

Colorado Wildlife Council

Dec. Virtual Meeting – 2020



Colorado
Wild
Council

Date Issued:

Dec. 2020

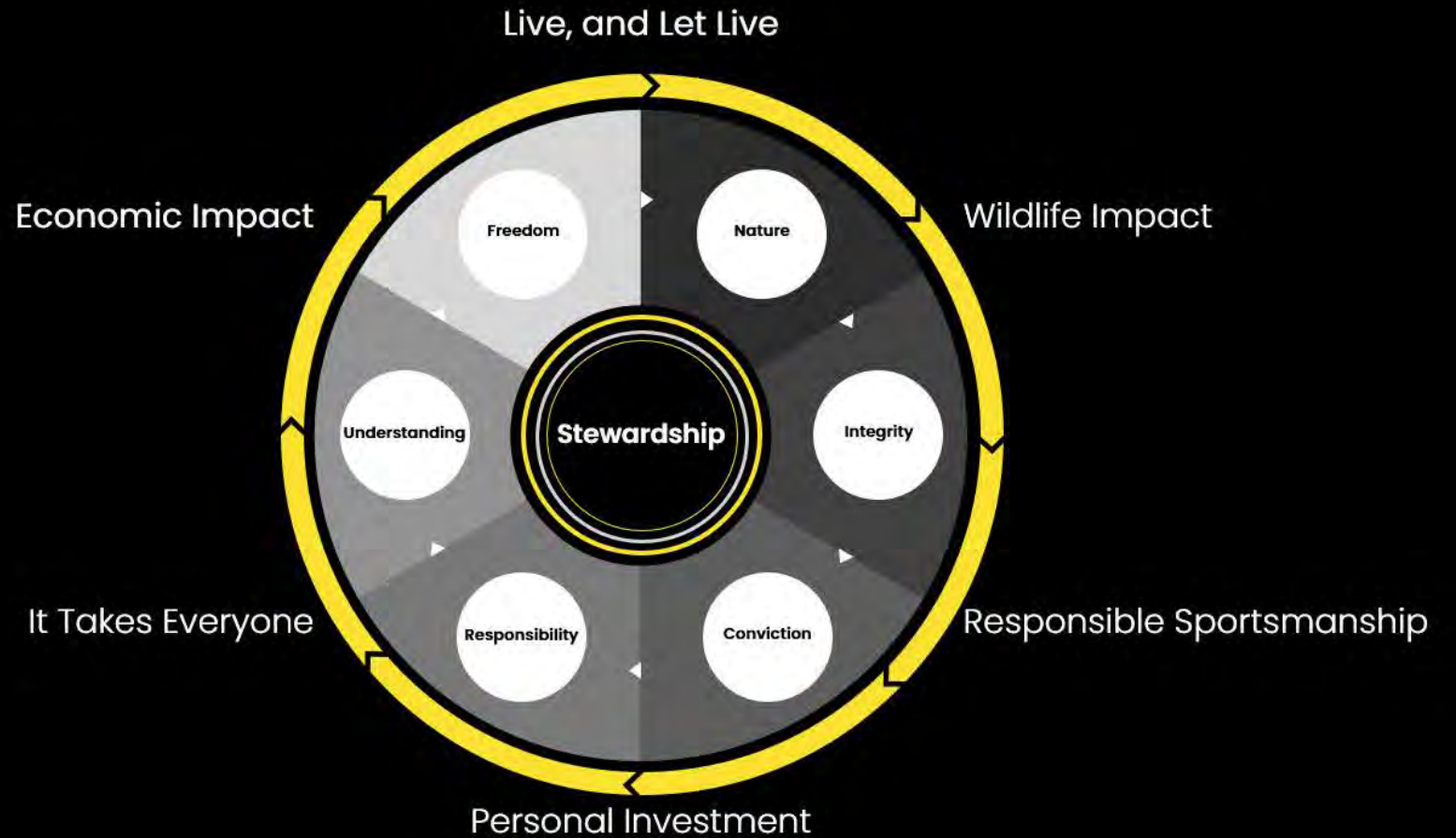
Agenda

- 01 **Creative Production Asset Review**
- 02 **Media Highlight**
- 03 **Website Launch**
- 04 **Action Items**

Creative Production

Asset Review

Brand Identity is Stewardship



Content Pillars



Conservation

Eye candy visual content with educational messaging about protecting Colorado.

