

Colorado Wildlife Council

April Retreat 2020



Colorado
Wild
Council

Date Issued:

April 3, 2020

Agenda

- 01 **FY 19/20 Recap**
- 02 **Brand Strategy**
- 03 **Target Audience**
- 04 **Channel & Paid Media**
- 05 **Research**
- 06 **Creative**
- 07 **Website**
- 08 **FY 20/21 Planning**
- 09 **Next Steps**

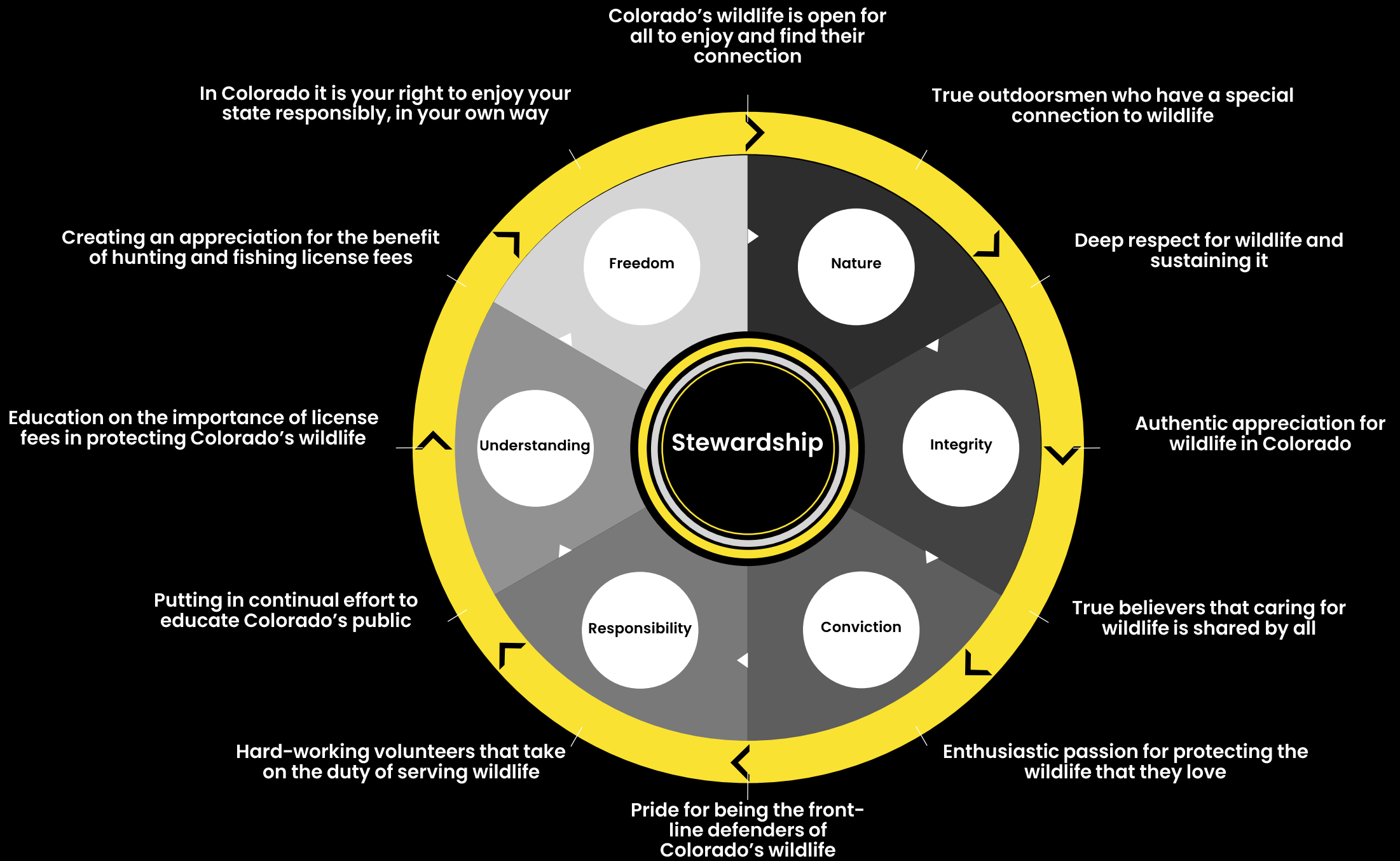
FY 19/20 Recap

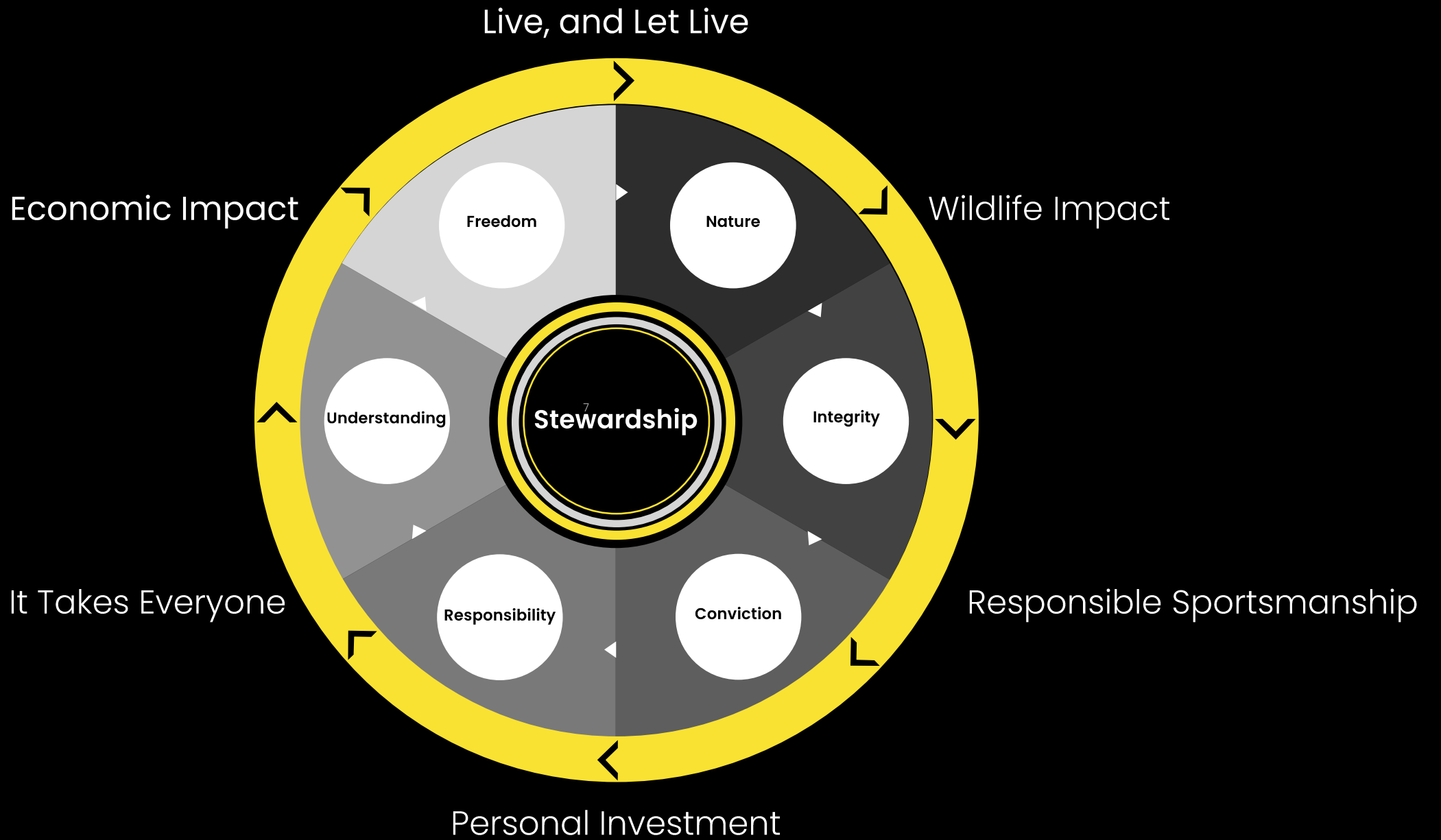
Highlights from the Past Year

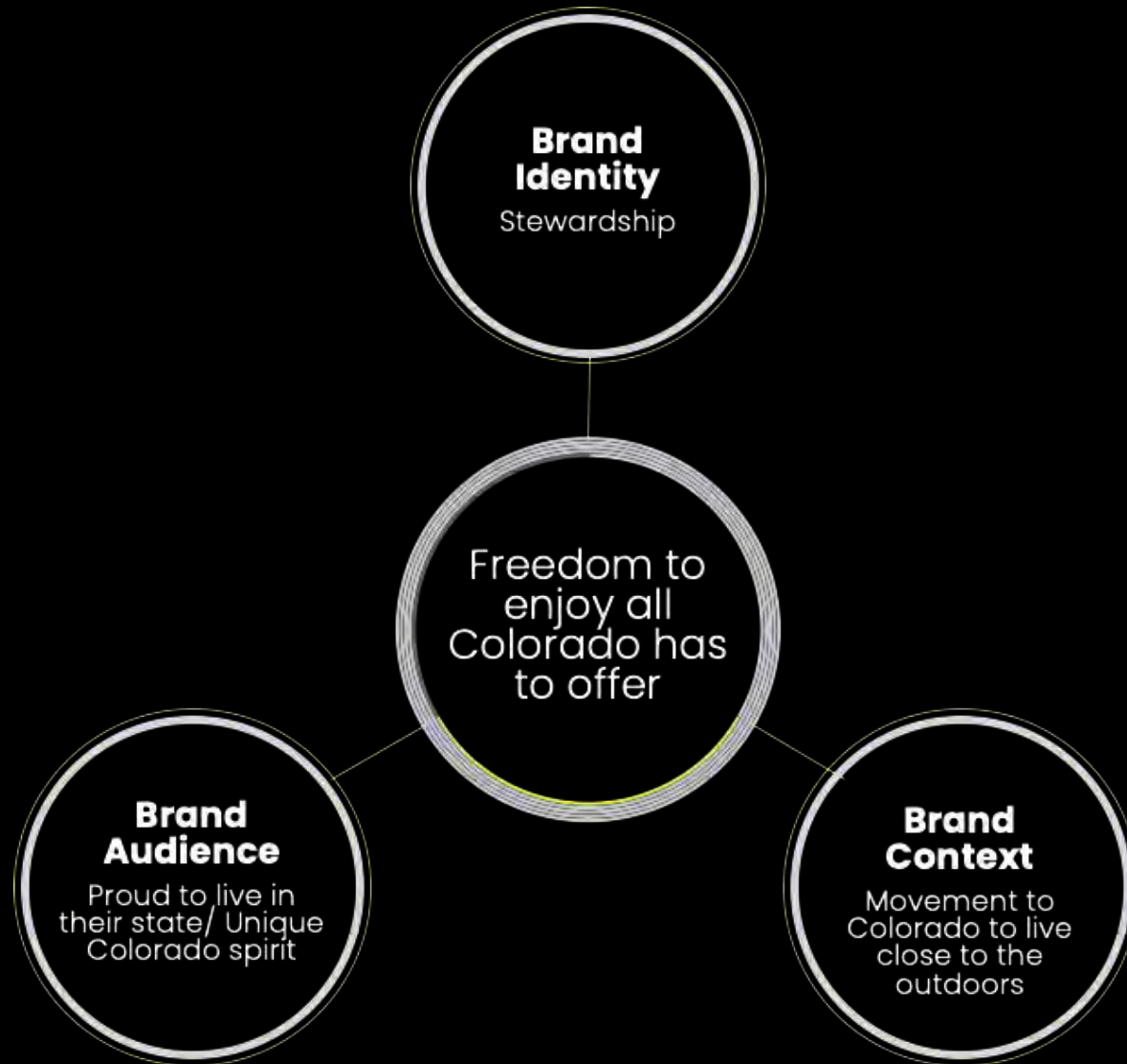
FY 19/20 Recap

- Launched new *"This is the Wild Life"* campaign
- Two media flights;
 - August 12 – October 31, 2019
 - February 10 – May 31, 2020
- Second round of creative production; Jan '20
- Introduced new channels; Ski Lifts, YouTube & Snapchat
- Designed a new CWC logo
- Started working with influencers
- Developed a Strategic Communications Toolkit for other groups to access
- Developed a Strategic Framework and Content Publishing Strategy to keep our efforts grounded in strategy
- CWC Day at the Capitol – Feb. 2020
- Conducted Wave 5 of Quant Study

Brand Strategy







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



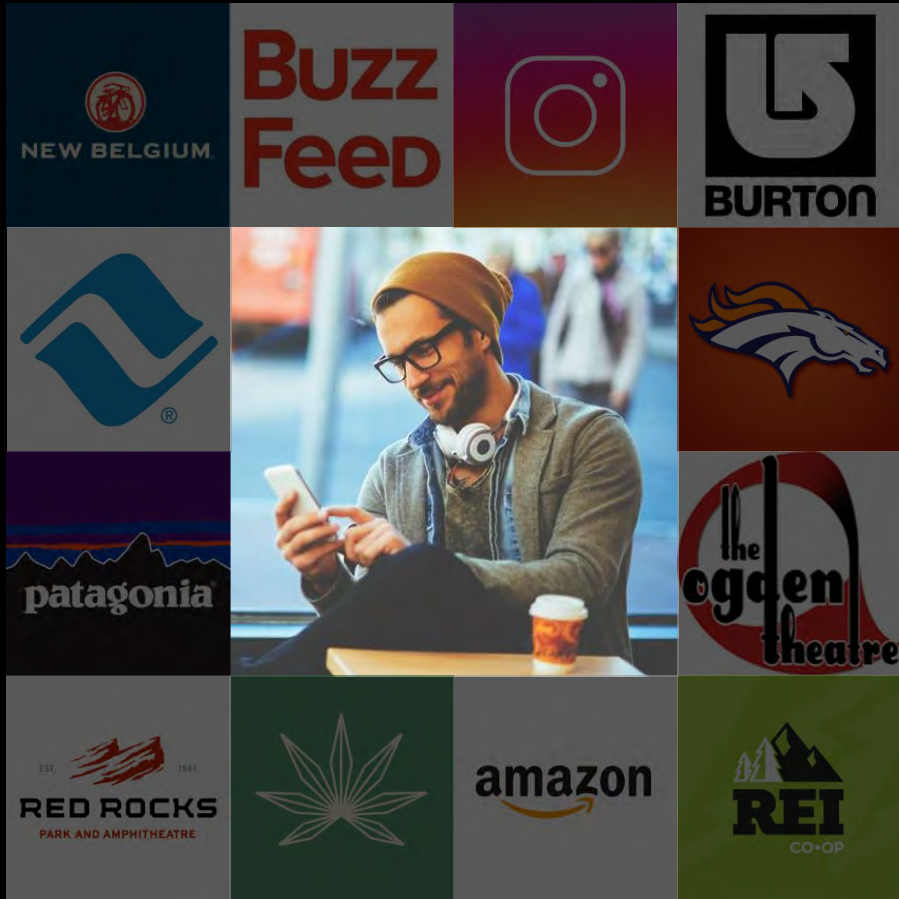
Move the persuadable neutral audience into more positive perceptions.

Target Audience

In The Wind

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 Ogdan Theatre, REI Co-Op, Amazon.com, Marijuana/Cannabis/CBD Products, Red Rocks Amphitheater, 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 can do as an individual
5. Access to entities and partners that are backing the message and initiative

Day In The Life

In The Wind

YOGA WITH TIM
WITH TIM SENESE



Wake Up

To Sleep

BuzzFeedNEWS



newdenizen • Follow
Lea Jane's Hot Chicken

