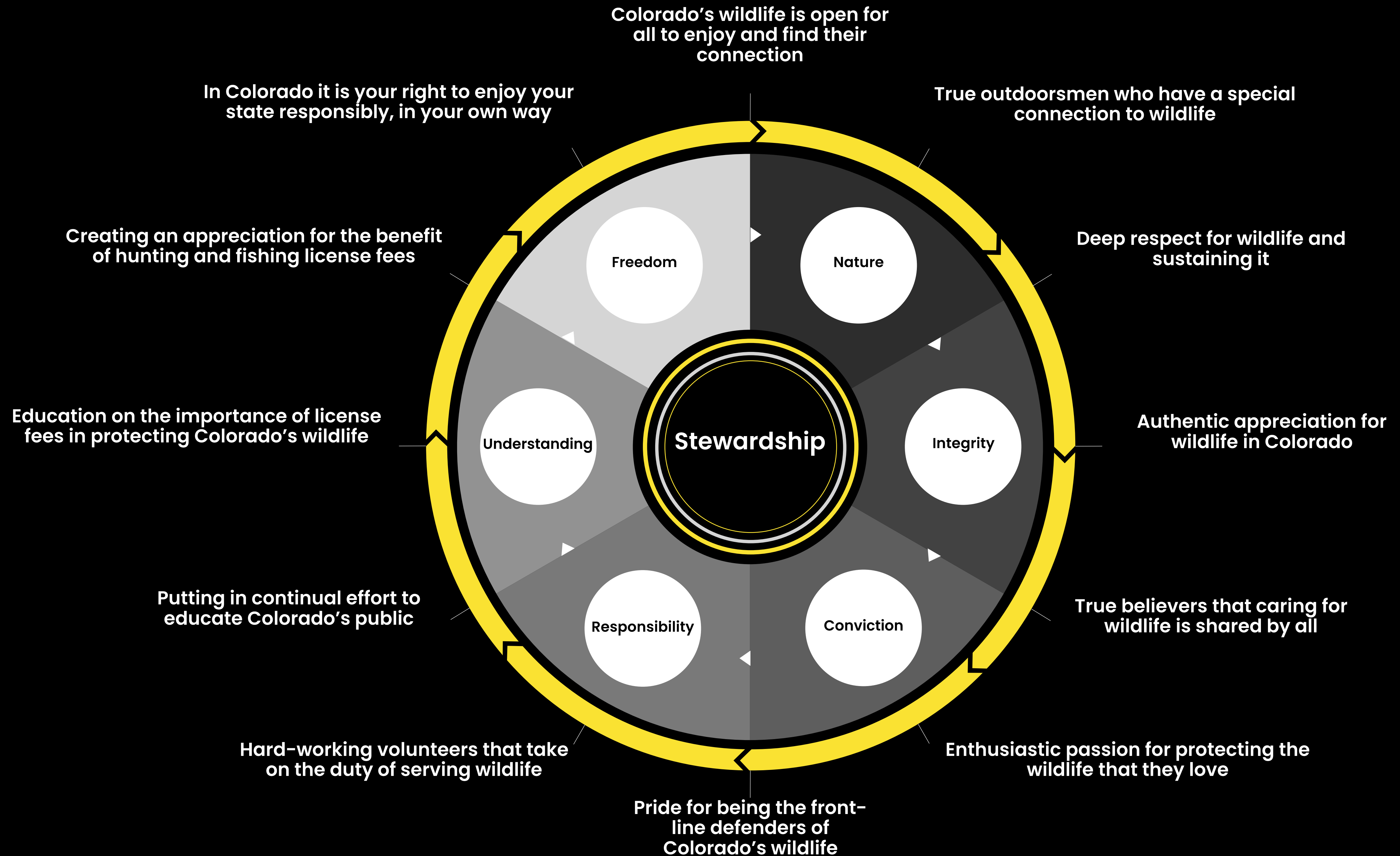
Strategic Framework & Initiatives

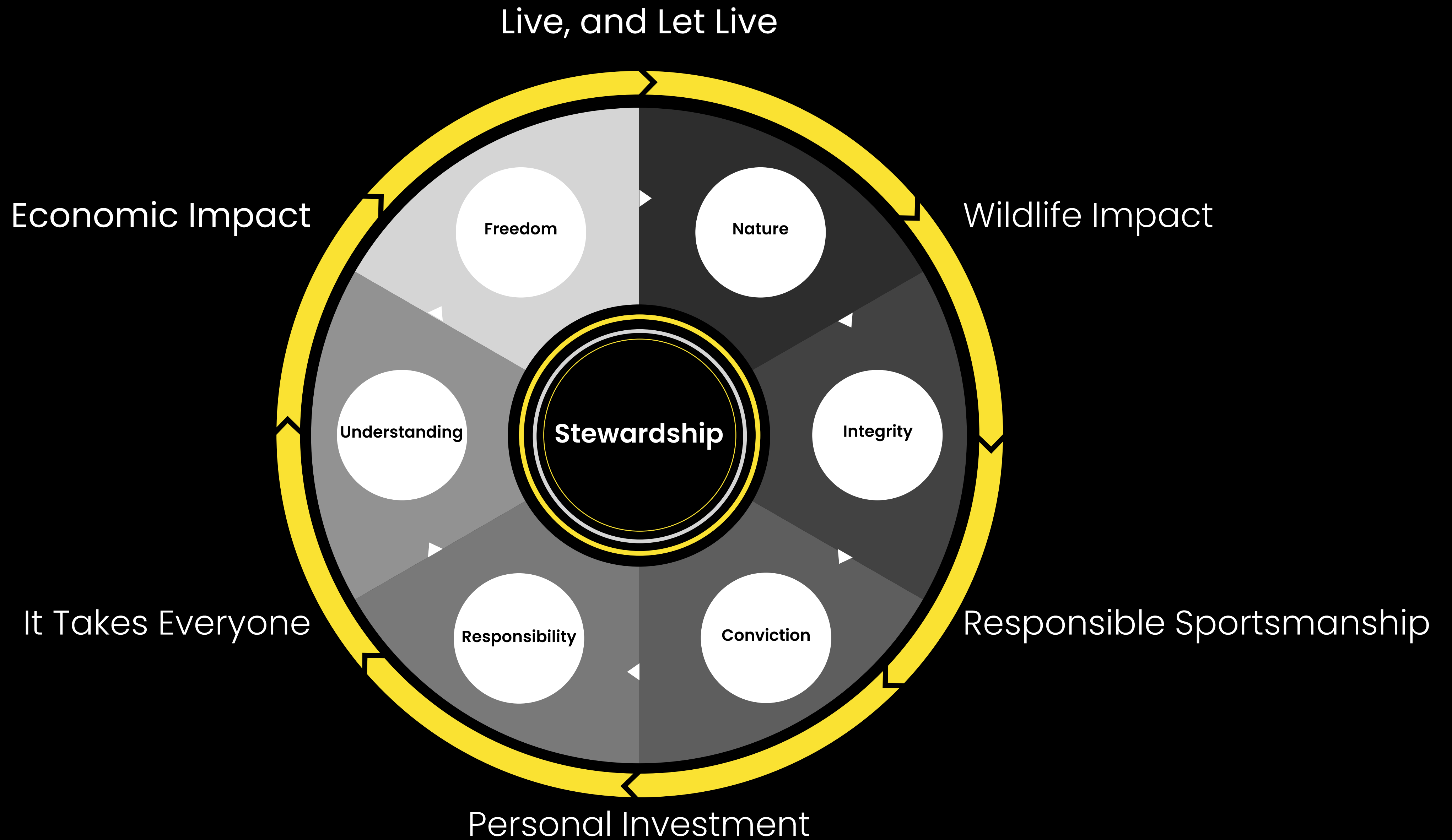
Clear articulation of the overarching business objective, KPIs and optimization metrics used for reporting

Publishing Strategy

Implementation

The tactical plan to implement the strategy and initiatives







Live, and Let Live

Living in Colorado means having the freedom to live life to our fullest and allowing others to do the same. A freedom that allows us to hit a concert at Red Rocks, peruse a farmers market in Highlands, hit the slopes in Aspen, or fly fish on an unknown creek.

It's just how we do things in Colorado. **We live, and we let live.**

And we do this with a complete respect to all who call Colorado home – both humans AND wildlife – to ensure, for all, a freedom to thrive.

A man and a woman are shown in profile, looking towards the right. The man is on the left, wearing glasses and a dark shirt. The woman is on the right, with her hair tied up. They appear to be in a dimly lit room, possibly a workshop or a store, with various items visible in the background. The overall mood is focused and collaborative.

Economic Impact

License fees generated from hunting and fishing play an essential role in helping Colorado thrive -- keeping it just how we like it.

Even if you're not a hunter, chances are you have personally experienced the positive impact that responsible hunting has contributed to your life – without even knowing it.

From the vast public lands kept pristine for hiking and exploring, to the beautiful herds of roaming elk, to the countless small businesses owners who rely on the revenue from the hunting and fishing industry to pursue their entrepreneurial dream – all, believe it or not, are supported by hunting and fishing.

Messaging Themes

Secondary



Wildlife Impact

Hunting and fishing are important to help control wildlife populations in Colorado. It's not just about helping one species thrive, but keeping a balance for all. This balance also helps keep predators at bay, out of backyards.



Responsible Sportsmanship

In Colorado, we don't hunt for sport or trophy hunting. While we may enjoy getting that big buck, what we really care about is having a sustainable food source for our family. And every time we hunt, we do it out of reverence for the animals and the rules that guide us.



Personal Investment

We aren't just hunters and fishermen who are promoting a sport. We are volunteers who have a deep concern for the enjoyment and sustainment of wildlife in Colorado. For many of us, this extends past the council as we are involved in other practices involved in making Colorado's outdoors enjoyable for all.



It takes Everyone

While hunting and fishing license fees are important to sustaining Colorado's outdoors, we realize that it takes everyone and we are just a part of that. We partner with other organizations and individuals to help spread the need for more concern and respect for Colorado's outdoors.



Strategic Roadmap

How We Get There

Strategic Framework

Business Objective

Colorado Wildlife Council's objective is to support favorability towards hunting and fishing in Colorado through an increased awareness among Colorado voters of the benefits hunting and fishing license fees bring to Colorado.

Marketing Objective

Build support for hunting and fishing in Colorado by increasing the number of those that would be against ballot initiatives and laws restricting hunting by 2% annually.

Category & Landscape *What We See*

- Population changes
- Political climate
- Government regulations
- Competition
- News stories

Marketing Initiatives *What We Do*

- Public Awareness
- Partnership Support
- Legislative Support

Initiative: Public Awareness (85%)

Audience: In The Wind, Colorado Voters

Strategy: Speak directly to young, urban Colorado voters through shared values to move perceptions of hunters and anglers to be more positive.

- Messaging awareness
- Knowledge of benefits
- Hunting and fishing support

Initiative: Partnership Support (10%)

Audience: Colorado Parks & Wildlife, Outdoors Support Organizations, Hunters & Anglers

Strategy: Find and build meaningful partnerships that will help amplify Colorado Wildlife Council's message through creating awareness of the Council and clearly articulate an understanding of the value CWC also provides them.

- Partnerships
- Message amplification
- Event participation
- Speaking Engagements

Initiative: Legislative Support (5%)

Audience: Legislators, Lobbyists, Government Interest Groups

Strategy: Position the Council as an advisor and expert for legislation on hunting and fishing issues through building personal relationships with members of government and special interest groups.

- Ballot initiatives
- Legislator relationships
- Legislator access

Initiative: Public Awareness

Objective

Influence public sentiment towards hunting and fishing in Colorado through speaking towards the positive impact the associated license fees have on the state both economically and environmentally. Focusing in specifically on more neutral individuals who are less educated on hunting and fishing practices.