1. Image with fact text
2. Video with fact text
3. List article & video
4. Statistics



Economic Growth

Content educating our audiences on the economic impact that hunting and angling has on Colorado.

1. Improves Coloradans' quality of life
2. License fees primarily fund
3. Colorado jobs



Wildlife

Content educating our audiences on the benefits wildlife receive because of hunting and angling.

1. CWC-funded wildlife management projects
2. Controlling overpopulation
3. Partner highlights
4. Wildlife specialist spotlights
5. Habitat



The Council

Content educating advocates only, on the purpose and mission of the council.

1. Educate and remind followers of CWC's purpose.
2. Get to know the council members and influencer team.
3. Interesting and informative updates from CWC public sessions
4. Response to FAQs and misinformation

Content Pillars



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Season
Three

*This is the
Wild Life*



This is the Wild Life

Video

**video files to be shared in live meeting*

:30 & :15 Broadcast Video

The Fox



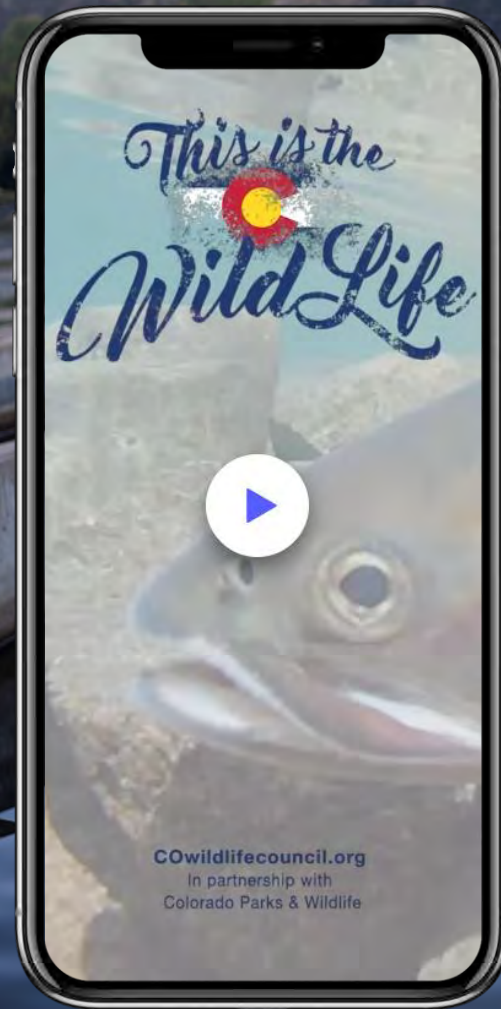
:15 Social Video

Ferret



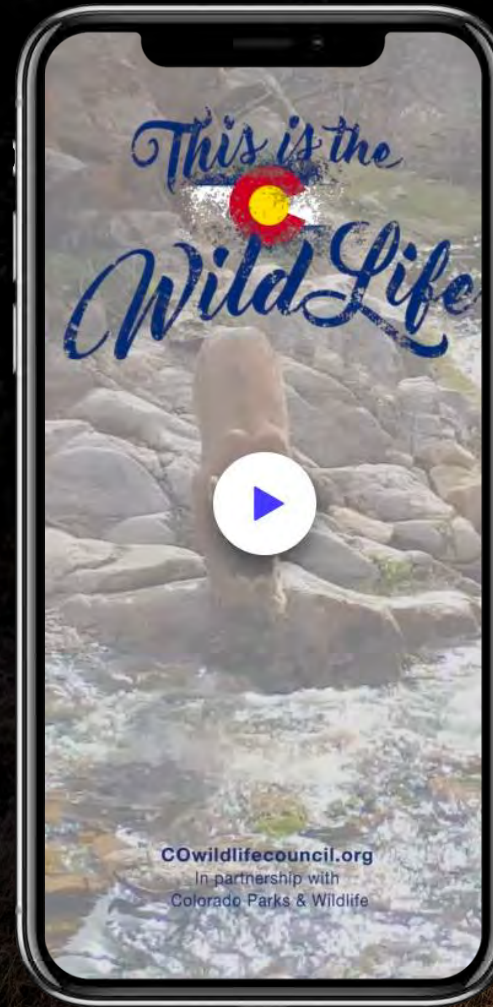
:15 Social Video

Fish Story



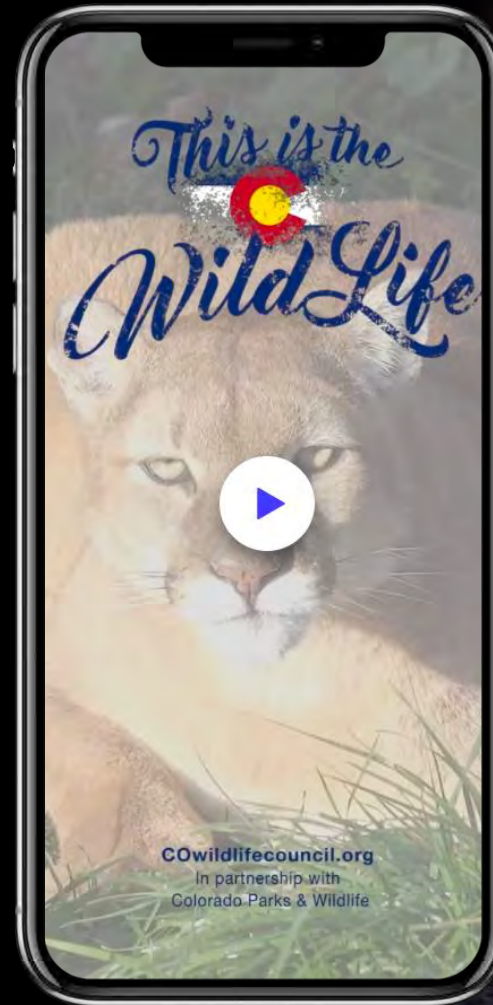
:15 Social Video

Cougar



:15 Social Video

Mountain Lion



In the Field

Long-form Video

6:00 Long-Form Web Video

In the Field



This is the Wild Life

Digital

Banner Animation

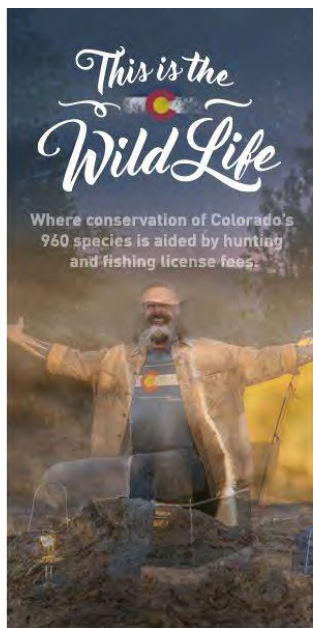
Animation Sequence



#1
Headline fades in as image of Sam slides in from right of frame to left.

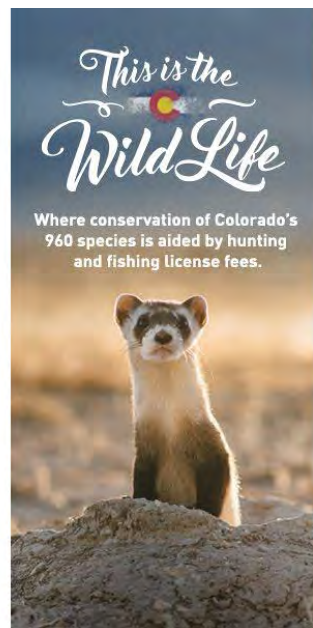


#2
Headline and image of Sam sit in place.

