



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
September 11, 2019 ~ 10:00 a.m. - 11:00 a.m.
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Emery, Gates, Gurzick, Melcher, & Neinas

Members Absent: Brown, Bohrer, Shettel, & Justman

Also in Attendance: CPW: Jennifer Anderson (Council Liaison), Ginny Sednek (Council Secretary), Charles Garcia (PWC Commissioner); R&R Partners: Jacqueline Meason (Account Director), Katie Payne (Media); and *Group Fulcrum*: Sean Tonner.

Council Reports on the New Campaign - Anderson

Anderson is keeping a list of how the Council is sharing the new campaign. Anderson sent emails to CPW staff and PWC commissioners. Neinas will be presenting at the November PWC meeting and Brown will present at the Habitat Protection Program meeting in December. Dan Zimmerer shared the campaign in the Partners Newsletter. Anderson is working on contacting a CSU Professor who has utilized material from the Hug a Hunter (HAH) campaign. Anderson met with a representative from the National Rifle Association (NRA), who praised CWCs efforts and HAH campaign, and shared current research and the communication toolkit. The communication toolkit was also shared with an advertising agency working with Pitkin County to educate tourists. Interested to see what synergies CWC will have with other organizations/campaigns. Emery participated on the Terry Wickstrom show and it went well. Gurzick shared the new campaign at the terrestrial biologist meeting and it was well received. R&R offered to speak about the campaign when needed. Continue to send Anderson your efforts with sharing the new campaign.

R&R Partners Presentation

Media Snapshot

The fall campaign has been up since 8/12/19 and will run through 10/31/19. The objective is to increase awareness with the target audience and to be memorable.

- ❖ Measurable goals:
 - Primary: Ad recall lift (this new metric is measured on social media to determine brand awareness of the audience), impressions, and annual tracker study.
 - Ad recall lift will be explained in more detail at the October meeting.
 - Secondary: click through rate (CTR) and video views (VCR)
- ❖ Using a good media mix of seven different tactics for a holistic campaign so the audience sees ads in various areas. Videos assets are doing the best, the :15 is outperforming the :30 ad. R&R recommends creating more videos for variety and flexibility.
- ❖ Anderson, with the assistance of CPWs Marketing team, have been working with R&R in regards to comments on social media to create appropriate responses.
- ❖ If Council members want to share current research and/or the communications toolkit, they can be found on the CWC website under Who We Are > Documents.
- ❖ Overall performance:
 - Ad recall for the first 2 weeks was 8% (benchmark is 9%). For September, it is at 11%. Post engagement interactions (likes, comments, sharing) is close to 200,000 (good). R&R is targeting different outdoor activities on Facebook (FB) and the hiking audience had the highest recall. The older audience (25-35) had better recall than the younger audience (18-24) and males outperformed females. FB is doing better than Instagram. Mobile use is 95%.
- ❖ Influencers are well received (many likes, good content, authentic, relatable). Followers like how they are bringing these issues forward. The influencers are easy to work with and proud to

be part of this campaign. Influencers have reached over 100,000 and ad recall was 5% (from 8/12-8/31) for the first round of posts.

- ❖ R&R is testing different audiences and left-leaning audiences saw a high CTR (good).
- ❖ Website analytics: Rich media is good driver of traffic to the website. There is some direct visitation, but most are driven through paid media. The bounce rate has decreased from the last campaign (good) and visitors are spending 5 minutes on the videos (very good).
- ❖ Anderson and Sednek will work with R&R regarding updates to the website.

Creative Update

- ❖ For banners, will use the adaptive rock climber and female hiker assets on digital and social. Good to have variety throughout the campaign to keep it fresh.
- ❖ R&R shared the new logo brand guidelines which includes the established colors and typography (fonts) for consistency.
- ❖ Broadcast ads will launch 9/16.
- ❖ Anderson and Sednek assisted with the Native Article about the economy.
- ❖ R&R will have a new exercise for the Council at 10/2 meeting.

Council Discussion

We have been doing well to ensure we are representing CWC and CPW well. Garcia was impressed and overwhelmed with the presentation and would like to remain engaged with CWC.

Motion: To adjourn conference call - Neinas
Unanimously passes by Council vote.

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
October - Denver	Wednesday 10/2	-
<i>November - Call</i>	-	<i>Wednesday 11/ 6</i>
December - Denver	Wednesday 12/4	-