Position

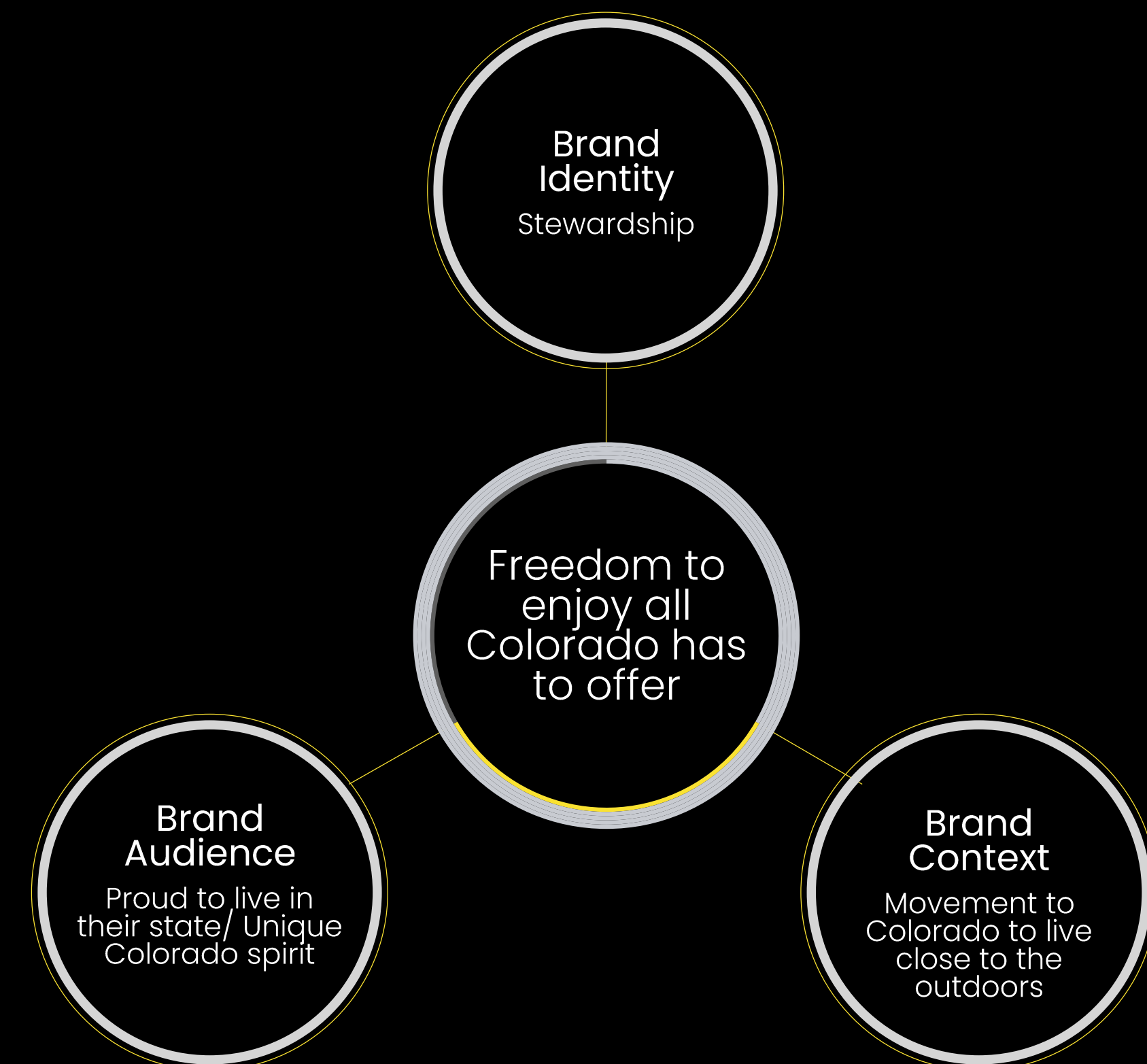
Colorado Wildlife Council is a trusted resource that shares a special interest in the success of Colorado's wildlife through promoting the positive impact hunting and fishing license fees has on keeping Colorado's environment and economy the way we like it.

KPI's

- Awareness of messaging
- Knowledge of license fees benefits
- Support for hunting and fishing

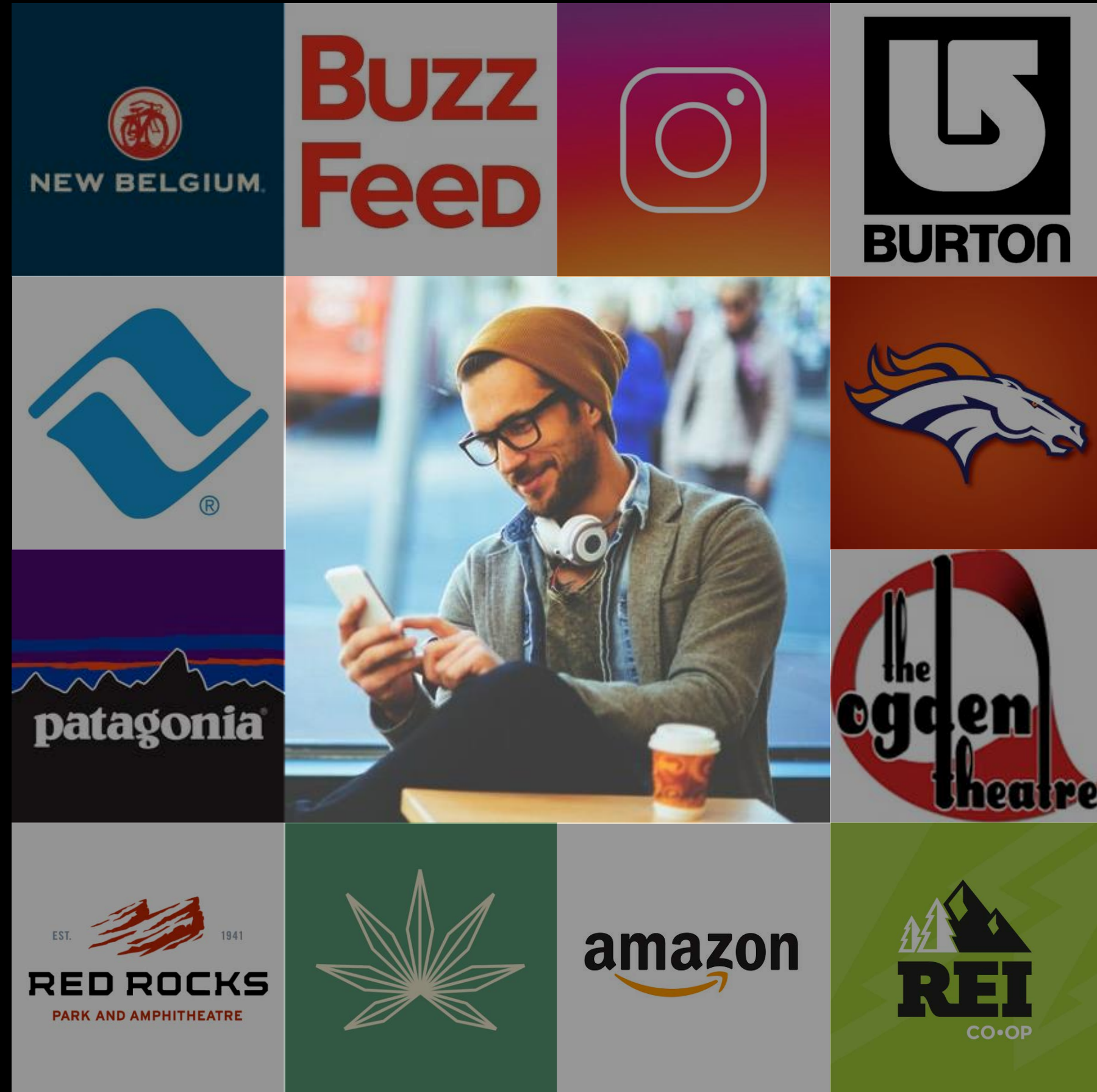
Measurement

- Facebook Brand Lift
- Tracking Survey Results
- Campaign reach and engagement
- Website visitation rate (Click-through)



In The Wind

“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.”



Top – New Belgium Brewing, BuzzFeed News, Instagram, Burton Snowboards, Denver Broncos, The Ogden Theatre, REI Co-Op, Amazon.com, Marijuana/Cannabis/CBD Products, Red Rocks Amphitheatre, Patagonia Apparel, Vail Ski Resorts

I’m Looking For

- Unbiased statistics and data that tell me the complete truth
- Official, reliable organization for information
- The personal impact of initiatives
- Organizations that share the same Colorado values as me
- Information that is quick and interesting that I don’t have to search for
- Something to do or act on with the information given

I’m NOT Looking For

- Information and messaging that feels biased or one-sided
- Organizations that are trying to persuade me to ‘pick a side’
- Negative or attack messaging to other’s beliefs
- Anything that promotes gun culture or violence
- Being spoken down to or over

What Influences My Choice



Easy Accessible Content

1. How hunting and fishing have an impact on me, personally
2. How hunting and fishing benefit Colorado, as a whole
3. Official statistics and figures that prove claims and reasoning
4. What I need or do as an individual
5. Access to entities and partners that are backing the message and initiative

Initiative: Partnership Support

Objective

Gain support from the many organizations in and outside of Colorado that has a similar mission to that of Colorado Wildlife Council. Use this support to help amplify the council's message to other audiences that also care about the impact hunting and fishing have on the state.

Position

Like most of Colorado, we have a deep respect and appreciation of the wildlife that makes the state so special. While it takes a collective effort to help keep that land open and free to enjoy, we are focused to ensure that funding from hunting and fishing license fees go towards helping protect the land we love.

KPI's

Measurement

- | | |
|---|--|
| <ul style="list-style-type: none">• Partnerships• Message Amplification• Event Participation• Speaking Engagements | <ul style="list-style-type: none">• Number of new organization connections• Partner organization social shares/engagement• Number of events participated in via attendance or sponsorship• Number of speaking invitations |
|---|--|



Initiative: Legislative Support

Objective

Build a strong backing from Colorado legislators and lobbyists for Colorado Wildlife Council to keep ballot initiatives that restrict hunting and fishing license fees in the state. Build relationships as their hunting and fishing expert on political issues.

Position

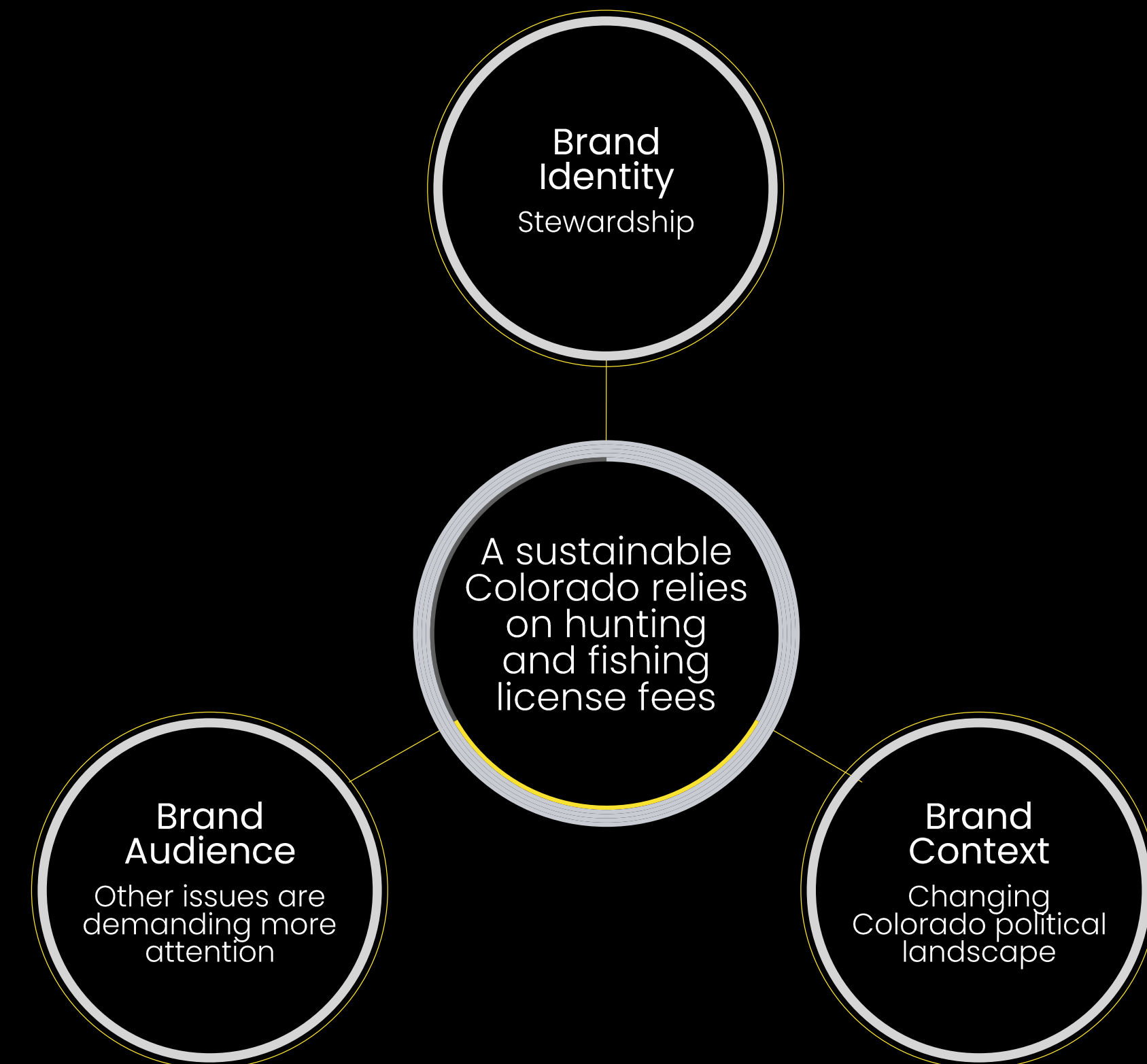
The Colorado Wildlife Council's foremost concern is the future success of Colorado, while holding true to the traditional values Coloradans lives by: *Live and let live*. When looking to the future of Colorado, the Council is the expert, unbiased source for information on hunting and fishing impact on the state.