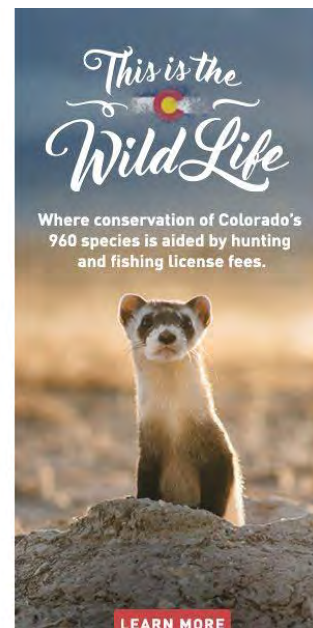


#3
Image of Sam fades out as image of ferret slides/fades in from left of frame to right.

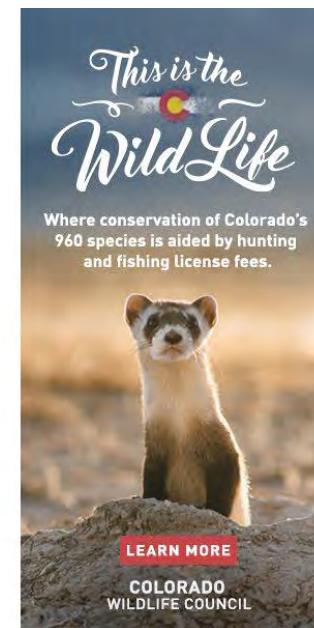
Body copy animates in with ferret image.



#4
Image of ferret and copy sit in place.

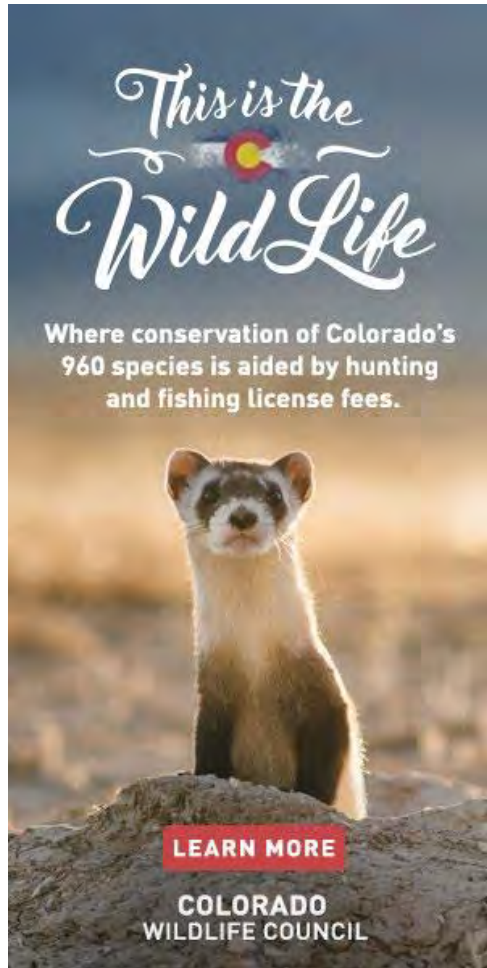


#5
CTA and CWC tag slide up in unison from bottom of frame.

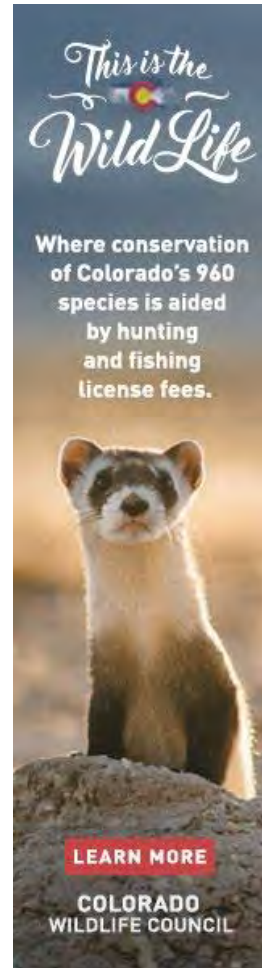


#6
Final banner position (doubles at static).

Static Banners



300x600



160x600



728x90



300x250



320x50

Phone Takeover

The viewer must initiate the video play.