newdenizen Guys, let's get real. I understand that many of you are thinking twice about going out to eat and I will admit, I am doing the same. However, I'd like to take this post to highlight how this is affecting one local business.

Earlier this week I was invited to visit @avantifand's newest food concept, @leajanehotchicken. [compeel] it was a beautiful, warm day and the upstairs area was packed with people sitting outside.

As I hovered by the counter as the Lea Jane's folks were working on my order, I chatted with one of the chefs about how business was going. He told me that they opened in 8

143 likes
MARCH 12

Add a comment...



bluemountainbel • Follow
Vail, Colorado

bluemountainbel #butfirstsuncscreen might be my favorite hashtag ever 🌞 As someone who wears sunscreen daily and rags everyone around me to apply and reapply, I'm stoked to be partnering with @supergoop this ski season 🏔️ Yes, it's cold and it might be snowing but your exposure to UV radiation while skiing is double with the reflection off the snow and proximity to the sun! ☀️ So #supergoop!pedside next time you hit the slopes and avoid that raccoon sunburn!

to

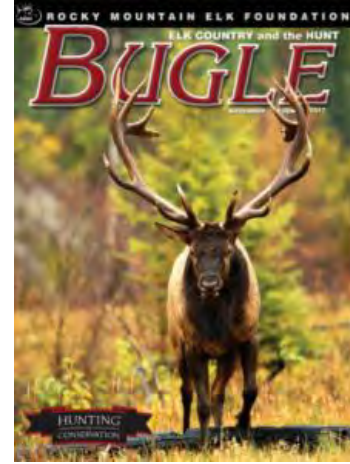
bluemountainbel #denverstyle #SOColorado #denverhivemove

105 likes
MARCH 13

Add a comment...

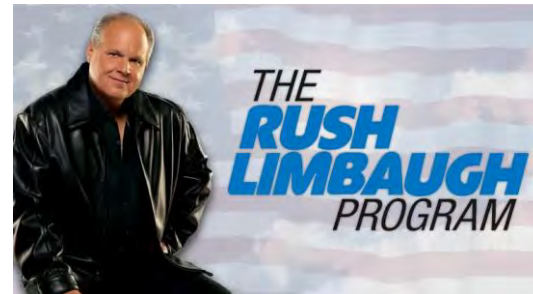
Day In The Life

H&F Supporters



Wake Up

To Sleep



Channel & Paid Media

The Faces of In The Wind



Reaching Coloradans



Americans spend an average 3h31m watching television daily



Americans spend an average 6h35m on digital platforms per day

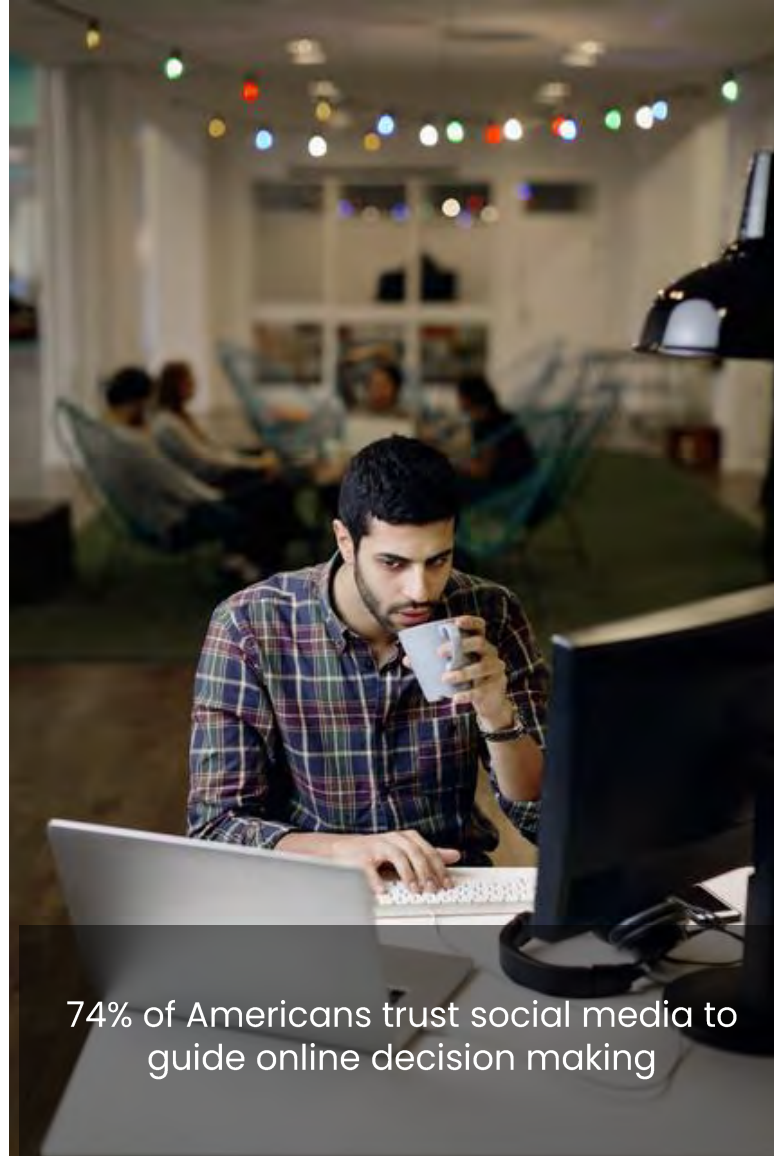


8 in 10 US adults go online daily with 30% of American's claiming to be online 'almost constantly'