KPI's

- Ballot Initiatives
- Legislator Relationships
- Legislator Access

Measurement

- Number of new ballot initiatives
- Number of legislators supporting CWC
- Number of in-person meetings with legislator members



Content Publishing Strategy

Content Publishing Strategy Exploration

- Content Planning
- Measurement
- Audiences
- Content Pillars
- Channel & Content Strategy
- Community Management

Content Planning

Quarterly

Content Development Recommendations

Concepting & ideating
Direction on new content creation
Asset review
In-depth channel & content insights

Monthly

Organic Content Calendar

Edit macro-content for individual posting
High-level channel insights

Weekly

Social Listening & Posting

Identifying content sharing opportunities

Daily

Community Management

Responding to comments & messages

Content Planning Process

- Quarterly content recommendations
 - Focusing new production on longer-format 'macro-content', will lead to more overall 'micro' pieces to be cut down and repurposed for paid and organic posting.

Monthly calendar & paid media assets

- Primarily uses 'micro-content' produced from quarterly production projects. Repurposing multiple key messages from longer-form editorial and video extends the shelf-life of each new produced piece.

Macro & Micro Content

Living with Wildlife



Handling Conflicts

There are many resources available to help if you are experiencing conflicts with wildlife. If you have conflict issues involving big game species, you should contact your [local Colorado Parks and Wildlife office](#). Big game species include deer, elk, pronghorn, sheep, goats, bear, and moose. Before calling, read the appropriate articles, listed below, to learn of ways you can reduce the potential for conflicts with wildlife.

If a wildlife conflict poses immediate danger for the animal or people in the area, call your [local CPW office](#) or law enforcement agency. Please do not call if the conflict is simply "nuisance" in nature.

If you have nuisance wildlife issues that cannot be resolved, please check the yellow pages in your phone book under Pest Control. Again, read the pertinent articles below before calling; you may be able to resolve problems on your own.

Avoiding Conflicts

As cities along the Front Range and throughout Colorado grow, new or expanding subdivisions impact wildlife habitat. Wild animals are often displaced by development. Some species are able to live in nearby open spaces, parks, undeveloped parcels of land, river bottoms, and on or near bodies of water. Others have adapted well to urban living; skunks and raccoons, in particular, seem to thrive in and near cities.

The Colorado Wildlife Council
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In most situations, people and wildlife can coexist. The key is to respect the wildness of wildlife. "Wildlife" is just that—wild. Most dangerous and potentially harmful encounters occur because people fail to leave the animals alone.




WWW.COWILDLIFECOUNCIL.ORG
How to coexist with wildlife [Learn More](#)
Tips every Coloradoan should know

👍 Like 💬 Comment ➦ Share

Instagram

The Colorado Wildlife Cou...
Sponsored

INTENTIONAL
WILDLIFE
FEEDING
CAN BE
HARMFUL



[Learn More](#)

👍 💬 📍 📌

And it's illegal! Most dangerous and potentially harmful encounters occur because people fail to leave ... more

Macro Content

Expansive content pieces that may go deep into key topics within our content pillars. This content should be produced with the ability to easily extract quicker, to-the-point messaging.

Micro Content

Shorter, easier to digest content that highlights a key important fact or statistic. Supporting post copy should provide a bit more context.

Content Publishing Approach

Develop and publish a variety of campaign messaging and educational content across paid and organic channels, highlighting key messaging themes that explain the benefits of hunting and angling for the state of Colorado.

There will be an emphasis on the talking points that directly correlate with the annual CWC awareness survey.

Content Measurement

Organic

- Primary
 - Post Actions
 - Shares
 - Comments
 - Time spent with content
- Sentiment

Paid

- Primary
 - Awareness
- Secondary
 - Web Traffic
 - Video Engagement
 - Sentiment

Audiences

Paid/Organic



In The Wind

Our target audience. These are moderate voters who are open to the conversation about Hunting and Fishing. They don't see it as having any direct impact to them and don't have a solid stance on the issue.



Hunter & Anglers

The strongest supporters of hunting and angling licenses, this audience understands then benefits hunting and angling bring to Colorado. They are more likely to defend/protect the council's efforts.



Anti-Hunting

This audience is the least likely to be persuaded to supporting or believing there are any benefits to hunting and angling licenses, This audience will be purposely excluded from paid targeting.

Content Pillars



Public spaces & environmental impact

1. Social updates highlighting CWC funded wildlife management projects
2. Sharing of key partner highlights
3. Conservationist spotlight videos and editorial
4. Eye Candy landscape images with educational messaging about the major source of funding for Colorado's public parks and hiking trails.



Wildlife

1. Eye candy photos of the wildlife that inhabit Colorado, supported by additional education and statistics
2. Short-form videos highlighting interesting facts about the animals that benefit from hunting/angling
3. Articles and other long form pieces that focus on the benefits hunting provides to Controlling overpopulation



Economic Impact

1. Short-form videos with quick facts that highlight the astounding figures as a result of hunting & fishing licenses
2. Highlight the personal impact hunting and fishing has on Coloradoans through videos, testimonials and long form written pieces
3. Reinforce education and awareness of license fees and how Colorado Wildlife is



Channel & Content Strategy

Paid & Owned



Paid Channels

Social, Digital, and Traditional Media

Paid Social Media

Social media will be used to engage users via both campaign messaging and snackable, built-for-social educational content. Content will drive engagement, conversation and bring together community around CWC's mission.

Content should be rotated in frequently to deliver multiple educational messages throughout the year to the social audience. It should align with cultural moments and encourage conversations that bring CWC into real life moments for the ITW audience. It should inspire further discovery amongst an audience eager to be educated before making decisions.

Channels to consider:

- Facebook/IG
- YouTube
- Snap



Paid Digital Media

Digital Media will be used to distribute the branded campaign message as well as short, snackable educational content, giving each user the frequency and diversity of messaging to encourage brand lift & favorability.

Content should be built for each custom placement including display, native, pre-roll video, connected television, audio, and rich media. The holistic channel distribution will allow for an optimal frequency across diverse platforms that together ensure the user is reached with multiple benefit messages as well as the brand message.

Channels to consider

- Digital Display Banners
- Digital Native Display
- Pre-roll Video
- Connected Television Video
- Streaming Audio/Video/Display
- Rich Media



Paid
Traditional

Traditional Media will be used to distribute the branded campaign message with mass reach across Denver.

Content should be crafted to capture attention immediately, ensuring the brand is memorable within a saturated mass media market.

Channels to consider

- Digital/Static Out Of Home Boards
- Television
- Events/Activations
- Interactive Out Of Home





Owned Channels

Organic Facebook

Content

- Publish content catered to supporters of hunting and angling, encouraging them to share our posts and evangelize our message to their network
- Prioritize our content pillars, and align with cultural conversations and moments naturally, when possible
- Guide conversations with active community management, responding to comments that allow for more educational opportunities
- Follow channel and creative best-practices for optimal newsfeed engagement
 - Video lengths & aspect ratios
 - Engaging headlines & informative post copy that sparks some level of positive emotion
 - Clear CTAs that focus on our KPIs

Cadence

- Publish 4 unique pieces of original content per month, focusing on our most interesting and informative content
- Supplement original content with sharing of 3rd party content, making our page more social and increasing overall posting cadence
 - Prioritize the most relevant and relatable content from trusted publishers
 - PR & CPW Support



Newsfeed Content

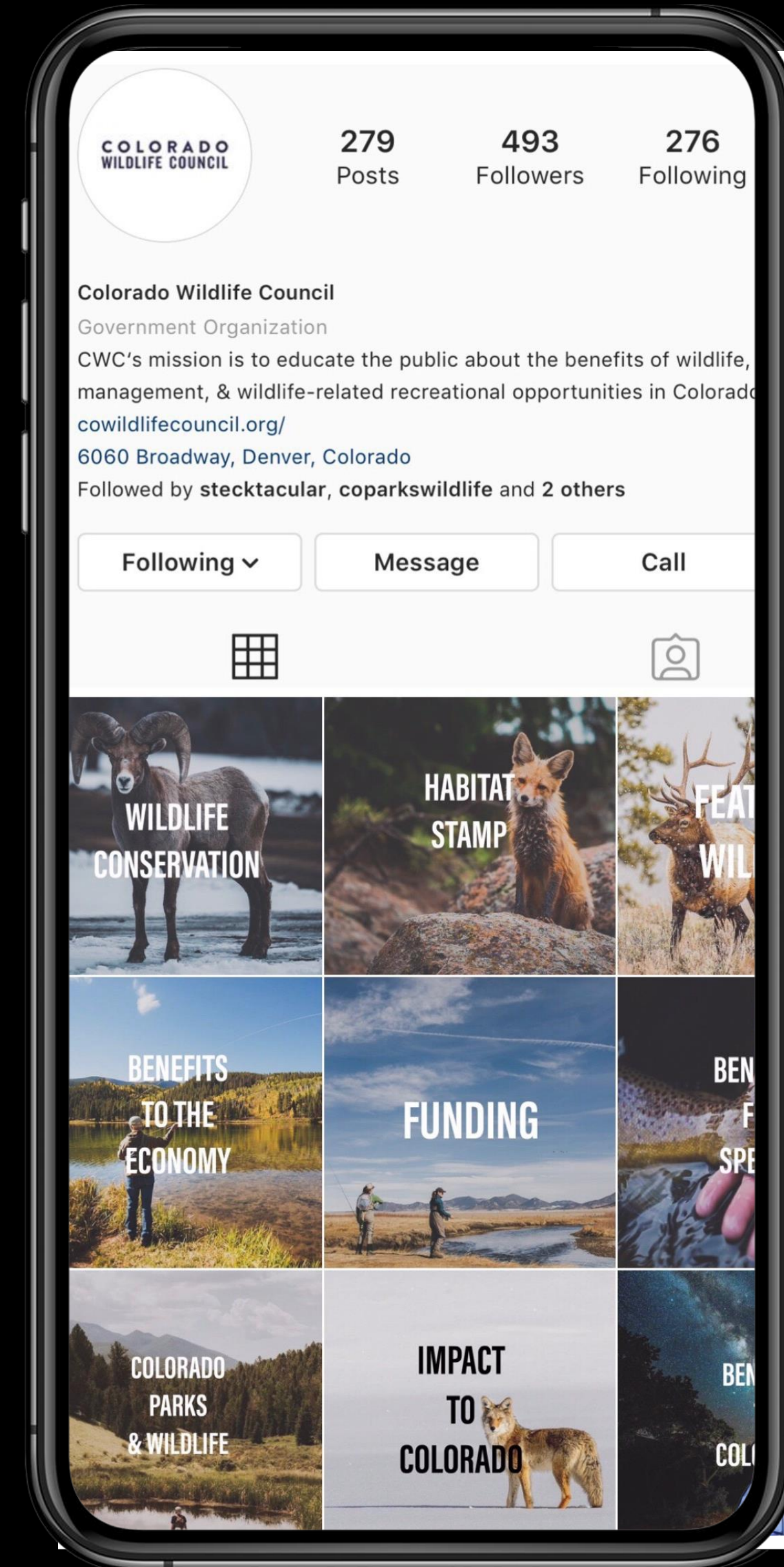
- Archive existing posts and publish new newsfeed posts that together form a grid that encourages users to engage further, just as they would on CWC.org.
- As new updates are available for each key benefit, outdated posts can simply be archived

IG Stories Content

- Since this content expires after 24 hours, this channel will become a place to share content that may not fall within our content pillars. It will also be used to share Instagram content from other pages.
 - Testimonials & UGC
 - Interviews with Colorado Wildlife Council members
 - Miscellaneous announcements and updates
 - Cadence: ad hoc

Cadence

- Shift @ColoradoWildlifeCouncil from an ongoing publishing channel, to functioning as a landing page that highlights CWC's key benefits.
- This allows us to focus production efforts on developing more promoted content intended for the ITW audience, providing more information for those who click on our profile from promoted Instagram ads.