Animation Sequence



#1

#2

Video frame moves in from left side.

#3

#4

Wood sign drops down from video frame.

#5

Ferret and Learn More button pop up from bottom.

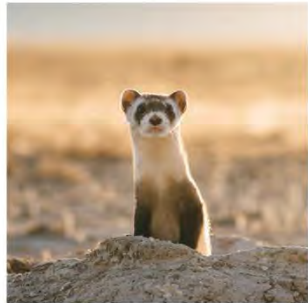
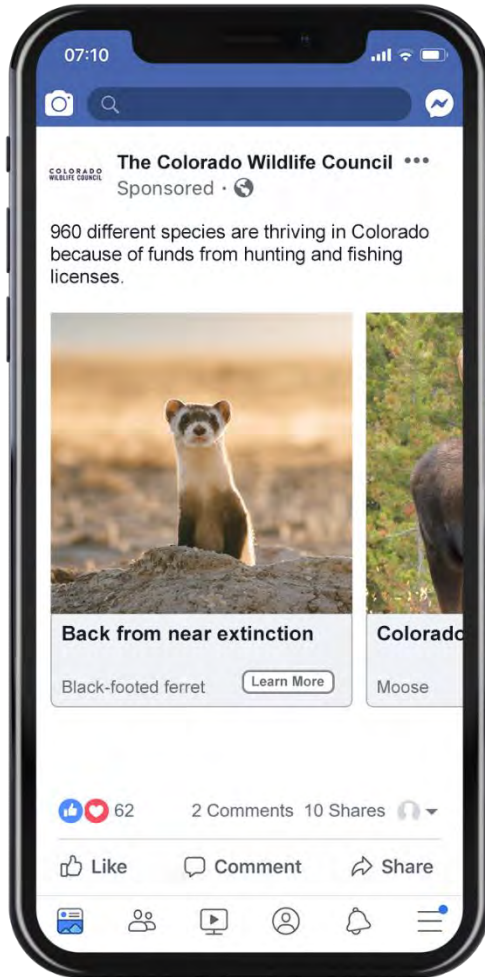
#6

Final position.

This is the Wild Life

Social

Facebook Carousel



Back from near extinction

Black-footed ferret

[Learn More](#)



Colorado's largest animal

Moose

[Learn More](#)



The world's largest population

Rocky mountain elk

[Learn More](#)



The missing lynx no more

Canada lynx

[Learn More](#)



Found in 53 of 64 counties in the state

Wild turkey

[Learn More](#)



Over 133,000 tadpoles reintroduced

Boreal toad

[Learn More](#)