Influencing Coloradans



YouTube is the #1 top social platform in terms of audience usage in 2019 (74% of Americans A18+)



74% of Americans trust social media to guide online decision making



Influencer Marketing Is the Fastest-Growing Online Customer-Acquisition Method

Influencer Marketing by the Numbers

\$9.7B industry
in 2020

87% of influencers
utilize IG as their
top platform

Most brands now
favor long term
relationships with
recurring influencers

80% of
marketers say
influencer
content
performed
better than
campaign
creative



Micro influencers
use has grown
300% since 2016

40% of Millennials
say their favorite YT
influencer understands
them better than their
friends

Average \$5.78
earned media
value per \$1
spent in 2020

Spring Media Update

Reporting Dates:
March 2– March 15, 2020

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 and annual tracker study
- Secondary: Clicks (CTR), video views (VCR) and website visits

Campaign Parameters

TIMING:

March 2– May 31, 2020

TARGET AUDIENCE:

In The Wind

TACTICS:

3/2 | Social, Digital & OOH

3/9 | Television

3/21 | Influencers

BUDGET:

\$717,824

(INCLUDING FALL 2019 SAVINGS)

COVID-19 Updates

- Expanded our negative keyword list to include infection diseases to keep CWC safe and out of the adverse news or content. Examples include “coronavirus”, “COVID-19”, “pandemic”, “norovirus”, “quarantine”, etc.
- Paused all skiing/snowboarding related ads. We anticipate using them again once the atmosphere is right to reintroduce them. For the near future, we don’t want to spark negative conversation about the resorts being closed.
- As majority of our television buy was centered around live sports, we will be re-planning sports spots to reach sports fans in their alternate programming.
- We’ve increased bids on connected television as we anticipate consumption will inevitably spike while folks are working from home/social distancing.
- Working on a solution for the OOH billboards due to decrease of impressions because people are traveling less. Potential solutions include extending the OOH campaign.
- Our ski lift advertiser is working on their official solution, but given the situation is developing and changing by the hour, they have yet to come to a final decision on how they will credit/honor their advertisers.

Facebook & Instagram

Performance

Reach: 1,298,687

Impressions: 3,071,501

Estimated Ad Recall: 9.16%

Clicks: 3,082

Click Through Rate: 0.46%

Post Engagements: 192,211

Frequency: 2.37

Social Insights

Campaign Insights

- Ski assets are the top performing creative
 - Skier Webcard | 13.93% EAR
 - Ski Lift :30s | 13.55% EAR
 - Ski Lift :15s | 12.68% EAR
- Facebook ad groups have the strongest ad recall rate and click through rates compared to Instagram
 - Hiker Ad Group: Strongest Ad Recall (14.24% EAR)
 - Outdoor Leisure Ad Group: Strongest CTR (1.74% CTR)
- Mobile devices are driving 98% of impression delivery
- Males have the strongest CTR
 - Males | 0.21% CTR
 - Females | 0.18% CTR

Optimizations

- Ski and lodge themed creative was paused on 3/16 because of the ski resort closures due to COVID-19.

Facebook Creative

The Colorado Wildlife Council
Sponsored

Where hunting and fishing benefit Colorado year-round.



COWILDLIFECOUNCIL.ORG
This is the Wild Life
Supported by hunting and fishing

[LEARN MORE](#)

Cooler Webcard

The Colorado Wildlife Council
Sponsored

Where hunting and fishing add nearly as much to the economy as the ski industry.



COWILDLIFECOUNCIL.ORG
This is the Wild Life
Supported by hunting and fishing.

[LEARN MORE](#)

Skier Webcard

The Colorado Wildlife Council
Sponsored

Welcome to the Colorado wild life, where an amazing 960 wildlife species thrive due to fees from hunting and fishing licenses.



COWILDLIFECOUNCIL.ORG
This is the Wild Life
Learn the year-round benefits.

[LEARN MORE](#)

Moose Webcard

The Colorado Wildlife Council
Sponsored

Hunting and fishing add nearly as much to the economy as the ski industry. License fees also help all 960 CO wildlife species thrive.



This is the Wild Life
Supported by huntin... [Learn More](#)

This is th Life
Supported

Carousel #1

Facebook Creative

The Colorado Wildlife Council
Sponsored · 🌐

Did you know funds from hunting and fishing help keep outdoor access open and available to all, even in winter?



COWILDLIFECOUNCIL.ORG
This is the Wild Life
Supported by hunting and fishing.

[LEARN MORE](#)

Morning Jog :15s

The Colorado Wildlife Council
Sponsored · 🌐

Where hunting and fishing add nearly as much to the economy as the ski industry.



COWILDLIFECOUNCIL.ORG
This is the Wild Life
Supported by hunting and fishing.

[LEARN MORE](#)

Ski Lift :15s

The Colorado Wildlife Council
Sponsored · 🌐

Where hunting and fishing add nearly as much to the economy as the ski industry.



COWILDLIFECOUNCIL.ORG
This is the Wild Life
Supported by hunting and fishing.

[LEARN MORE](#)

Ski Lift :30s

Instagram Creative



Cooler Webcard



Skier Webcard



Moose Webcard

Instagram Creative



Morning Jog :15s



Ski Lift :15s



Ski Lift :30s

Instagram Creative



Morning Jog Story

YouTube

Performance

Impressions: 281,434

Clicks: 316

Views: 17,693

View-Rate: 19.13%

CPM: \$5.06

YouTube Insights

Campaign Insights

- The CWC Ski Lift :15s creative has the strongest skippable in-stream performance.
 - View rate: 21.03%
- Mobile phones are a top-performing device.
 - 17.09% view rate | 0.13% CTR
- Sports Fans have the strongest audience performance.
 - View rate: 19.43%
- The 25-34 audience has the best view rate.
 - View rate: 21.38%

Optimizations

- Ski and lodge themed creative was paused on 3/16 because of the ski resort closures due to COVID-19.
 - This is the Wildlife video creative was rotated in.
- COVID-19 negative keywords were added for brand safety.
- Increased bid cap for all ad groups.
- Adjusted bids by device.
 - Increased bids on TV by 25%.
- Excluded placements performing under a 26% view-rate.

YouTube Creative



Ski Lift :15s



Ski Lift :30s



:06 Bumper

Snapchat

Performance

Impressions: 1,101,572

Swipe-ups: 4,709

CPSU: \$0.53

Swipe Up Rate: 0.43%

Completions: 5,037

Snapchat Insights

Campaign Insights

- Of the audiences, the “Nature & Outdoor Enthusiast” has contributed to the most swipe-ups.
 - 1,719 swipe-ups | 0.44% swipe up rate | \$0.48 CPSU
- Morning Jog creative is the top performing.
 - 2,384 swipe-ups | 0.43% swipe up rate

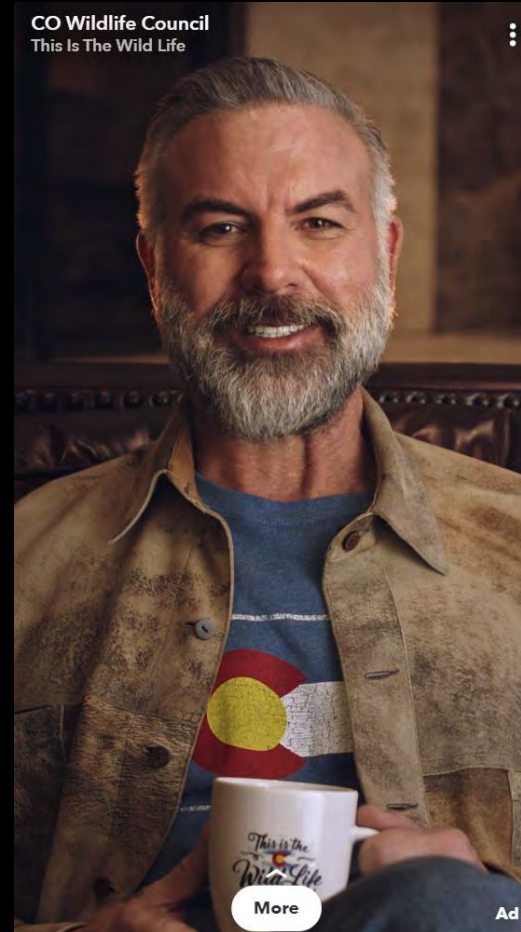
Optimizations

- Ski and lodge themed creative was paused on 3/16 because of the ski resort closures due to COVID-19.
 - Morning Jog creative remains live

Snapchat Creative



Morning Jog :15s



Ski Lodge :15s

Programmatic The Trade Desk (TTD)

Performance

Impressions: 1,364,866

Clicks: 3,895

CPM: \$5.76

CPC: \$3.33

CTR: 0.29%

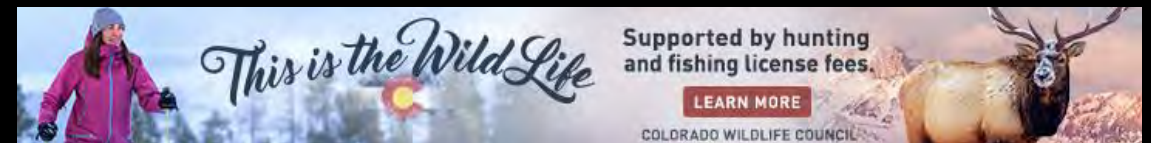
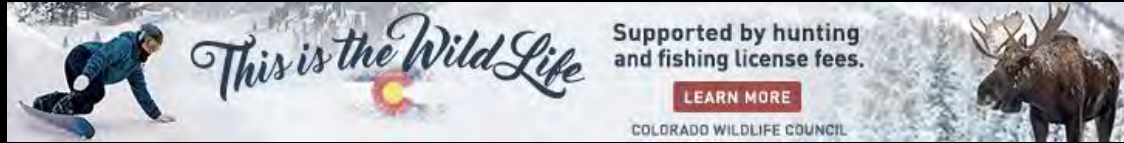
Campaign Insights

- The “Video CT” ad group has the best CTR rate with a 1.97% CTR.
 - Video ad groups have the highest overall CTR with a 0.52%.
 - Strongest CTR: Ski Lift :15s | 1.00% CTR.
- 300x600 display creative has the strongest CTR performance.
 - Strongest CTR: Moose 300x600 | 0.78% CTR
- Audio completion rate is strong at a 94.02%. Benchmark is 80%.
- Kargo is performing at a 24.74% VCR compared to the 25% benchmark.
 - In-view rate is performing at a 27.50%. Adjustments have been made to increase.