Control the conversation through actively responding to both positive and negative comments. Community management will help reduce the spread of false narratives, while also humanizing the brand which positions CWC as a trusted member of the social community.

Community Management Guide

- When & how to respond
- Social tone-of-voice
- Response do's & don't's
- When to escalate

Fall Media Update

Report dates: 8/12-9/20

Campaign Parameters

TIMING:

August 12 – October 31, 2019

TARGET AUDIENCE :

In The Wind

TACTICS:

8/12 | Social Influencers

8/18 | Social (Facebook & Instagram)

8/18 | Digital

9/2 | OOH

9/16 | Television

BUDGET: \$465,142

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

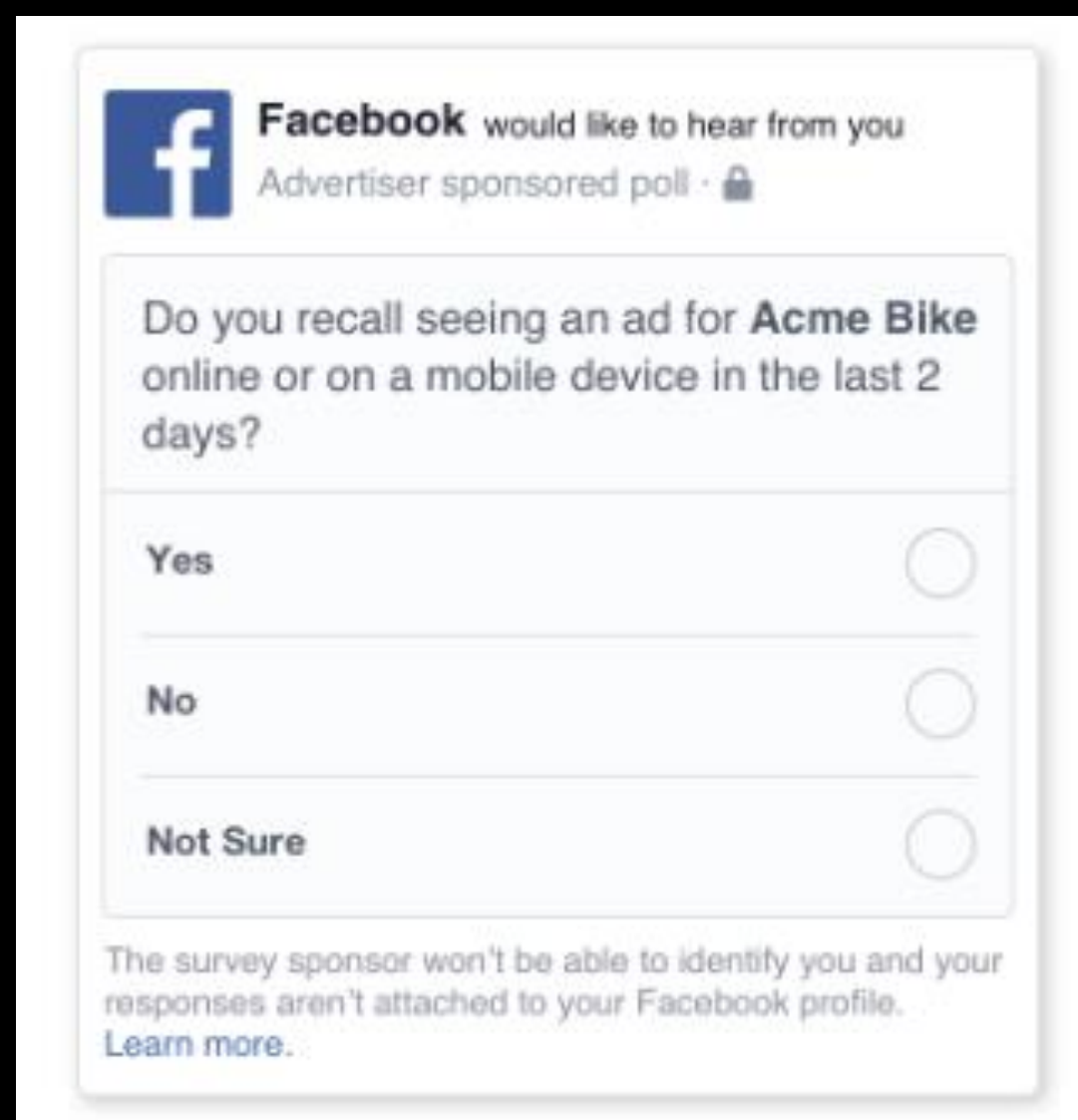
- Increase education of the benefits of hunting and fishing measured by ad recall lift* rates and impression delivery

KPIs

- Primary: Ad recall lift, impressions, annual tracker study
- Secondary: Clicks (CTR) & video views (VCR), website visits

* Estimated ad recall lift (people) rate is the estimated incremental number of people who recall your ad divided by the number of people your ad reached

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.

Media Overview

Reporting dates: 8/12-9/20

Overview: The campaign has delivered over 10.5M digital impressions across 8 tactics. By the end of the campaign, an additional estimated 23M impressions will be served via TV and billboards.

Placements: We continue to rotate in new versions of creative, currently testing 10+ assets across 50+ placements on digital media. We expect different creative versions will perform stronger on various platforms and will analyze creative performance once all creative is in rotation.

Channels: Since our last report, both television and out of home have launched. New creative has also been launched on social and digital platforms including the adaptive climber, and the economic impact (restaurant) creatives.

TELEVISION



- **Programming Highlights:**

- Colorado Rockies in-game
- Colorado Avalanche in-game
- Non-Bronco's NFL Games
- Grey's Anatomy
- This Is Us
- NASCAR
- The Masked Singer

OUT OF HOME



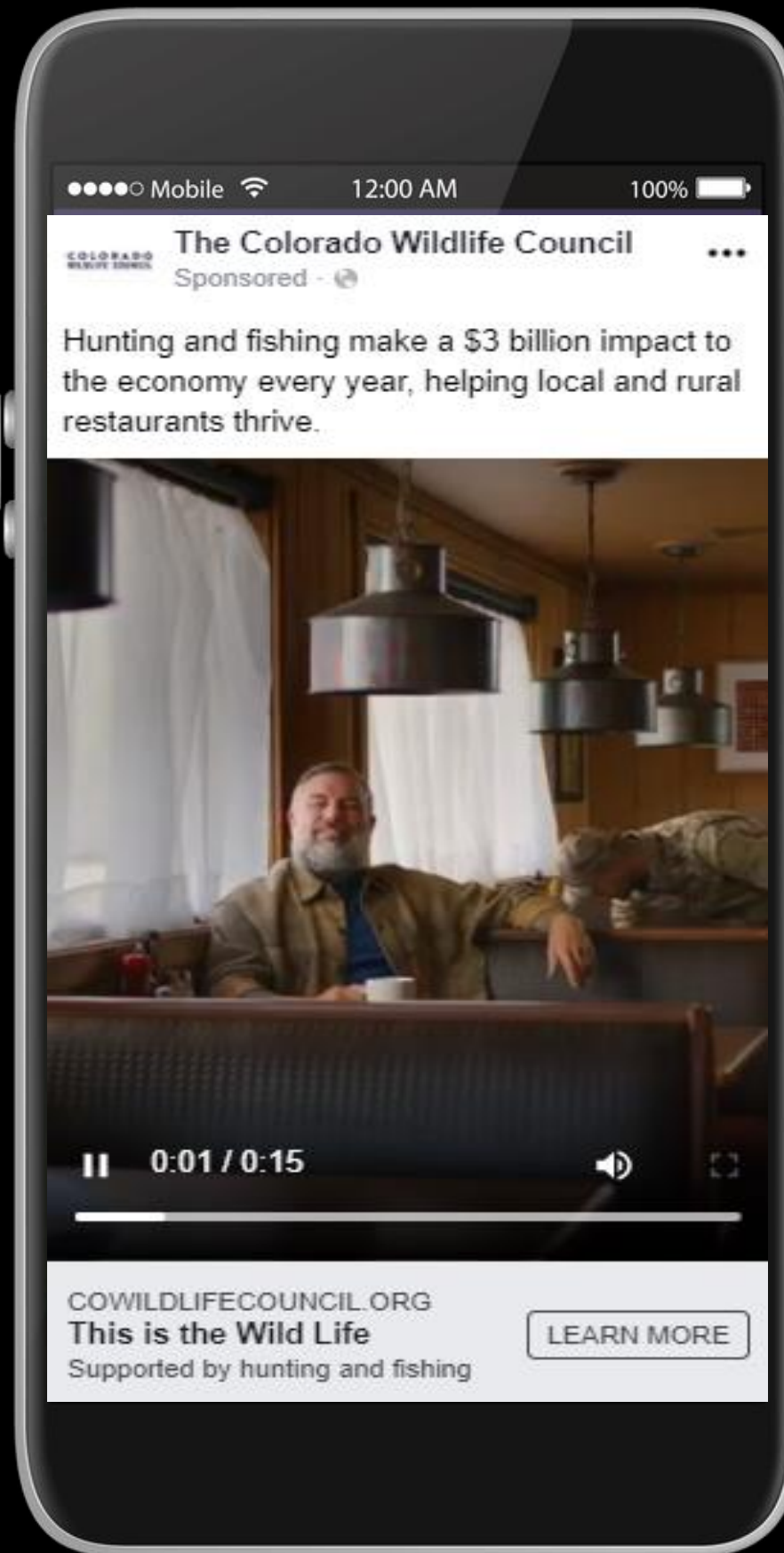
7 Static Billboards | 5 Digital Billboards