Welcome to the Wild Life

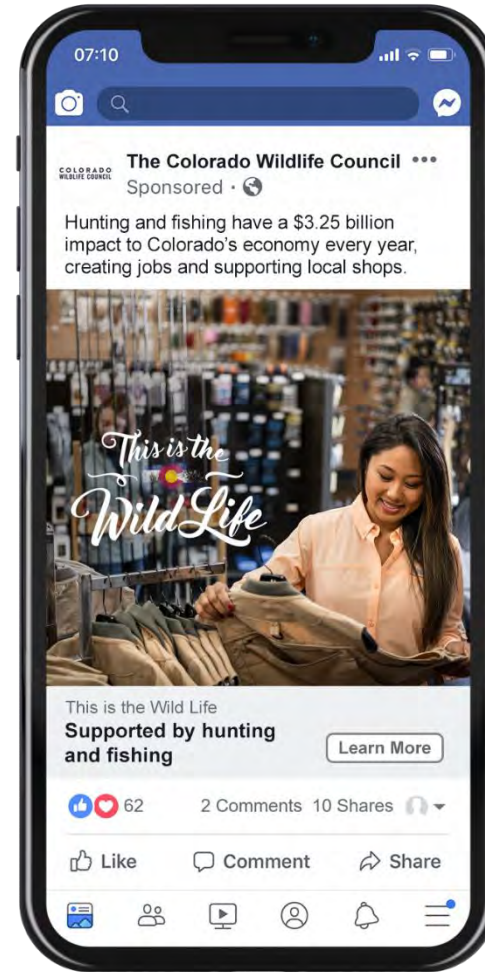
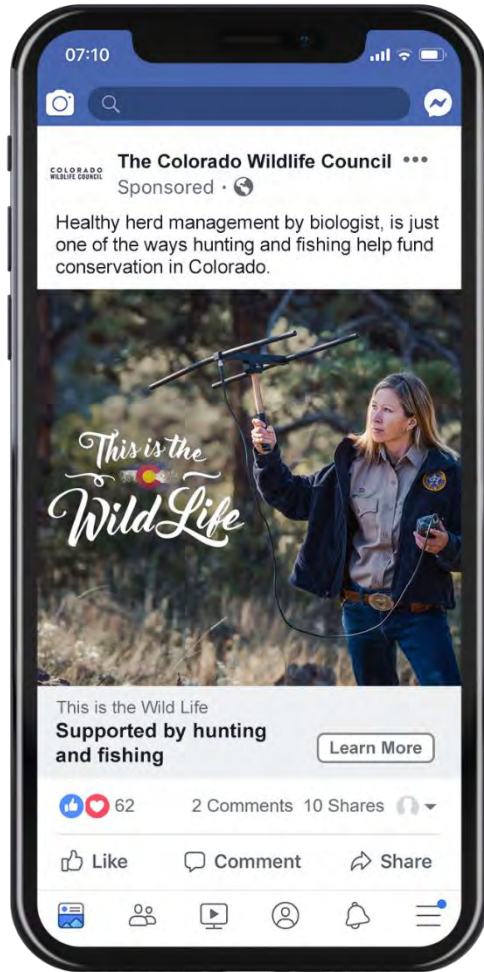
[Learn More](#)

62 2 Comments 10 Shares

Like Comment Share



Social Posts



Native Article

Imagery

Headline (25 characters): Why Do We Need Hunting?

Description (90 characters): It might surprise you, but hunting is the primary tool to help balance wildlife populations.