Optimizations

- Ski and lodge themed creative was paused on 3/16 because of the ski resort closures due to COVID-19.
 - This is the Wildlife video creative was rotated in.
- COVID-19 negative keywords were added for brand safety.
- Budget and bids were increased for CTV ad groups.
 - Budget shifted from proximity audiences.
- Added a contextual targeting display ad group because of the “Video CT” ad group success.

Trade Desk Creative



Snowboard & Moose Banners



Snowshoe & Elk Banners

Trade Desk Creative



This is the Wild Life

Where hunting and fishing benefit Colorado year-round.

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COLORADO WILDLIFE COUNCIL



This is the Wild Life

Where hunting and fishing benefit Colorado year-round.

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COLORADO WILDLIFE COUNCIL

Ski Banners



This is the Wild Life

Where hunting and fishing benefit Colorado year-round.

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This is the Wild Life

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This is the Wild Life

Where hunting and fishing benefit Colorado year-round.

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COLORADO WILDLIFE COUNCIL

Toast Banners

Trade Desk Creative



Kargo Creative



Native Banner



Audio Banner

Trade Desk Creative



Ski Lift :15s



Ski Lift :30s

Research

Upcoming Needs

FY 20/21 Research Recos

W5 data yielded mixed results on some key metrics

We saw support for hunting and fishing decrease, and support for ballot restrictions increase.

We have some hypotheses as to why this is happening, and ultimately, we need to explore these areas further to inform both the W6 survey as well as the strategy for the new fiscal year.



Move the persuadable neutral audience into more positive perceptions.

FY 20/21 Research Recos

In order to tackle this, we recommend a two-phased research approach:

First, we'd like to conduct secondary research to explore areas of concern, and to help guide and inform subsequent primary research.

These areas include, but are not limited to:

- The changing demographics of Colorado's population, and any influence this may have on hunting/fishing perceptions.
- Where Coloradoans, including ITW, prioritize hunting/fishing relative to other issues (e.g., healthcare, gun rights, cost of living, immigration, etc.).
- Potential alternatives to the ballot question – specifically, different ways we can approach the wording of the question and scale/answer choices.

FY 20/21 Research Recos

In order to tackle this, we recommend a two-phased research approach:

Next, if deemed appropriate, we recommend conducting primary research to validate secondary findings.

We will use information gathered from phase 1 to help guide the development of primary research instruments (e.g., topic areas, questions, etc.).

The exact methodology is TBD – this will be determined by secondary research findings.

What does that mean for our **2021** **Strategy?**

Double down on what works

- Identify what's working and look for ways to expand the message using those learnings
- Impacts me personally, my life, lifestyle

Let go of what doesn't

- Test and learn, and don't waste time of messaging themes that don't resonate

Explore deeper insights

- Dig into population shifts, priorities
- Keep listening

Creative

What's Next?



Spokesperson working great

- Adding credibility to our message
- Relatability to our audience



Shoots have been hugely successful...

- Horsetooth Reservoir to Breckenridge
- Hailstorms to snowstorms
- Kayaks to snow cats

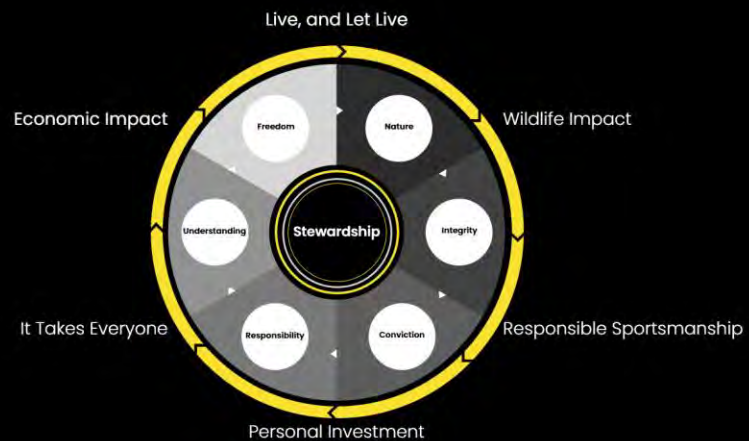




Our content is relevant to our audience

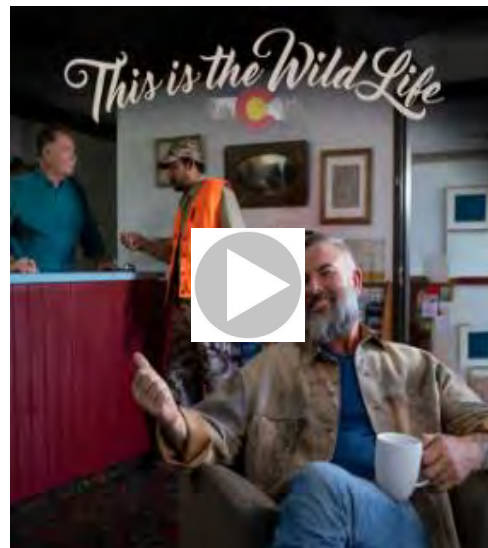


Brand Essence is Stewardship



Economic impact is part of that

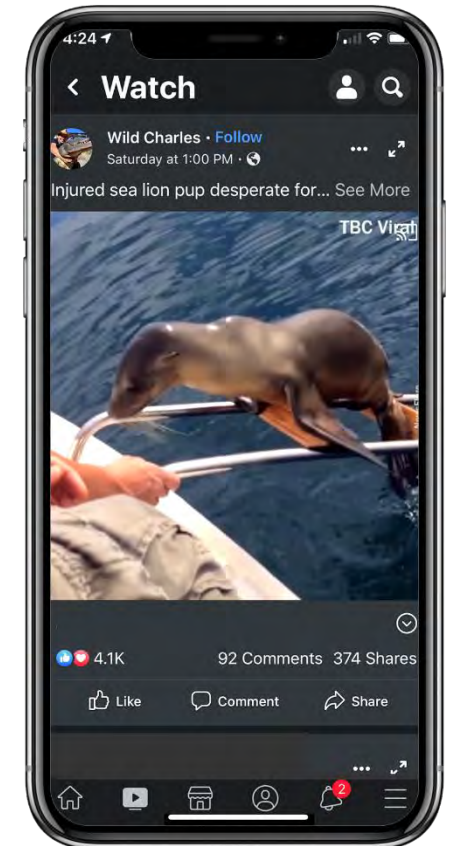
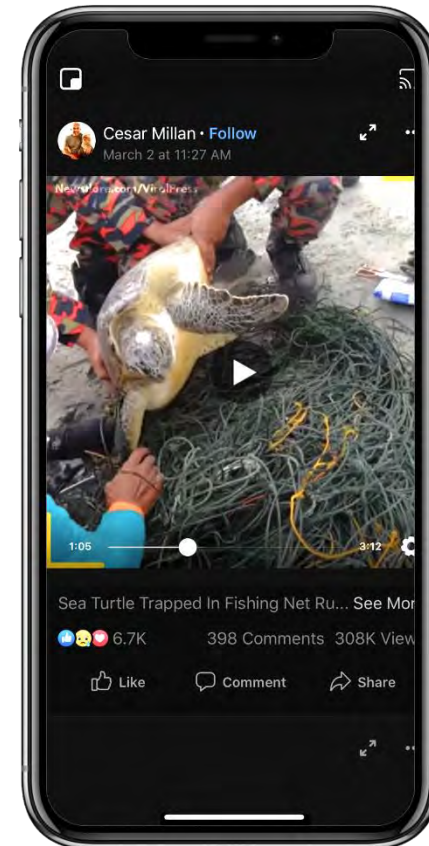
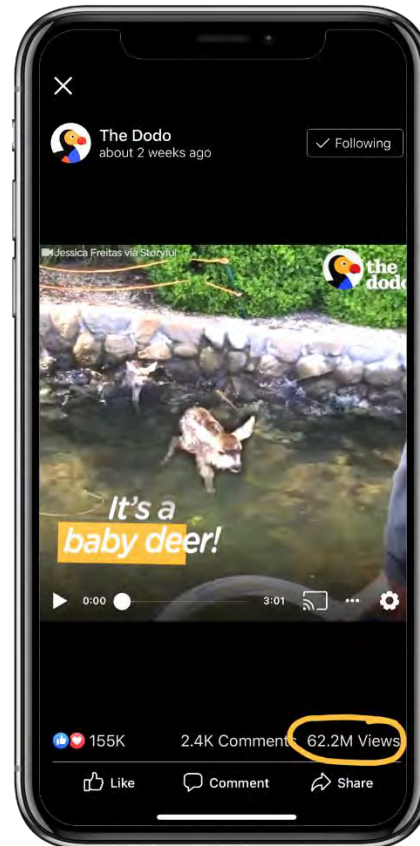
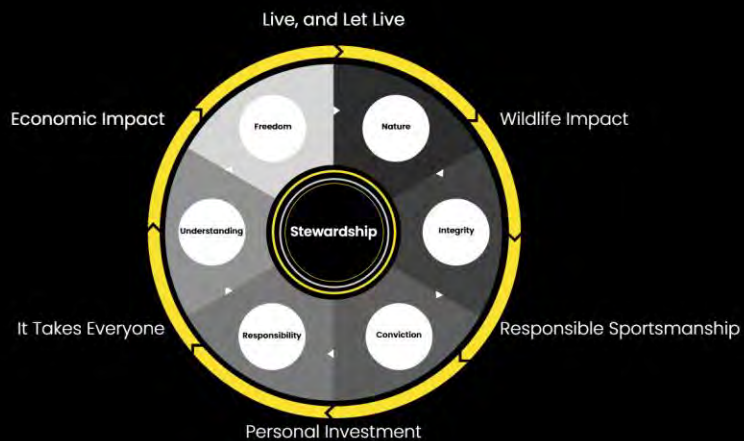
We've done a great job of delivering the economic message



Brand Essence is Stewardship

Stewardship is more than economic impact

Audience is also watching other channels
The Dodo, Casear Milan, Wild Charles, etc.



Show where
the money
goes—the
wildlife

Not a strategy shift—we want to add additional relevant content

Film our spokesperson at additional locations:

- A fish hatchery or restocking
- With a tracking collar in the wild
- At a ferret rehabilitation center
- Next to a bear trap



CPW Photo
shelter is a
lifesaver, but

New wildlife photography assets

- Photograph elk at Estes Park, ferrets, etc.