- 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

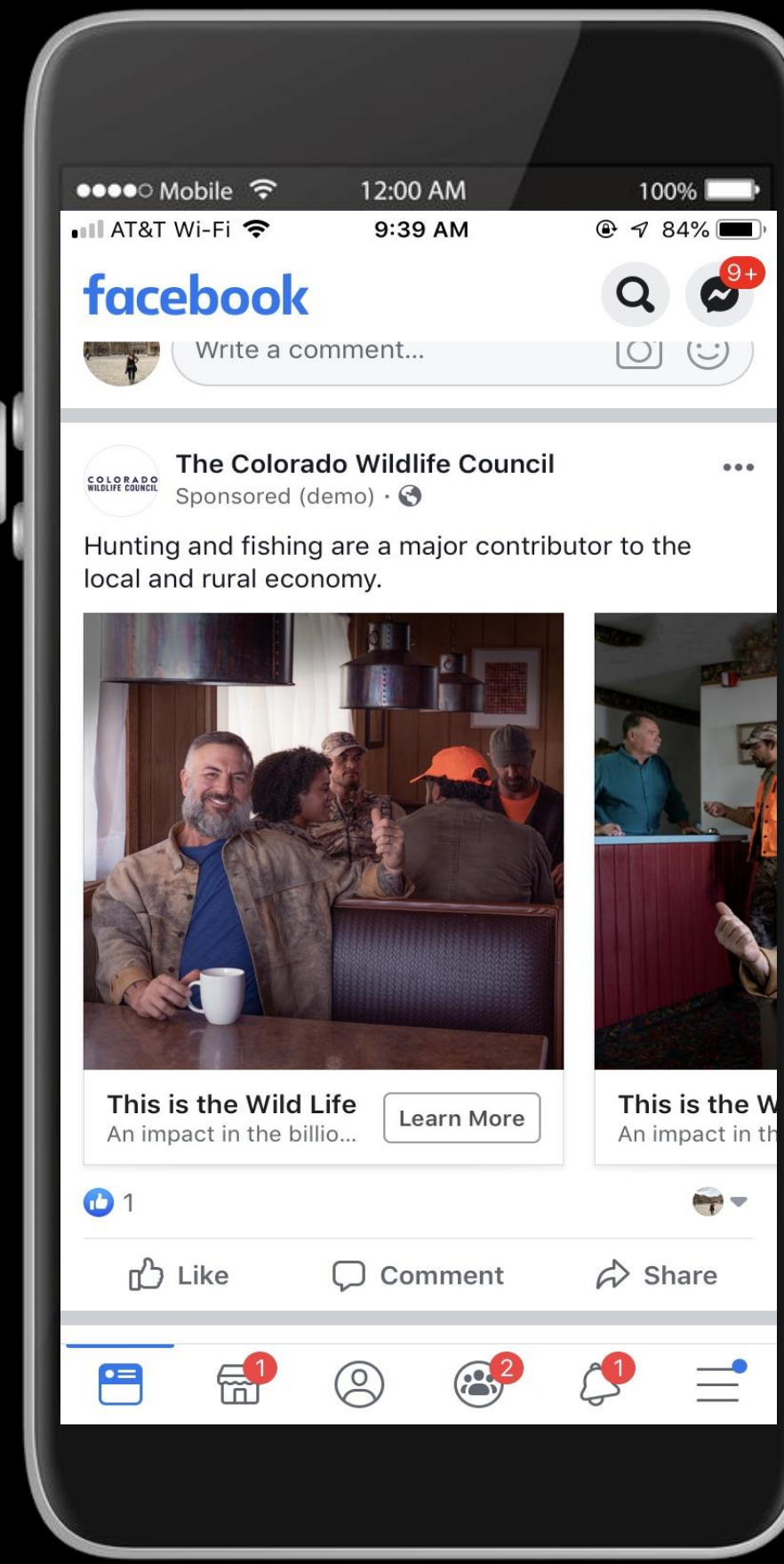
FACEBOOK



Facebook Climber Webcard



:15s Restaurant Video

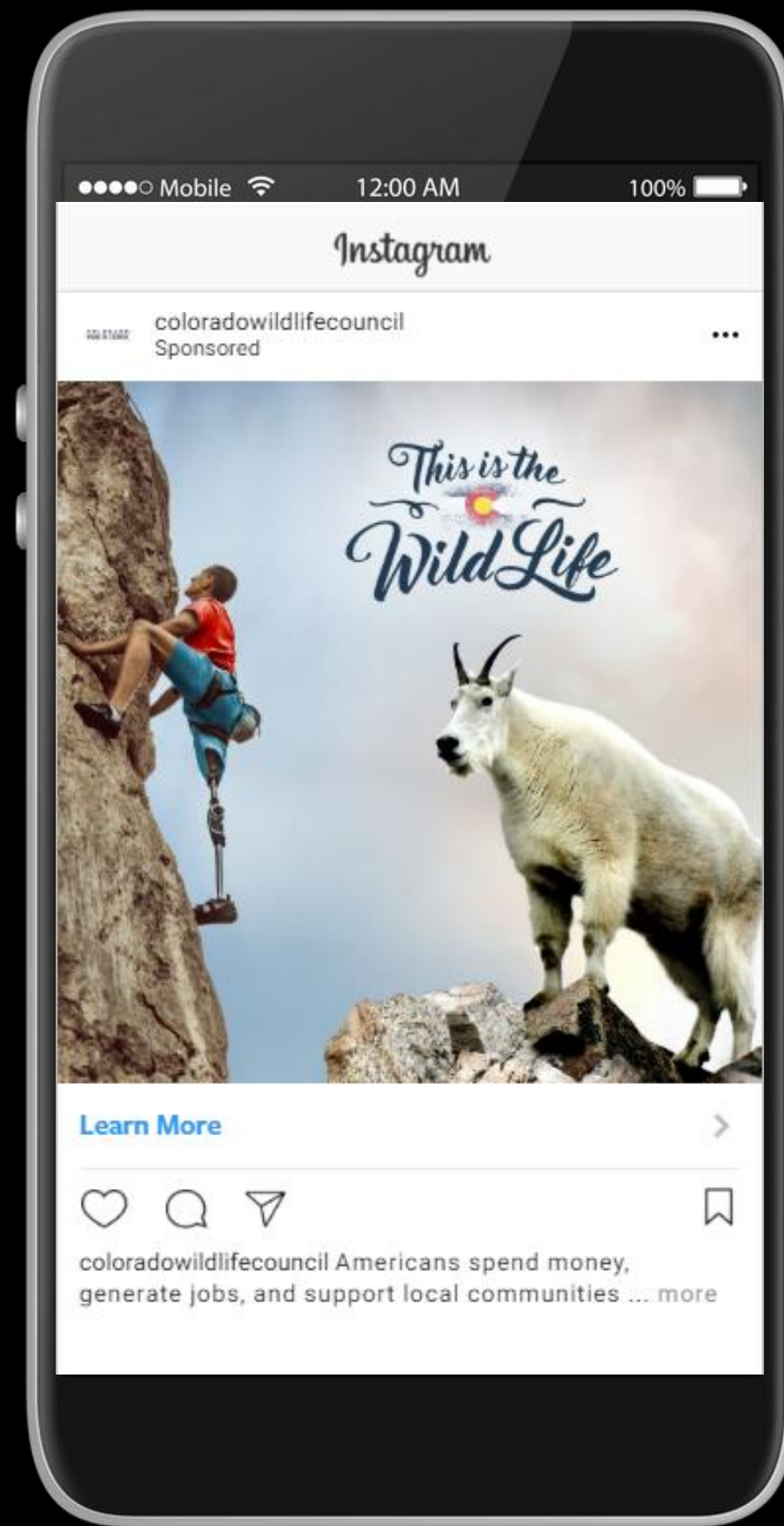


Facebook Carousel

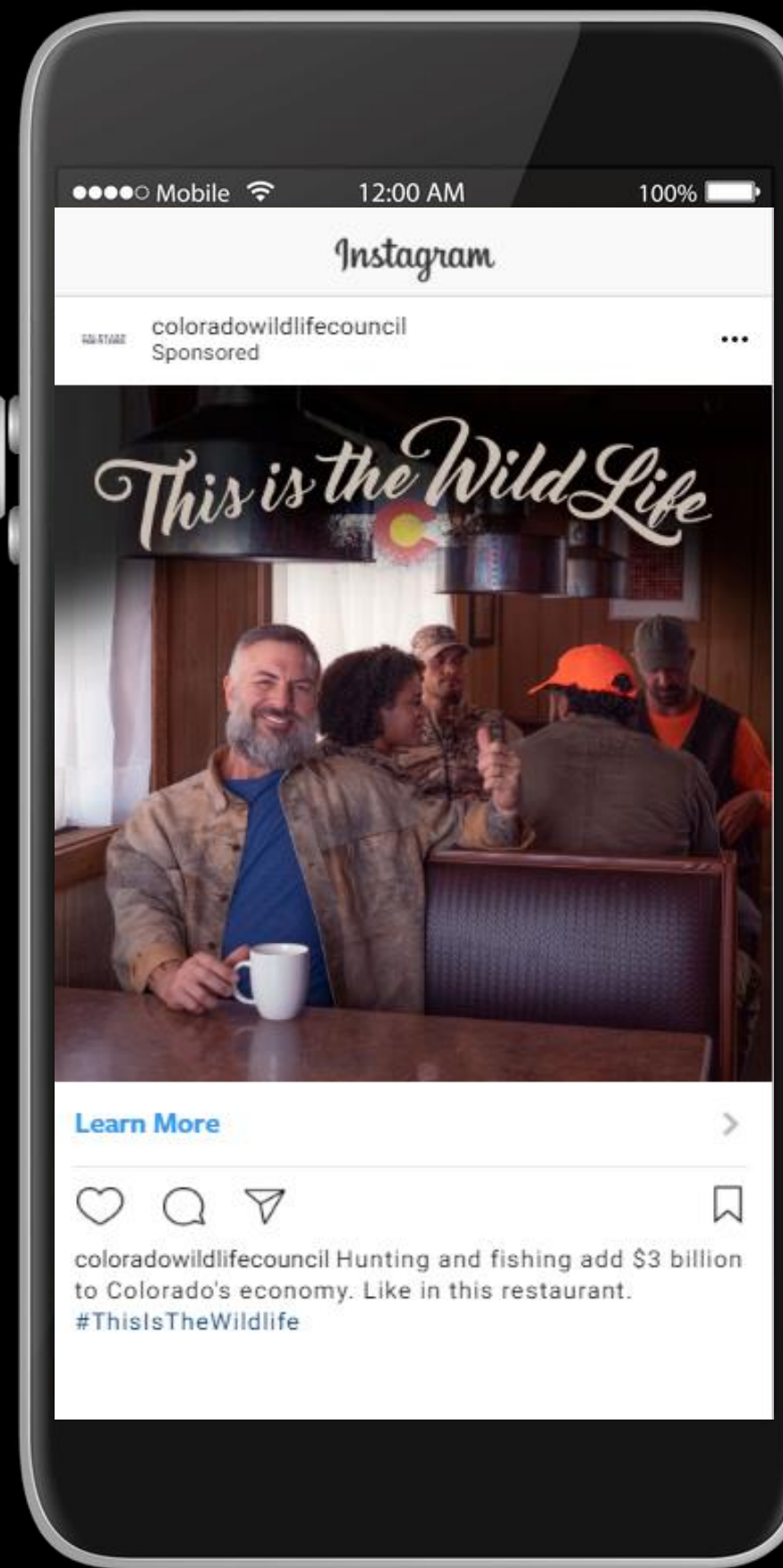


Facebook Restaurant Webcard

INSTAGRAM



IG Climber Webcard



IG Restaurant Webcard



IG Stories Restaurant

Facebook & Instagram

Performance

Reach: 2,479,588

Impressions: 5,687,376

Estimated Ad Recall: 9.75%

Clicks: 21,478

Click Through Rate: 0.38%

Post Engagements: 374,669

Average Frequency: 1.48

Facebook & Instagram Insights

Audience Insights:

- Top performing audience - “Outdoor Culture Seeker” - 11.10% (estimated ad recall rate)
 - Audience: ITW who can be found exploring historic sites, urban parks, city landmarks and monuments.
- The 25-35 year-old audience outperforms the 18-24 group with an 8.53% Ad Recall Rate and a 0.29% CTR.

Ad Insights:

- Facebook videos continue to have the strongest ad recall rate of social ads.
 - The “Restaurant” video is the top performing with a 11.21% ad recall rate.
 - The “Climber” webcard is the highest non-video performer at a 6.40% EAR.

Campaign Insights:

- Of the platforms, Facebook has the strongest estimated recall rate at 10.15%.
- Mobile devices have made up 91% of impression delivery and mobile is driving an average ad recall rate of 9.79%.

Influencer Insights

- Influencer posts have reached 324,787 people and served over 938k impressions
- Average Estimated Ad Recall - 5.8% (+1.04% from last report)
 - Hunter - 8.03% EAR
 - Shyanne - 5.95% EAR

DISPLAY 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.

[Learn More](#)

COLORADO WILDLIFE COUNCIL

This is the Wild Life

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

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This is the Wild Life

Supported by hunting and fishing license fees.

[LEARN MORE](#)

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

Programmatic The Trade Desk

Performance

Impressions: 4,827,377

CPM: \$9.43

CPC: \$3.09

Clicks: 14,726

CTR: 0.31%

TTD Learnings

Overview:

- The campaign has delivered 4.8M impressions across Display, Video, Native and Audio.
- Digital media drove over 14,000+ clicks-to-site and saw an average CTR of 0.31%.