Need additional economic content

Photograph hunters & anglers contributing to economy:

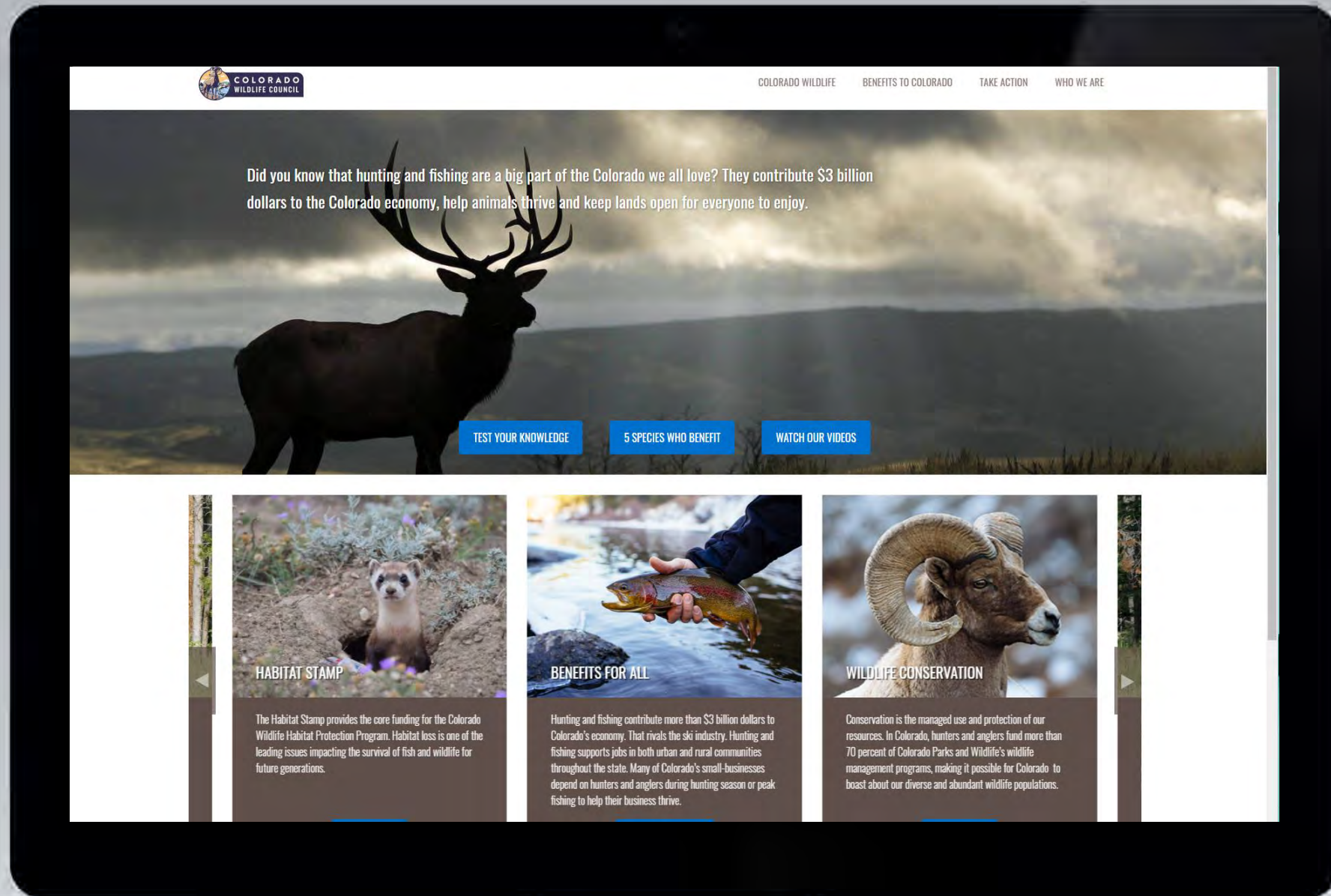
- Fueling up truck
- Shopping at sporting goods store
- Convenience store/grocery store
- Shopping for an RV or boat
- Restaurants
- Hotels

Economic
message
still relevant



Website

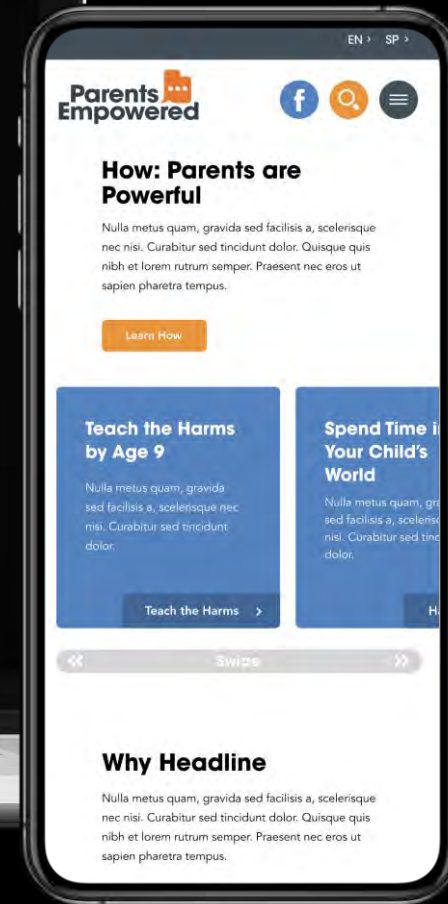
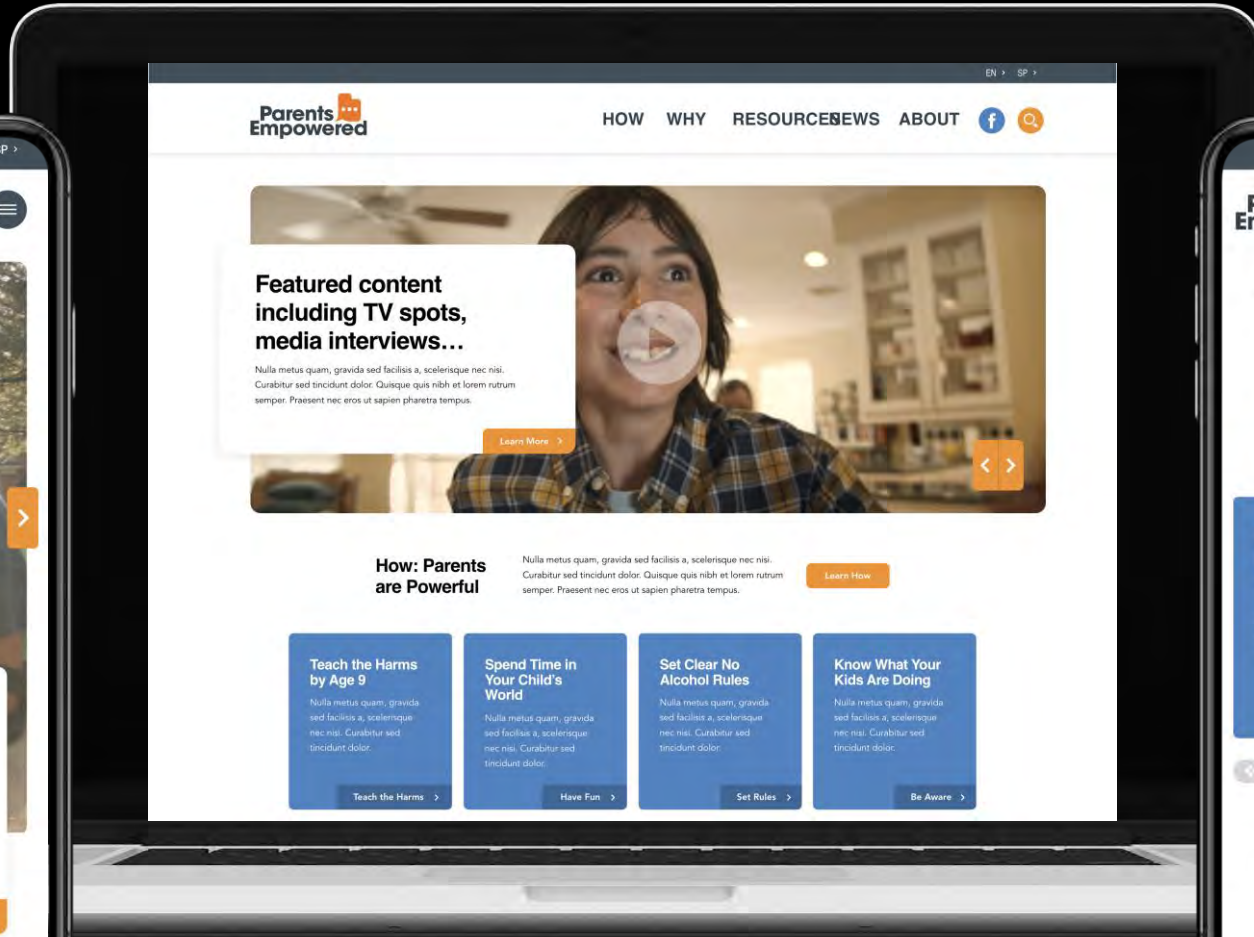
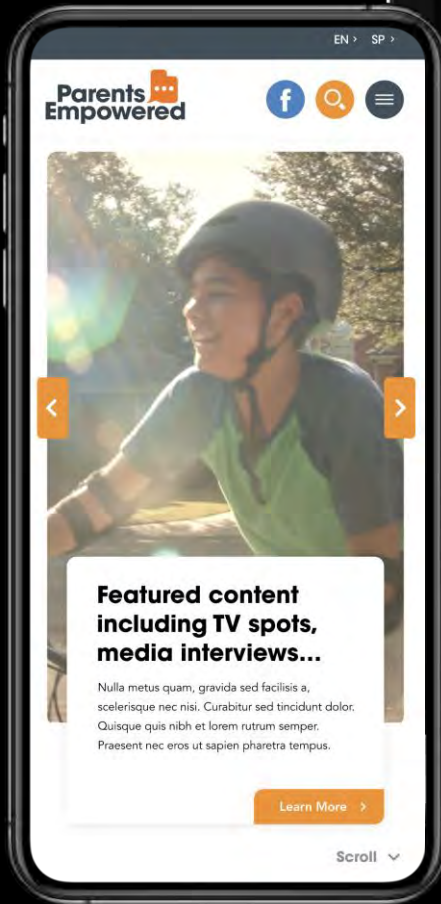
Redesign Recommendations



Website

Content First Approach

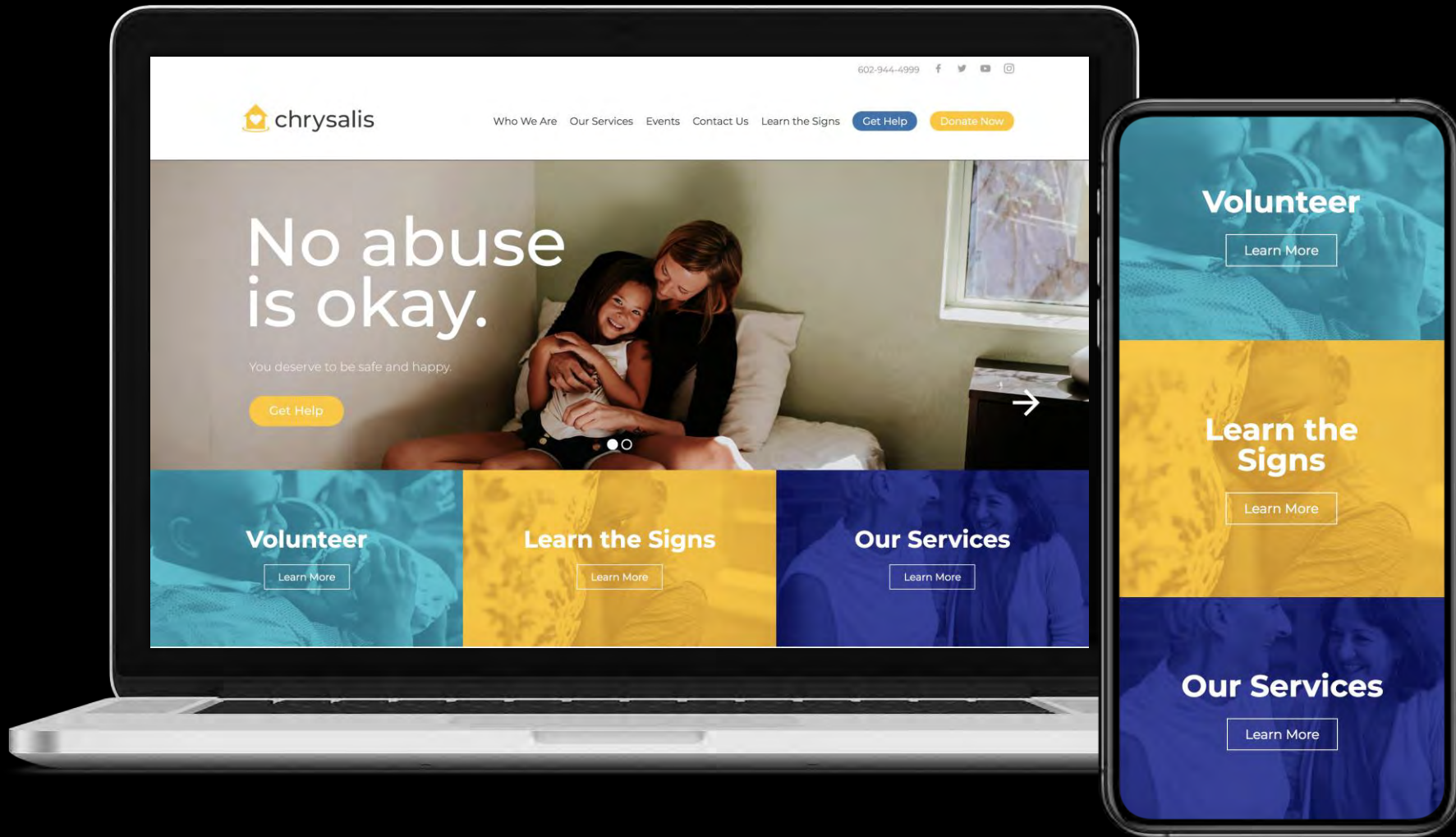
- Drive the user journey with an impactful content strategy.
- Review and suggest edits based on learnings from analytics and target audience needs and behaviors
- Utilize imagery that evokes emotional responses.
- Craft headlines that causes visitors to stop and think.



Website

Reduce Bounce Rate (92%) & Increase Engagement

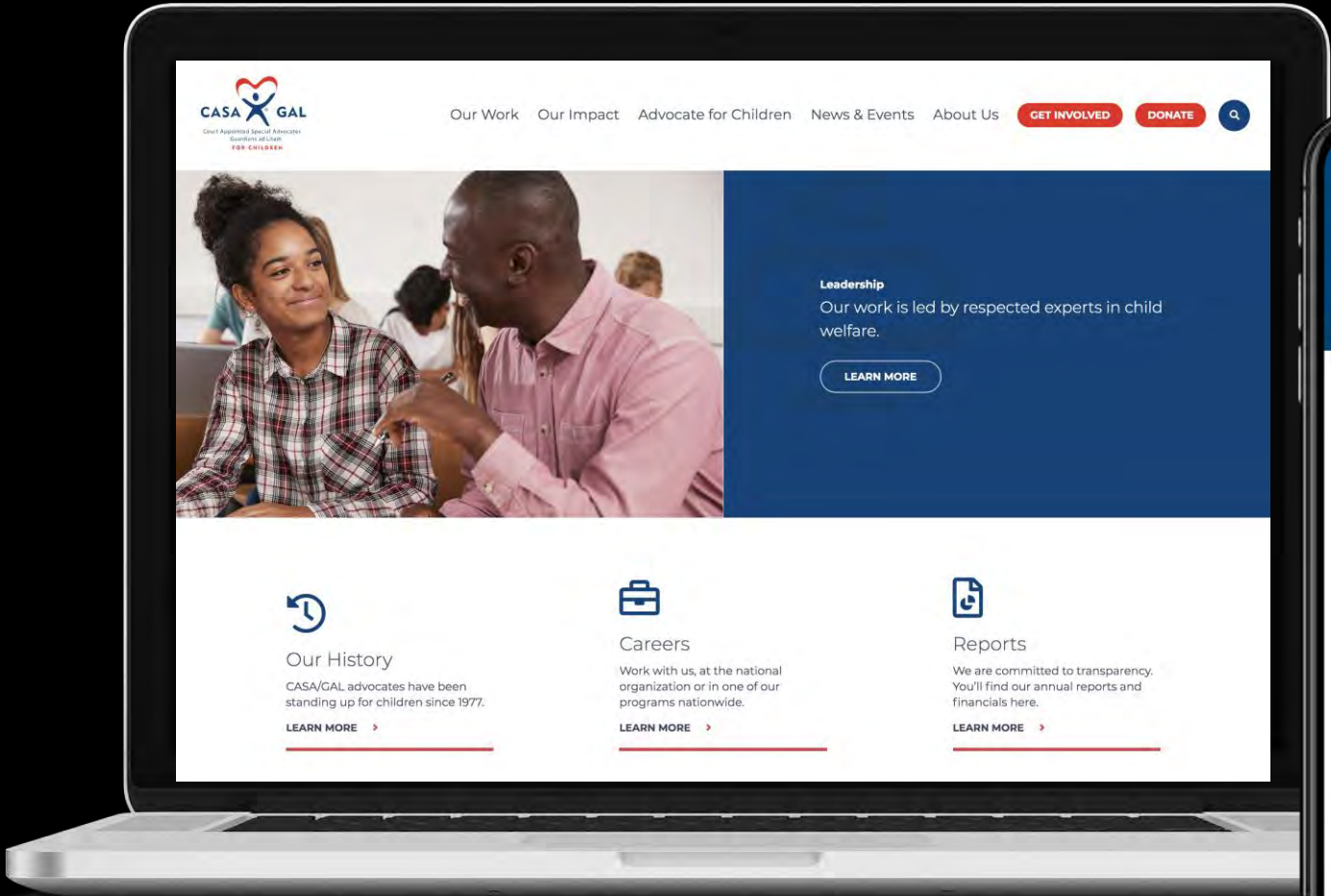
- Clearly defined purpose
- Scannable headlines with short and to the point benefits messages
- Simple, relevant calls-to-action
- Mobile optimized content and interactions (85% of visitors)



Website

Discoverability

- Establish multiple user journeys
- Enable visitors to discover additional content by including relevant links in expected locations
- Consolidate related pages to provide information in one section.



Our Work Our Impact Advocate for Children News & Events About Us

GET INVOLVED

DONATE



Leadership

Our work is led by respected experts in child welfare.

LEARN MORE



Our History

CASA/GAL advocates have been standing up for children since 1977.

LEARN MORE >



Careers

Work with us, at the national organization or in one of our programs nationwide.

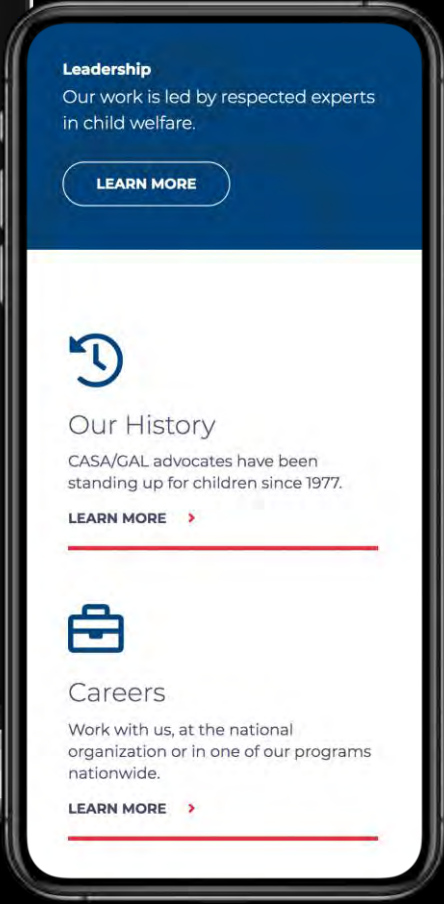
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Reports

We are committed to transparency. You'll find our annual reports and financials here.

LEARN MORE >



Leadership

Our work is led by respected experts in child welfare.

LEARN MORE



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LEARN MORE >



Careers

Work with us, at the national organization or in one of our programs nationwide.