Audiences:

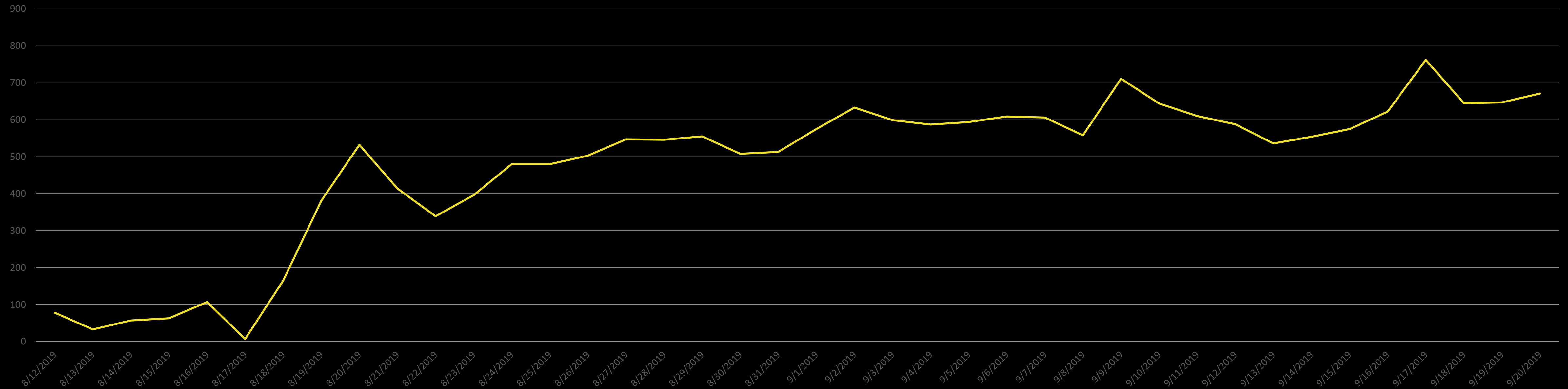
- The ITW (slightly liberal) audience is clicking on ads at a higher rate than the outdoor enthusiasts (0.19% CTR vs 0.12% CTR), resulting in a more efficient CPC.
- This audience also has a higher video completion rate and click through rate on the video (54% VCR, and 1.04% CTR) compared to the outdoor enthusiast (53% VCR, 0.71% CTR).

Growth:

- Native ads were turned on in early September and are currently delivering a 0.12% CTR.
- Retargeting: Currently at a 0.19% CTR overall with remarketing to website visitors driving a 0.37% CTR.
- :30s pre-roll assets were paused to drive budget delivery towards the higher performing :15s ads.

Website Analytics

Campaign Visitation 8/12 – 9/20



Overall Campaign Visitation: 21,072 Page Views

Top Traffic Drivers: Trade Desk (Display) – 46%
 Facebook (Paid) – 31.3%
 Trade Desk (Pre-Roll) – 12.2%
 Trade Desk (Native) – 2.1%

Most Visited Pages:

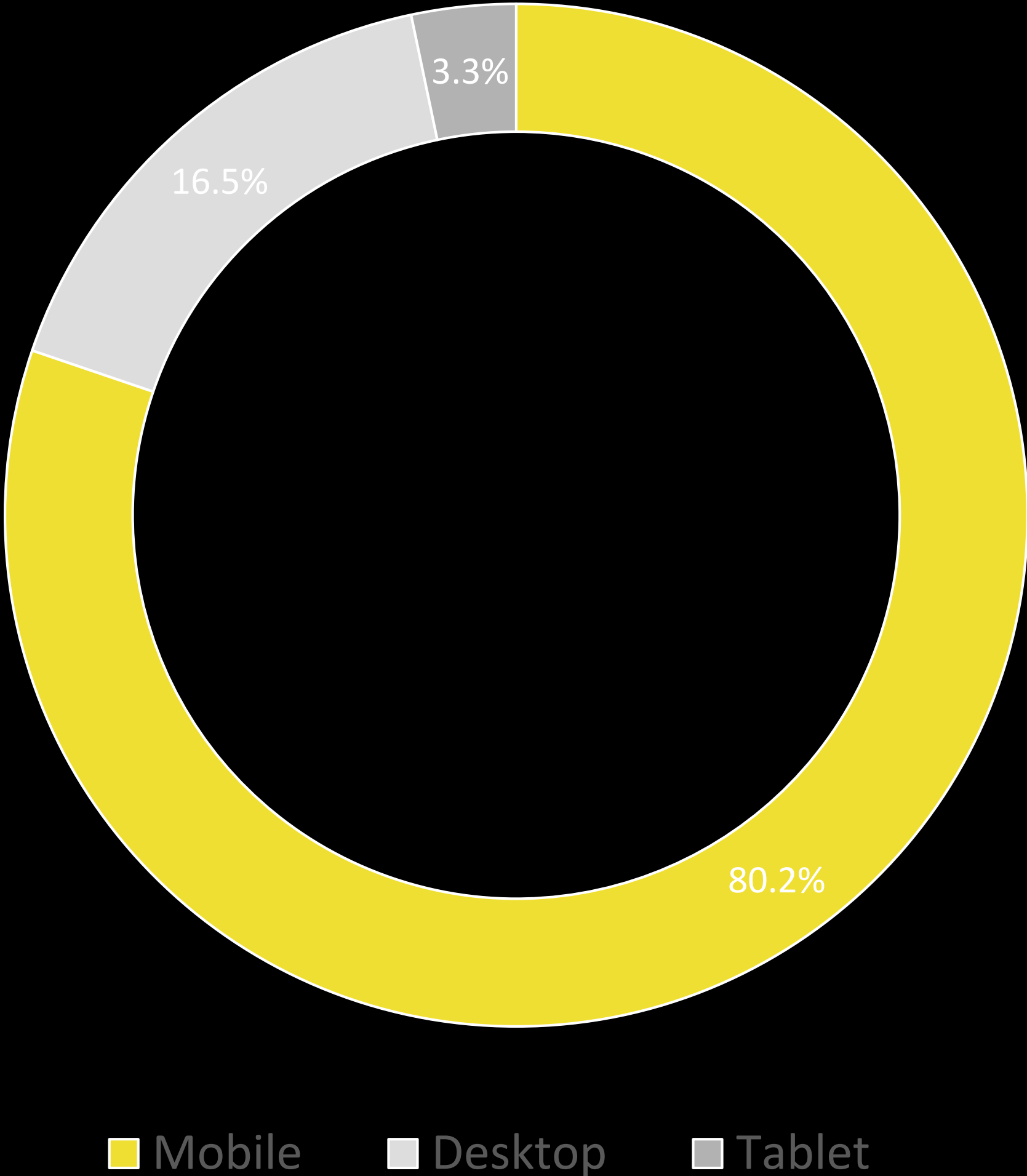
Homepage – 87.1%
 Hunting & Fishing Help Colorado – 2.1%
 Contact Us – 0.3%

Website Visitation 8/12 – 9/20

Top Visitations by City

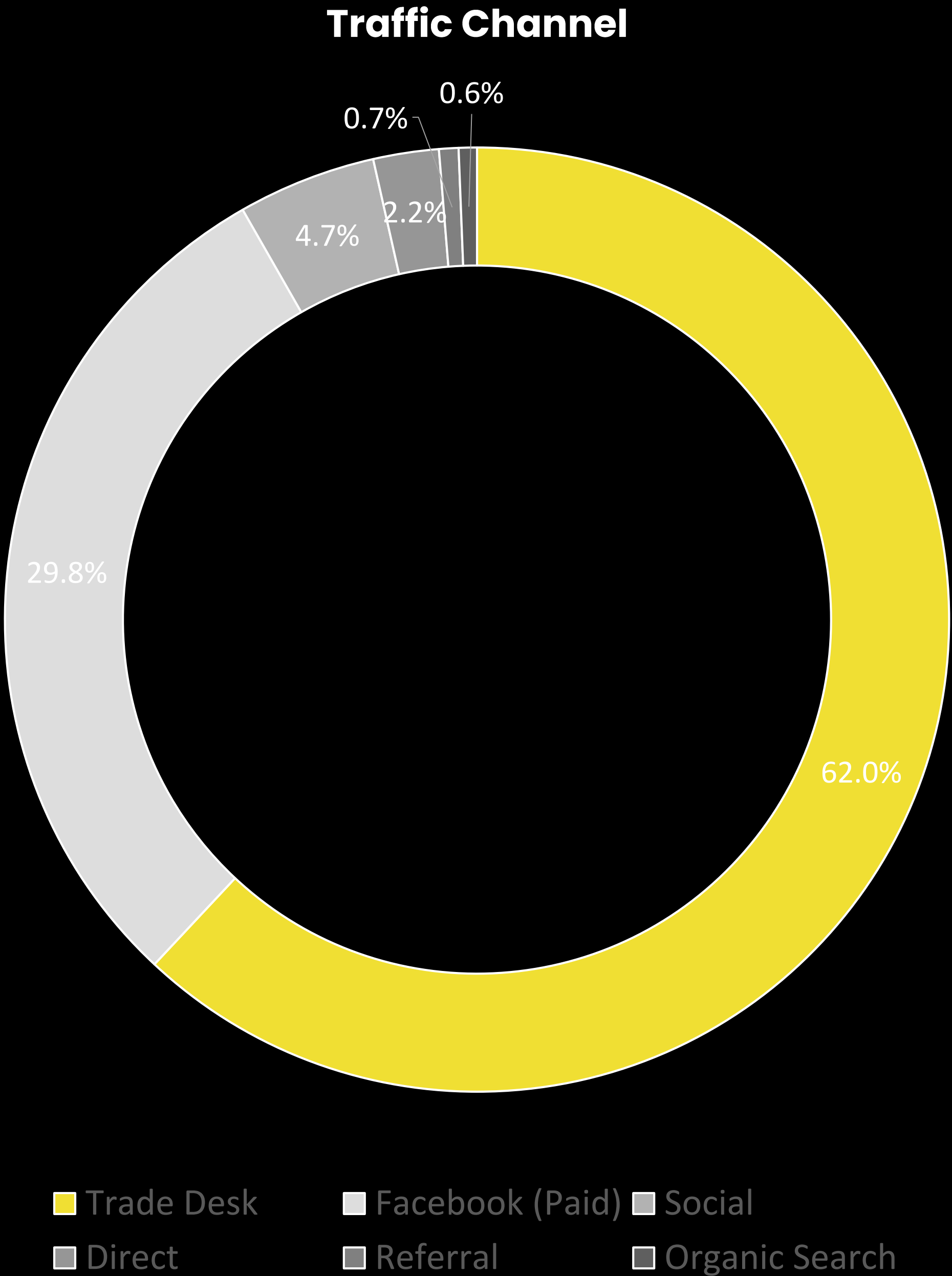
- Denver
- Colorado Springs
- Aurora
- Lakewood
- Fort Collins
- Boulder
- Thornton
- Arvada
- Greeley
- Highlands Ranch

Device Breakdown



Website Visitation
8/12 – 9/20

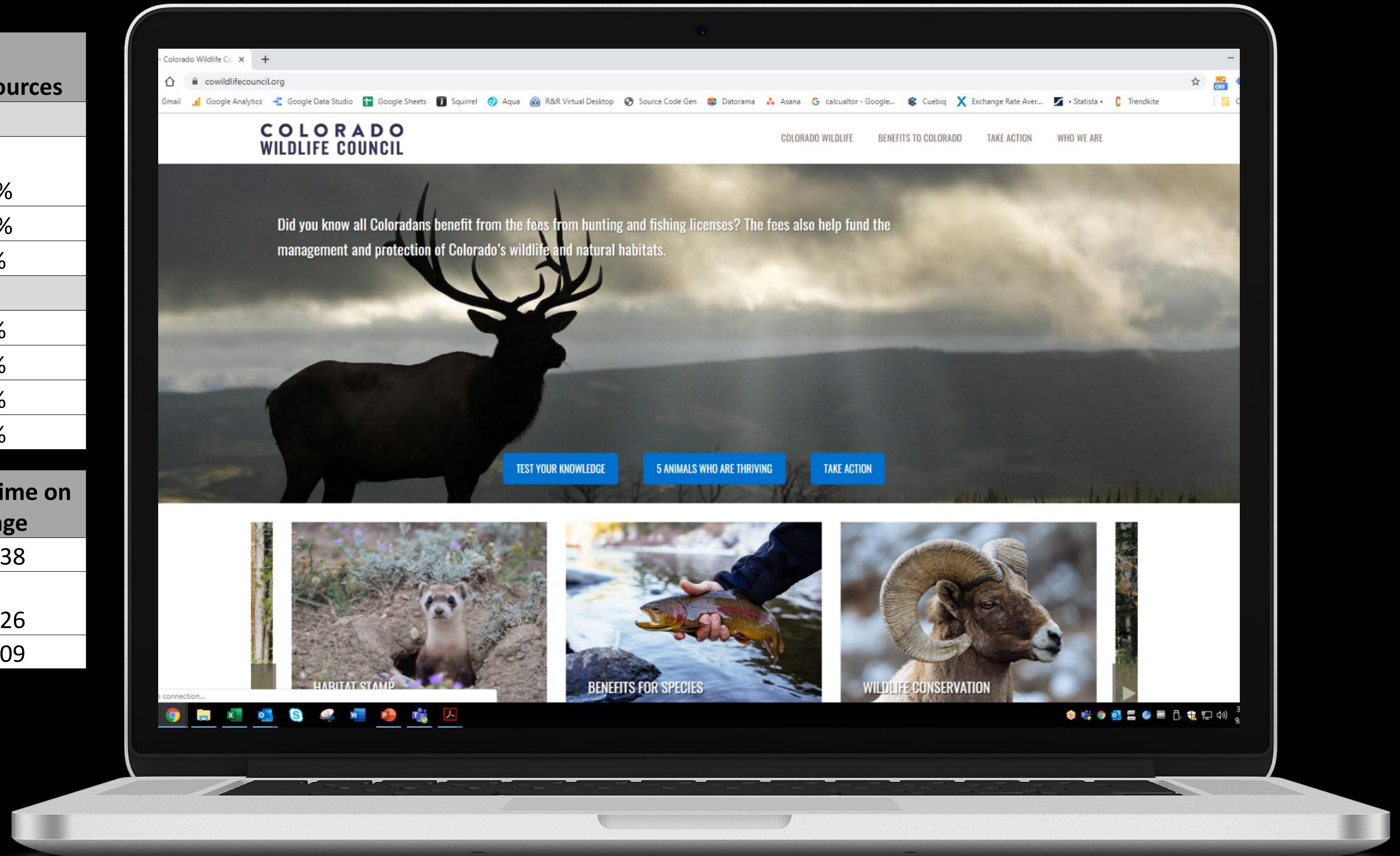
- During this campaign period, almost all paid visit were from Trade Desk and Facebook (91.8%).
- Most people continue to not click to a next page during their visit. The bounce rate during this time period was 91.5%.
- % share of mobile visits decreased from last campaign, which may have led to the increase in average time on page by 39 seconds (from 59 seconds to 1 minute 38 seconds).
- The Hunting & Fishing Help Colorado page was the second most popular page with 435 pageviews during this timeframe.



Website Visitation 8/12 – 9/20

Website Sources	Sessions	Share of Sources
Paid		
The Trade Desk	11,546	61.97%
Facebook	5,545	29.76%
Instagram	350	1.88%
Organic		
Facebook	416	2.23%
Direct	362	1.94%
Search	79	0.42%
Other	333	1.79%

Most Visited Pages	Page Views	Started on Page	Avg. Time on Page
Homepage	18,352	90.4%	1:38
/post/hunting-fishing-co/	435	90.3%	0:26
/the-council/	153	87.6%	1:09

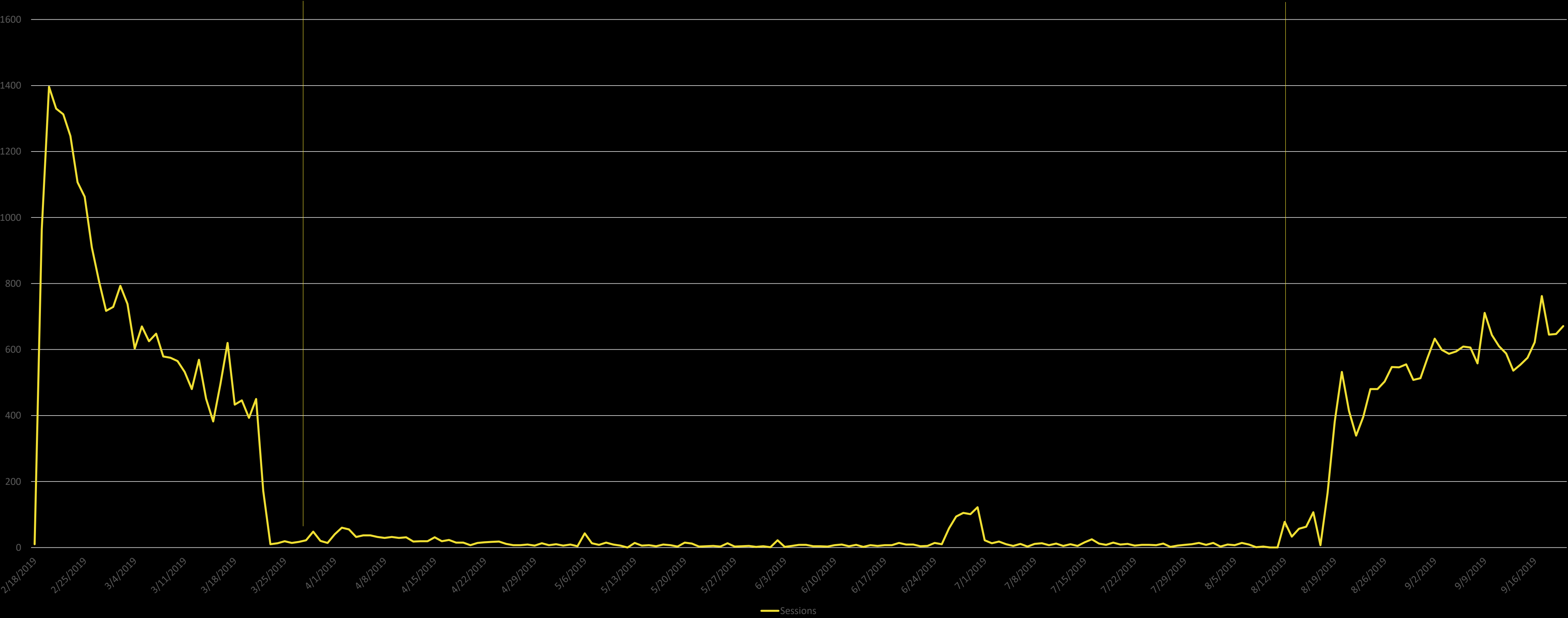


Website Visitation 8/12 – 9/20

2019 Spring Campaign
22,821 Visits

Non-Campaign Window
2,166 Visits

2019 Fall Campaign
19,030 Visits



Next Steps

Next Steps

- November: Next Creative Rotation: Concepting
- November 6th: Conference Call
- December 4th: Council Meeting

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative

Jacqueline Meason
Account Director

www.rrpartners.com

Date Issued:

October 2, 2019

Appendix

DISPLAY 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.

[Learn More](#)

COLORADO WILDLIFE COUNCIL

This is the Wild Life

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

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PRE-ROLL & CTV ASSETS



:15s Video

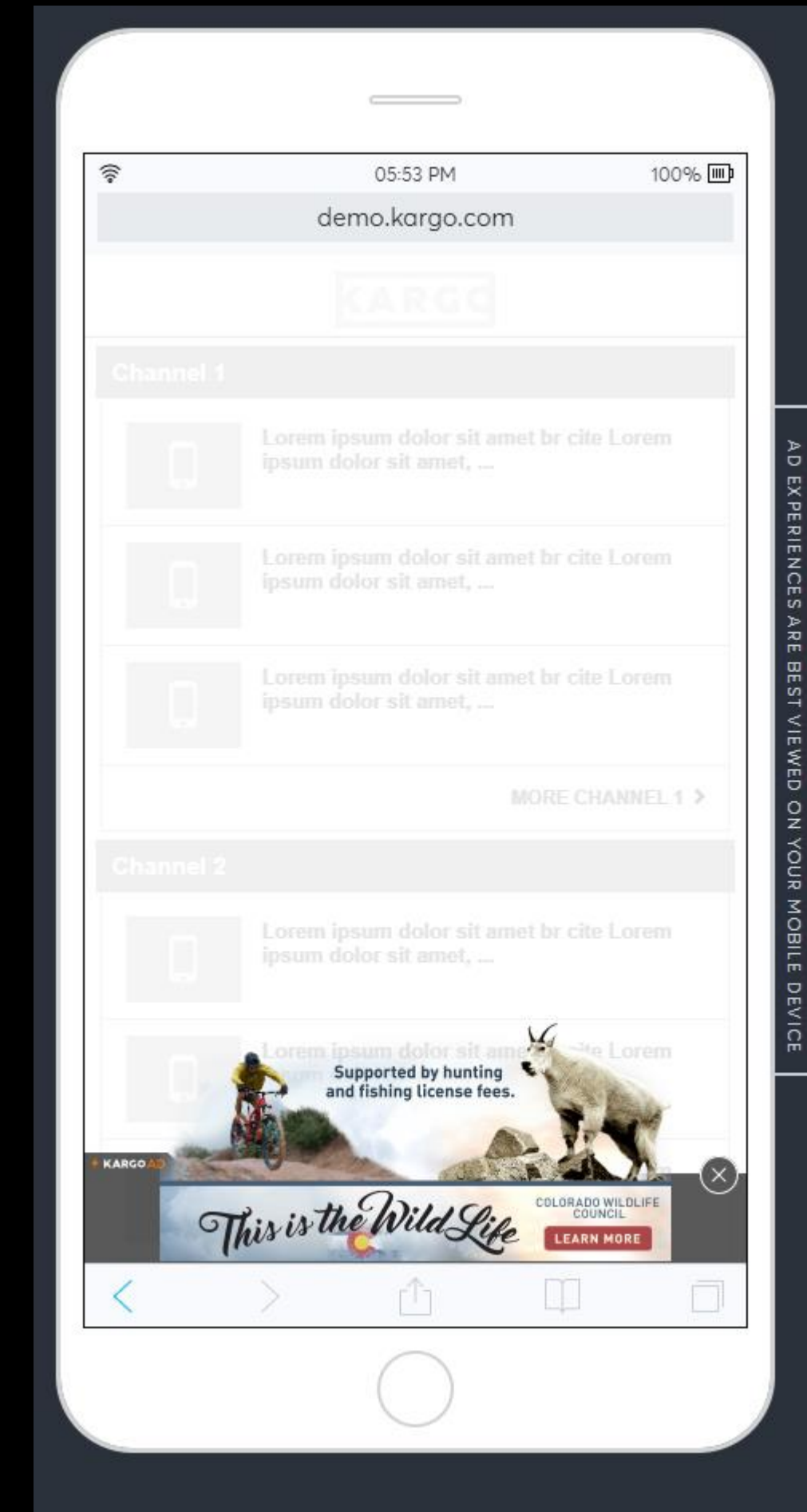


:30s
Video

AUDIO (SPOTIFY)