LEARN MORE >

Website

Content Management System

- Utilize WordPress theme to allow for timely content updates including seasonal campaign imagery and messaging.
- Various pre-built components provide options for page layout and design.
- Responsive theme to ensure quality on both desktop and mobile experiences

FY 20/21 Planning

Proposed Budget & Timeline

FY 20/21 Proposed Budget

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	846	\$97,290	\$0	\$97,290
2	Creative Development	148	\$17,020	\$0	\$17,020
3	Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4	Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5	Website Maintenance	72	\$8,280	\$295	\$8,575
6	Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7	Strategic Consultation	0	\$0	\$72,000	\$72,000
8	Travel Expenses	0	\$0	\$15,000	\$15,000
SUBTOTAL:		1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)					\$23,202.08
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
9	Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10	Website Redesign	504	\$57,960	\$2,500	\$60,460
SUBTOTAL:		1514	\$174,110	\$302,500	\$476,610
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
11	Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12	Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13	Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:		282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:		609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:		4,067	\$467,705	\$1,607,295	\$2,075,000

FY 20/21 Proposed Timeline

Colorado Wildlife Council FY5: 2020-2021

	29 6 13 20 27	3 10 17 24	31 7 14 21	28 5 12 19 26	2 9 16 23	30 7 14 21	28 4 11 18 25	1 8 15 22	1 8 15 22	29 5 12 19 26	3 10 17 24	31 7 14 21
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
R&R Scope of Work												
Research: Quant Survey												
Research: Qualitative Exploratory												
Research: Competitive Analysis Report												
Creative Concepting & Production												
Media Planning & Buying												
Media Flight (*exact dates TBD)												
Media Analysis												
Website Redesign												
Website Maintenance												
Social Media Community Management												
Brand & Project Management												
Council Meeting & Call Dates												
Council Meetings & Retreat												
Council Conference Calls												
Hunting & Fishing Seasons												
Big Game Season (Most Populist)												
Small Game Season (Most Populist)												
Fishing Season (Most Populist)												

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

*Fall 2020 media flight is TBD based on political spending.

Action Items & Next Steps

Action Items & Next Steps

ACTION ITEMS

- Council approval of FY 20/21 Budget & Timeline
- R&R to work w/ Jen to draft FY 20/21 Operational Plan
- R&R to work w/ Ginny on submitting FY 20/21 SOW
- Council to select committee for website redesign approvals

APRIL

- ~~Partners Conference: 4/27 – 4/29 (Vail, CO)~~
 - Postponed, new date TBD

MAY

- Conference Call: 5/14

Thank You



Prepared by:
R&R Partners

Company Representative
Jacqueline Meason
Account Director

Date Issued:
April 2020

www.rrpartners.com

Appendix

FY 19/20 Budget

Revised FY 19/20 Budget:

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel 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 Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

In The Wind Channel Research

Average Time Spent in the US, 2019

hrs:mins per day among population

Digital 6:35

TV* 3:35

Radio* 1:20

0:11 Newspapers*

0:09 Magazines*

Total 12:09

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; *excludes digital

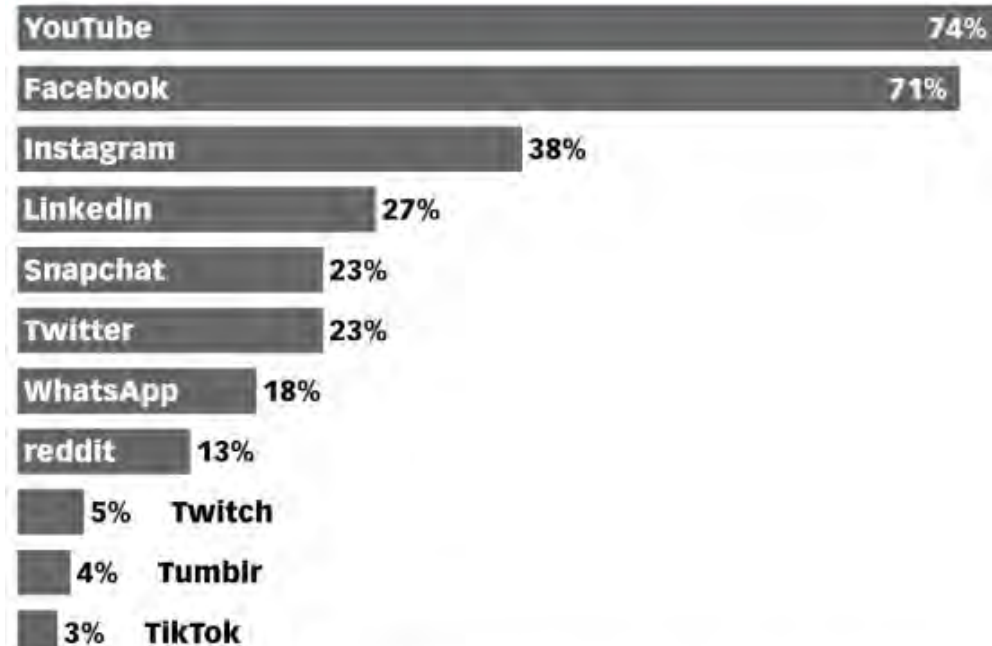
Source: eMarketer, April 2019

T10153

www.eMarketer.com

US Social Media Users, by Platform, July 2019

% of population



Note: ages 18+; ever used

Source: Pew Research Center, "Americans Are Wary of the Role Social Media Sites Play in Delivering the News," Oct 2, 2019

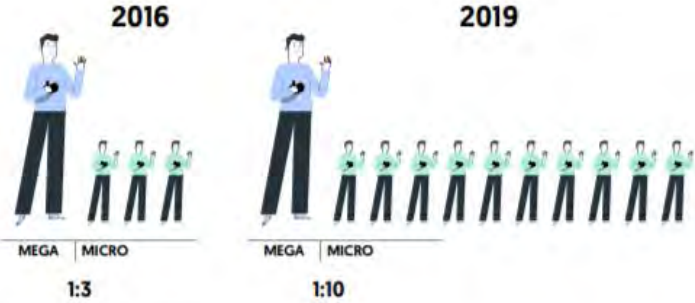
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www.eMarketer.com

In The Wind Channel Research

Micro:Mega Creator Ratio Over Time

The ratio of mega (1M+ followers) to micro (<100K followers) influencers used in campaigns in 2016 was 1:3. In 2019, there are 10 microinfluencers used for every mega influencer.

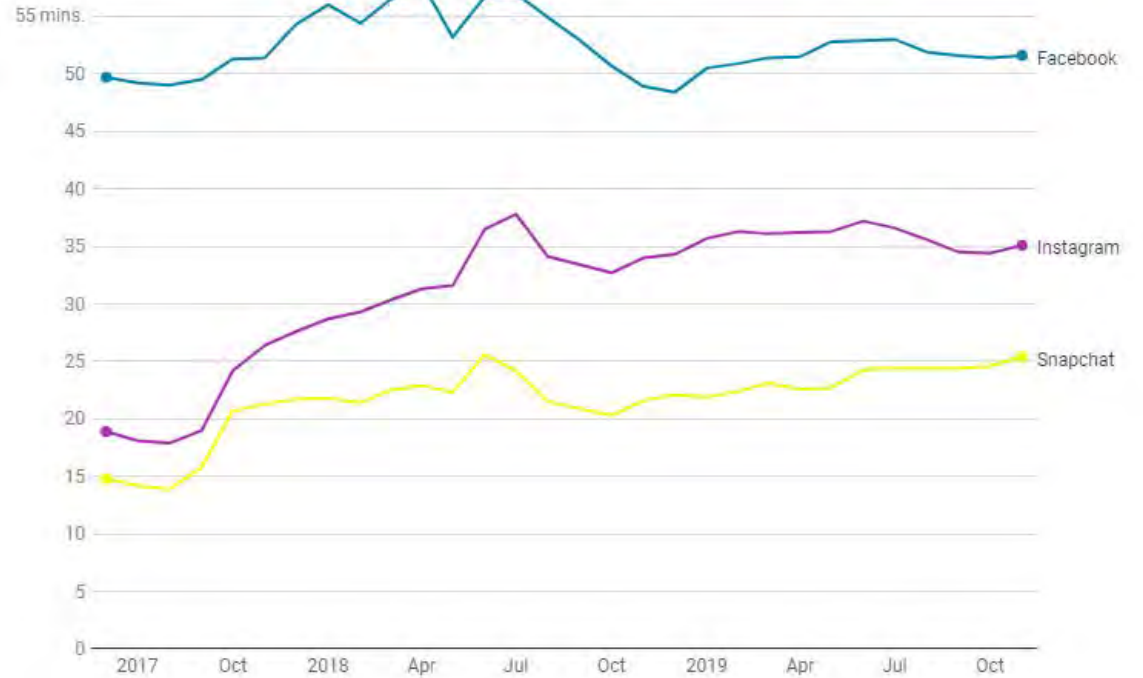


Mega Influencers: 1M+ followers
Micro Influencers: <100K followers

(Data pertains to Instagram, YouTube, Facebook, & Twitter combined)



Average time spent per US user per day on Android apps



Source: SimilarWeb



Roughly eight-in-ten U.S. adults go online at least daily

% of U.S. adults who say they go online...



Note: Figures may not add up to 100% due to rounding.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

Media Flights

- **Spring 2020:** Feb. 10 – May 31, 2020
- **Fall 2019:** Aug. 12 – Oct.31, 2019
- **Spring 2019:** Feb. 18 – Mar. 22, 2019
- **Spring 2018:** April 2 – June 10, 2018
- **Fall 2017:** Sept. 9 – Nov. 11, 2017
- **Spring 2017:** Mar. 1 – April 28, 2017
- **Summer 2016:** July 18 – Aug. 7, 2016

Quantitative Surveys

- **Wave 6:** TBD January 2021
- **Wave 5:** 1/20/20 to 1/31/20
- **Wave 4:** 1/31/19 – 2/7/19
- **Wave 3:** 1/8/18 – 1/19/18
- **Wave 2:** 5/30/17 – 6/8/17
- **Wave 1:** 10/24/16 -11/4/16

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.

Ski Lift



Ski lift advertising can be used for mass reach among local, winter adventurers. Ski lift ads are non-skippable during the eight minute ride up the slopes.

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 to work or to the mountains for the weekend.

Digital Media



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

High Impact Display



In-feed rich media video asset can be used to draw attention to CWC's message while the user is consuming articles on relevant content on their mobile device.

Facebook



Facebook is widely used by ITW as a platform to garner news and updates. Distribute video and imagery in the newsfeed for significant 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.

YouTube



YT should be used to distribute short form video to the ITW audience at scale. Messaging can be aligned with audience and/or with contextually relevant subjects like outdoors or Colorado lifestyle.