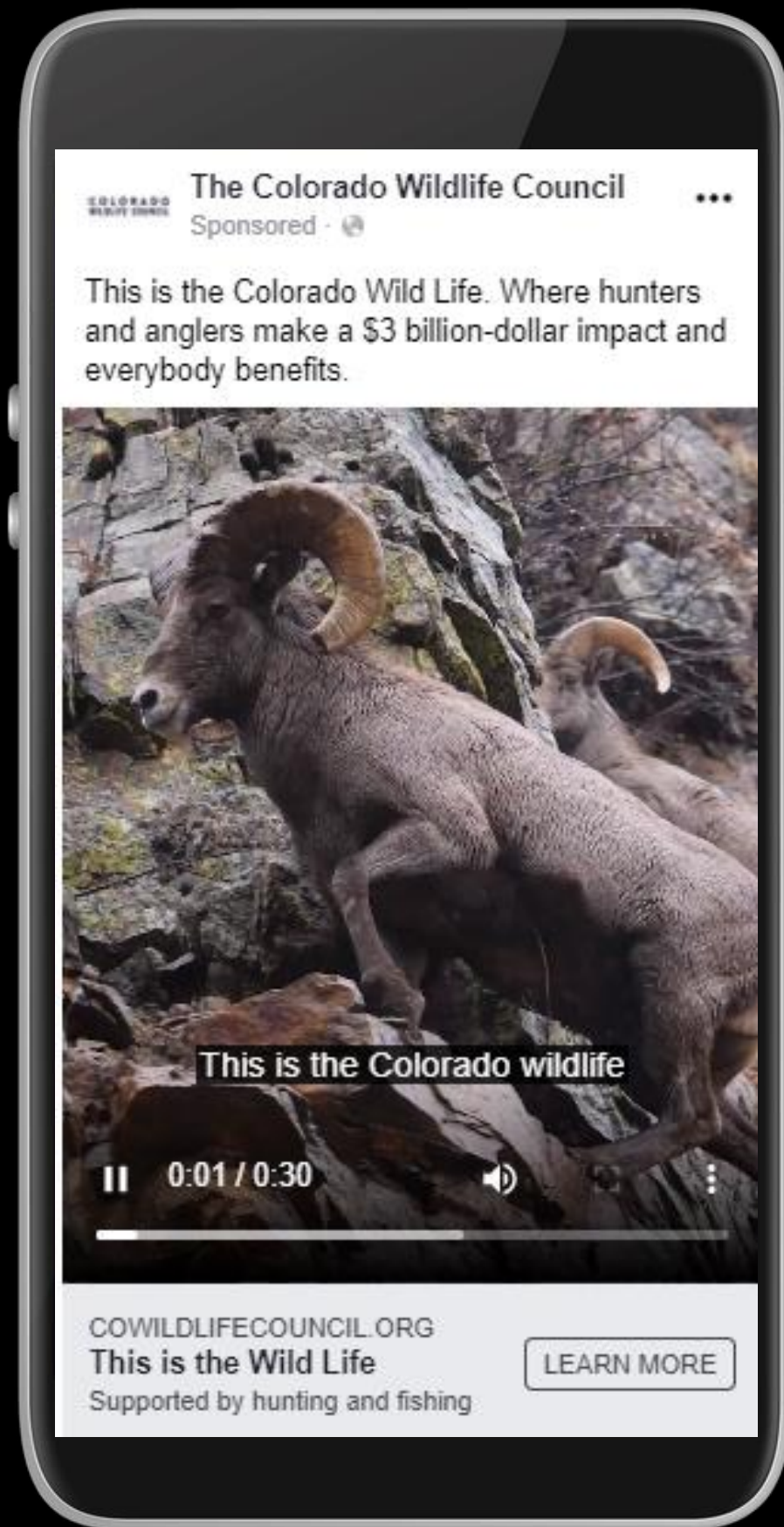


KARGO ASSET



Clicks: 1,940 | CTR: 0.36%

FACEBOOK ASSETS



:30s TITWL Video



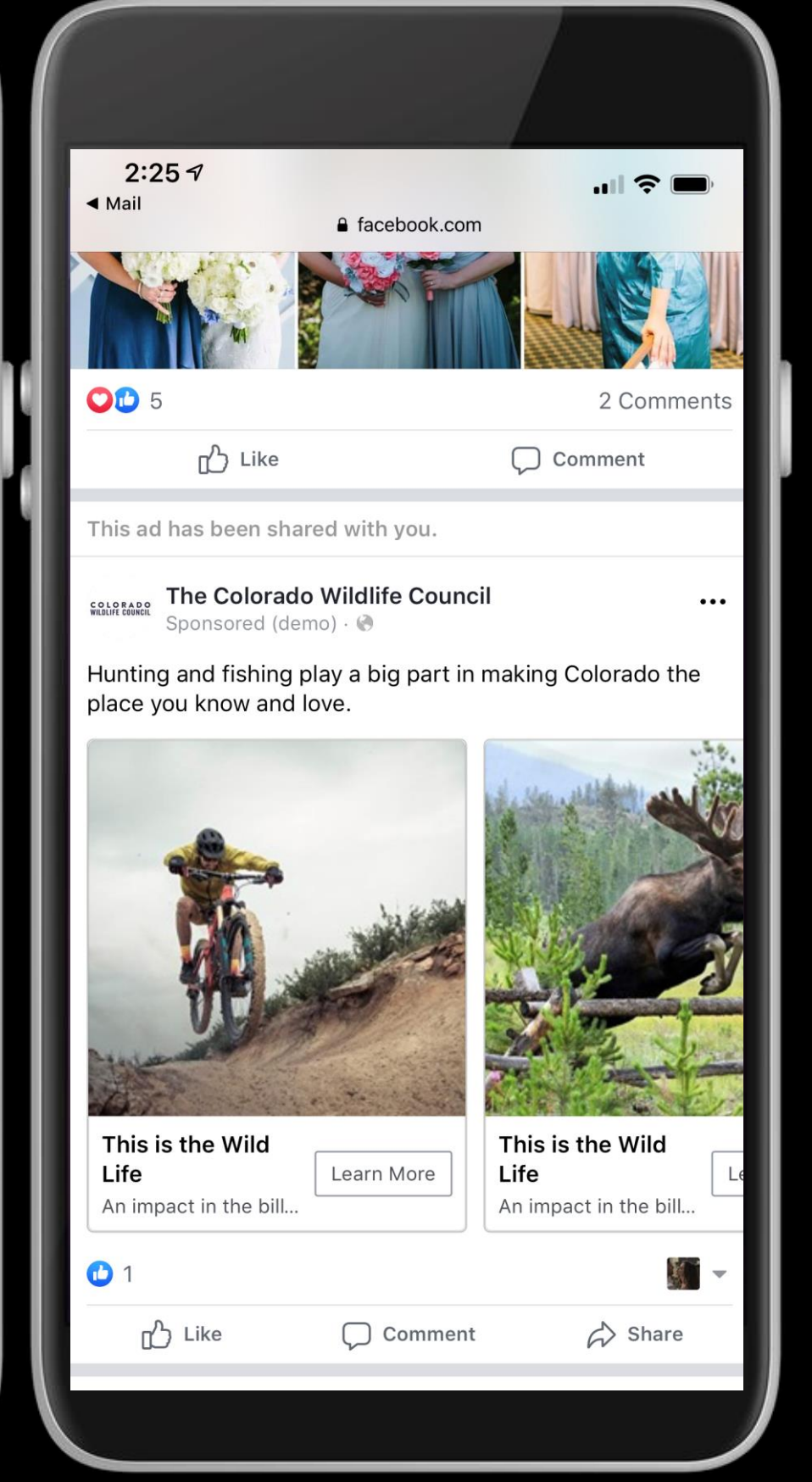
:15s TITWL Video



Facebook Kayaker Video



Facebook Angler Webcard



Facebook Carousel

INSTAGRAM ASSETS



:30s & :15s TITWL Video



Instagram Kayaker Video



Instagram Angler Webcard



Instagram Story

INFLUENCER 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... Post



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... Post



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... Post



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. 🍷

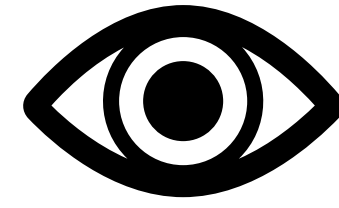
1w 1 like Reply
View replies (1)

471 likes
AUGUST 14

Add a comment... Post

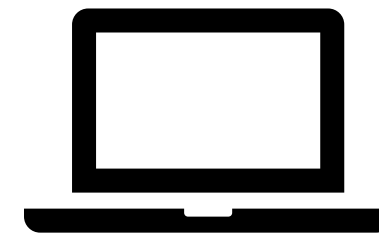
Platform Insights

Viewability

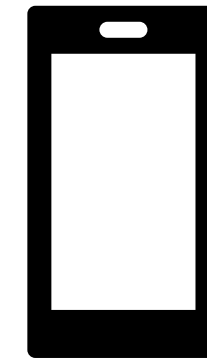


82%

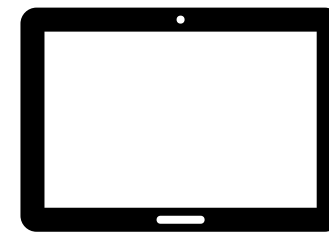
Devices



0.16% CTR

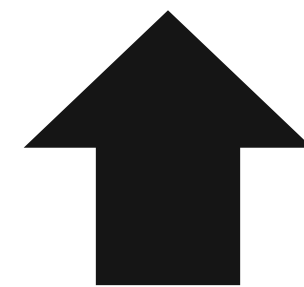


0.34% CTR

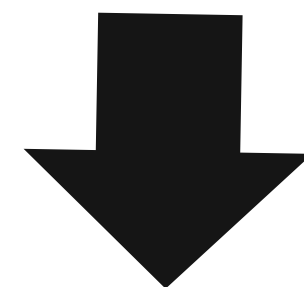


0.31% CTR

Fold



0.36% CTR



0.11% CTR

Creative Insights

Ad Format

300x600

320x50

300x250

728x90

300x50

0.23% CTR

0.31% CTR

0.14% CTR

0.13% CTR

0.09% CTR

Preroll

:15

63% VCR

:30

46% VCR

CTV

:15

96% VCR

:30

95% VCR

Creative Insights

Audio

Did You Know

Think About It

94% ACR

94% ACR

FACEBOOK & INSTAGRAM

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	160,477	127,508	461	247	\$5.99	1.25	7.44%
Facebook Restaurant Webcard	200,483	150,708	525	343	\$3.64	1.34	7.48%
Facebook Carousel 1	48,990	40,811	118	60	\$5.36	1.23	5.81%
Facebook Carousel 2	200,226	140,525	499	250	\$5.75	1.25	4.88%
Facebook Kayaker Video	1,644,920	526,624	7,051	135,072	\$2.96	2.75	10.56%
Facebook Restaurant Video	373,773	248,672	1,615	28,783	\$4.59	1.49	11.21%
Facebook TITWL :15s	1,992,527	550,401	9,332	159,597	\$3.09	3.51	11.16%
Facebook TITWL :30s	231,719	146,643	1,054	17,439	\$3.08	1.53	10.32%

FACEBOOK & INSTAGRAM

Ad	Impressions	Reach	Clicks	Engagement	CPC	Frequency	Ad Recall Lift Rate
IG Climber Webcard	3,572	3,511	-	1	\$-	1.02	6.40%
IG Restaurant Webcard	86,957	71,752	73	94	\$25.75	1.19	5.66%
IG Angler Webcard	35,823	27,060	25	28	\$25.12	1.37	5.06%
IG Kayaker Video	43,391	36,284	37	5,296	\$6.13	1.09	4.45%
IG TITWL :15s	115,627	74,990	91	13,206	\$8.78	1.35	3.83%
IG TITWL :30s	42,050	33,072	35	3,987	\$7.22	1.14	2.67%
IG Stories Kayaker	373,449	196,201	285	9,733	\$8.11	1.53	1.02%
IG Stories Restaurant	19,867	18,459	9	353	\$13.85	1.09	-%
Total	5,687,376	2,479,588	21,478	374,669	\$3.11	1.48	9.42%

INFLUENCERS

Ad	Post Likes	Post Comments	Total Engagements	Engagement Rate Based on Imps.	Engagement Rate Based on Followers	Profile Median Engagement Rate	Post Impressions
Hunter Lawrence	3,041	19	3,060	8.35%	2.63%	1.80%	36,654
Shyanne Orvis	1,943	37	1,980	7.84%	6.13%	5.20%	25,242
Abigail Lafleur-Shaffer	473	19	492	N/A	4.18%	5.30%	N/A
Meredith Drangin	527	10	537	8.07%	3.15%	3.90%	6,657
Total	5,984	85	6,069	8.14%	3.42%		68,553

THE TRADE DESK

Ad Group	Impressions	Clicks	CPC	CTR
Audio BT Spotify	12,978	18	\$18.11	0.14%
CTV BT All Audiences	44,015	78	\$16.89	0.18%
Display BT Democrats	156,983	349	\$3.01	0.22%
Display BT Outdoor Enthusiasts	239,261	354	\$4.57	0.15%
Display Crosspixel	2,597	5	\$4.17	0.19%
Display Factual	58,006	84	\$5.20	0.14%
Video BT Democrats	57,010	641	\$1.38	1.12%
Video BT Outdoor Enthusiasts	92,512	814	\$1.70	0.88%
Video Crosspixel	3,902	14	\$5.02	0.36%
Video PMP	18,793	129	\$3.00	0.69%
Kargo – High Impact Display	545,551	1940	\$2.46	0.36%