Snapchat



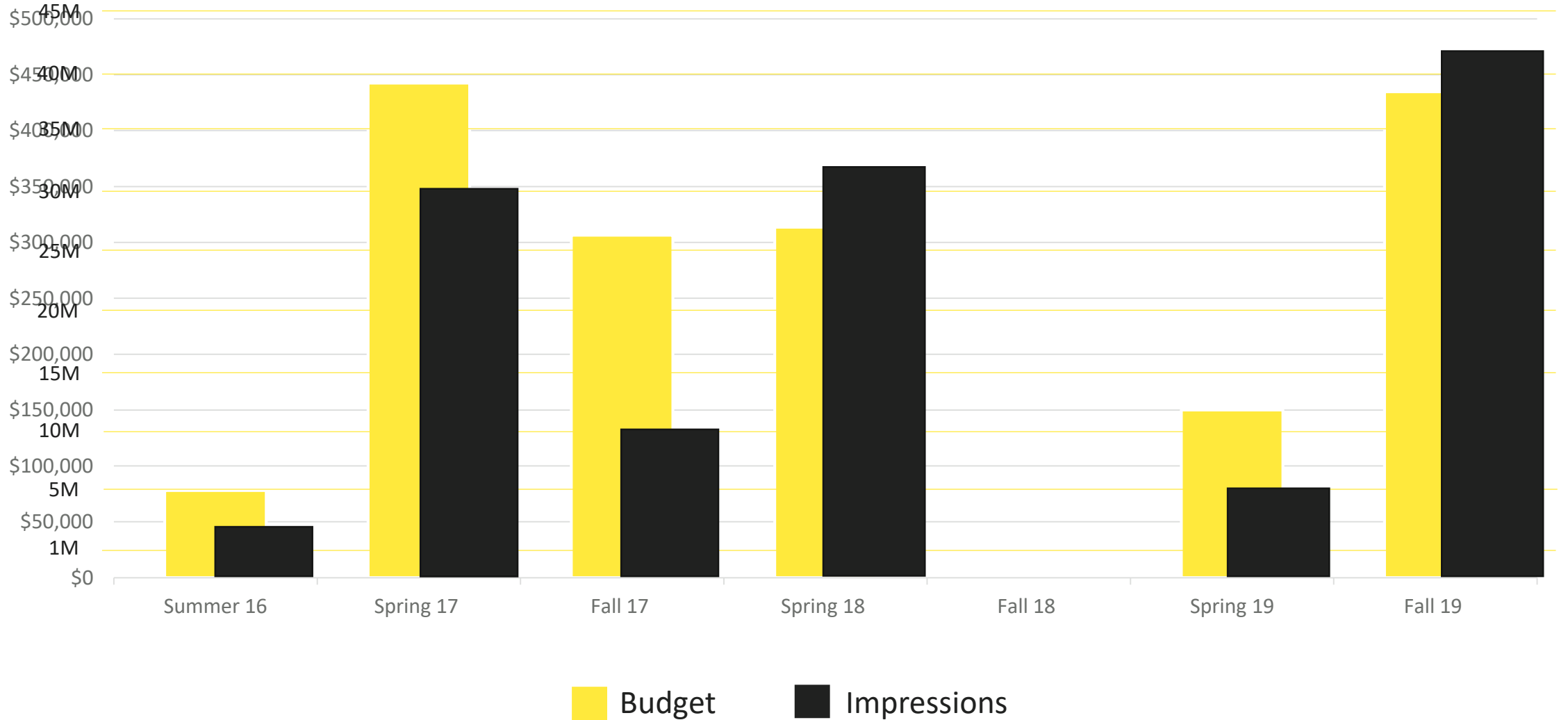
Snapchat is a popular platform for the ITW audience to keep up with the latest happenings. Utilize video assets to capture the ITW audiences attention while they're enjoying the outdoor benefits hunting & fishing afford.

Influencers

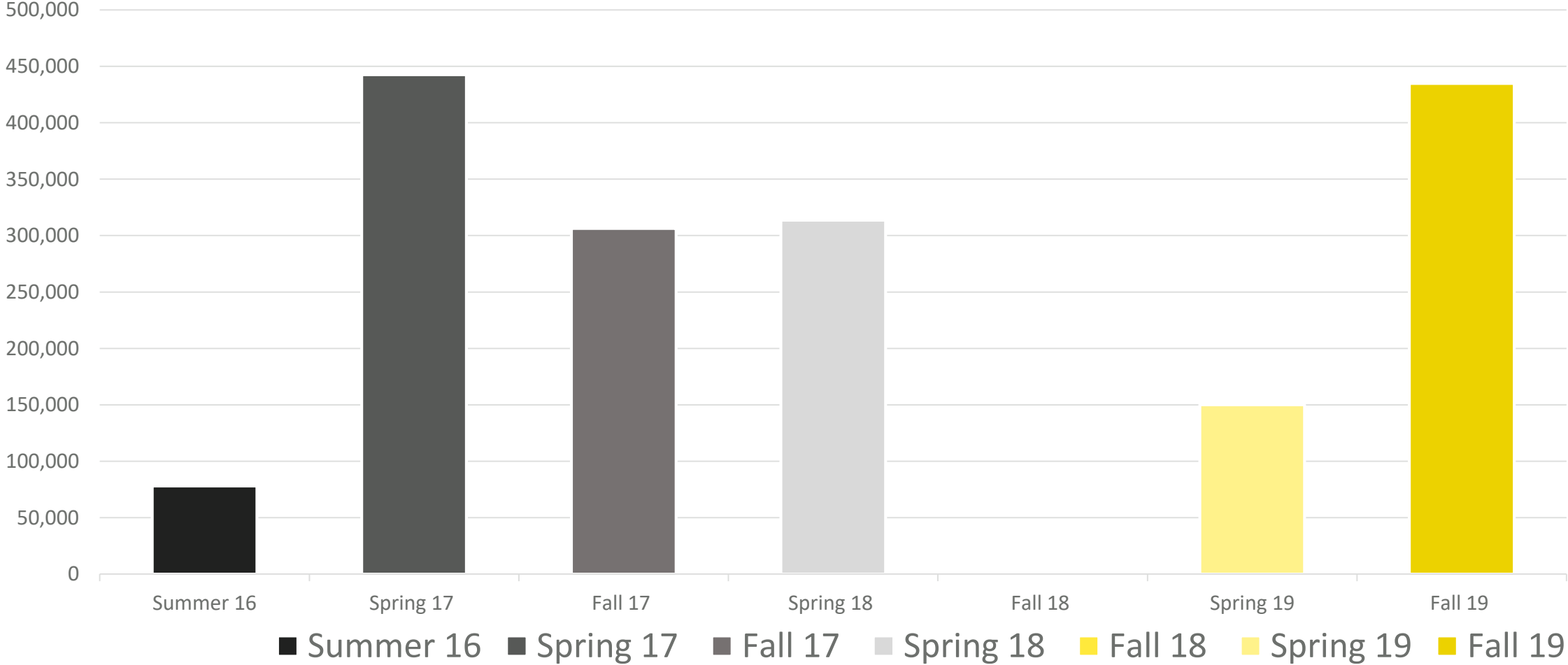


Leverage a partnership with 3-5 Colorado-based social influencers to amplify CWC messaging and authentically connect with our target audience at one of their frequent media touchpoints.

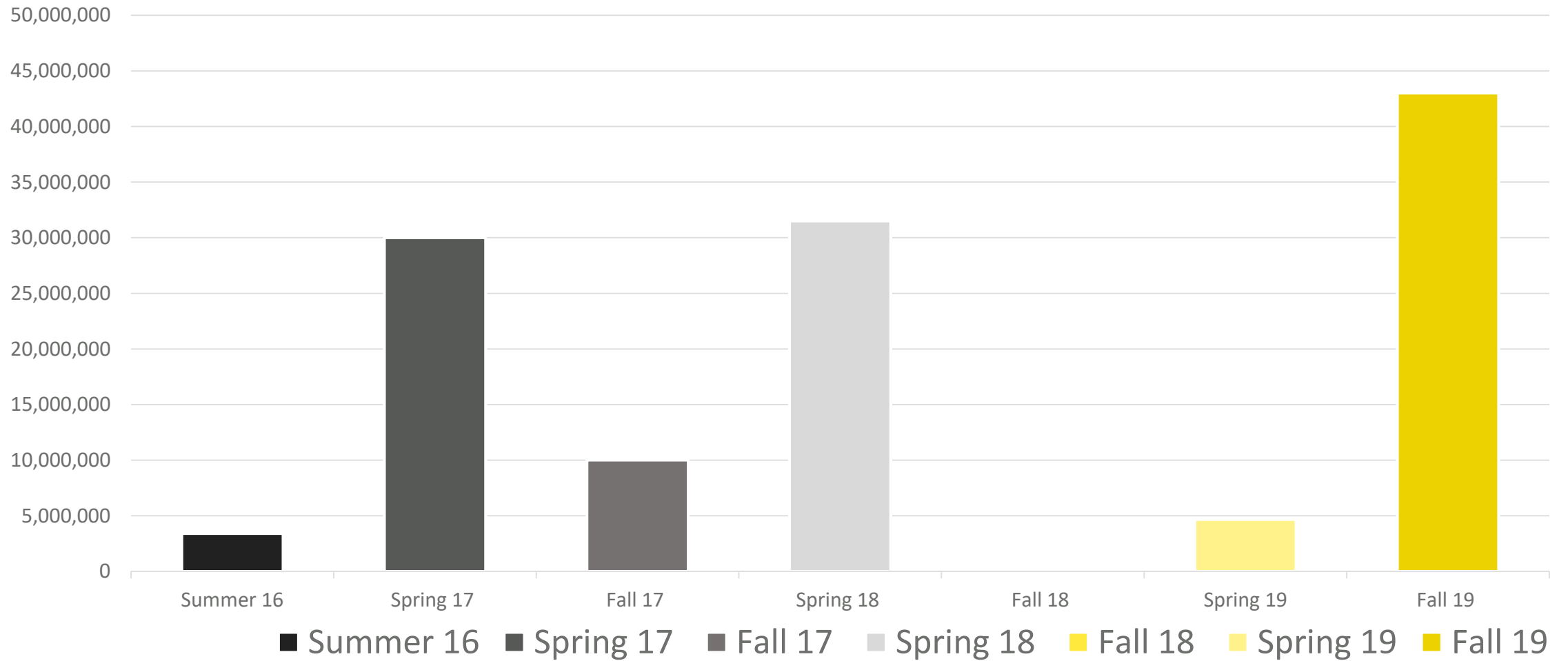
CWC YOY Performance



Budget



Impressions



Tactics