Creative Assets

Previously Approved

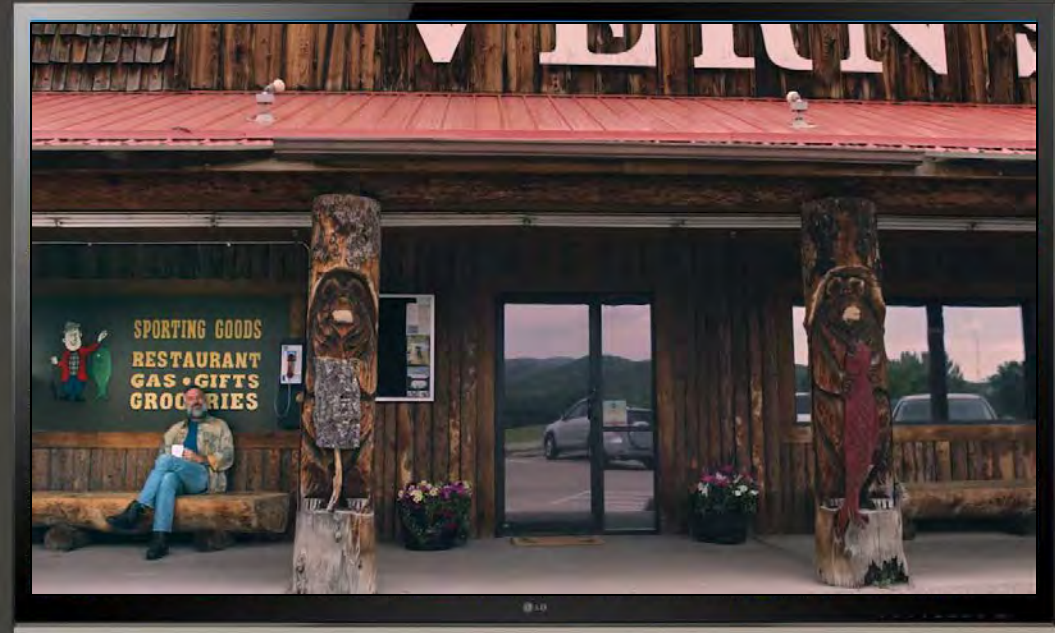
:30 & :15 Broadcast Video

Ski Lift



:30 & :15
Broadcast
Video

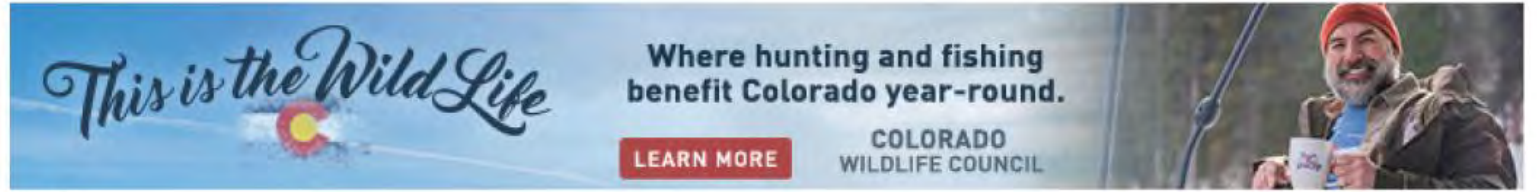
This is The Wild Life



Ski Lift Banners



300 x 600



728 x 90



320 x 50



300 x 50



300 x 250



300 x 600



728 x 90



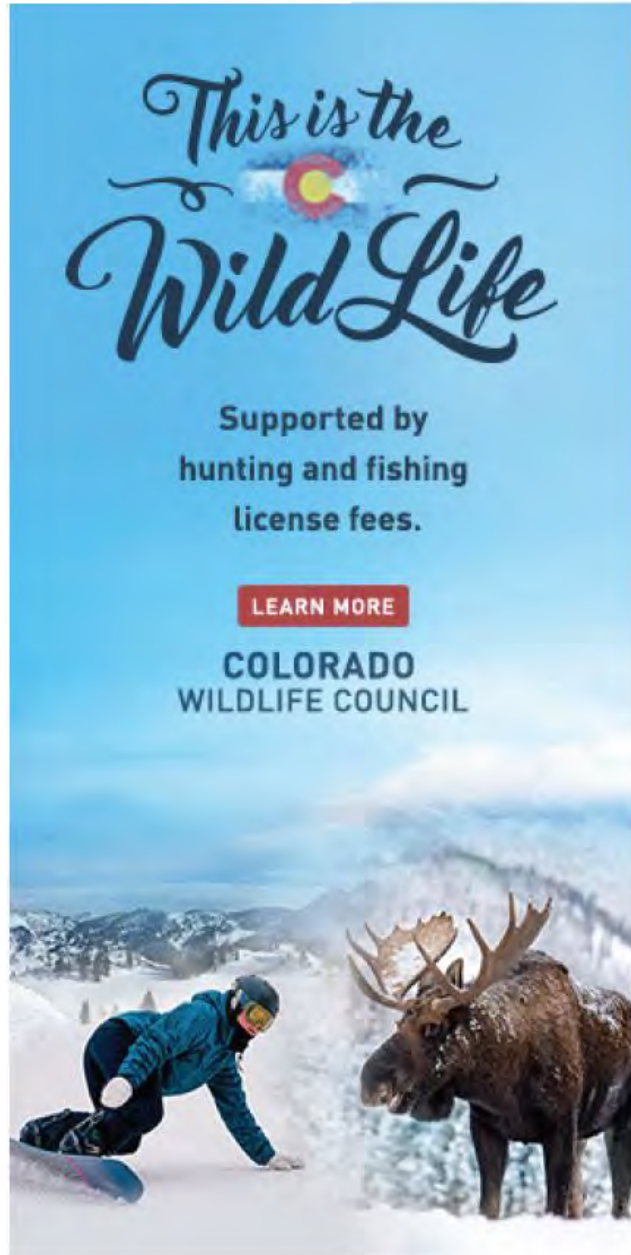
320 x 50



300 x 50



300 x 250



300 x 600



728 x 90



320 x 50

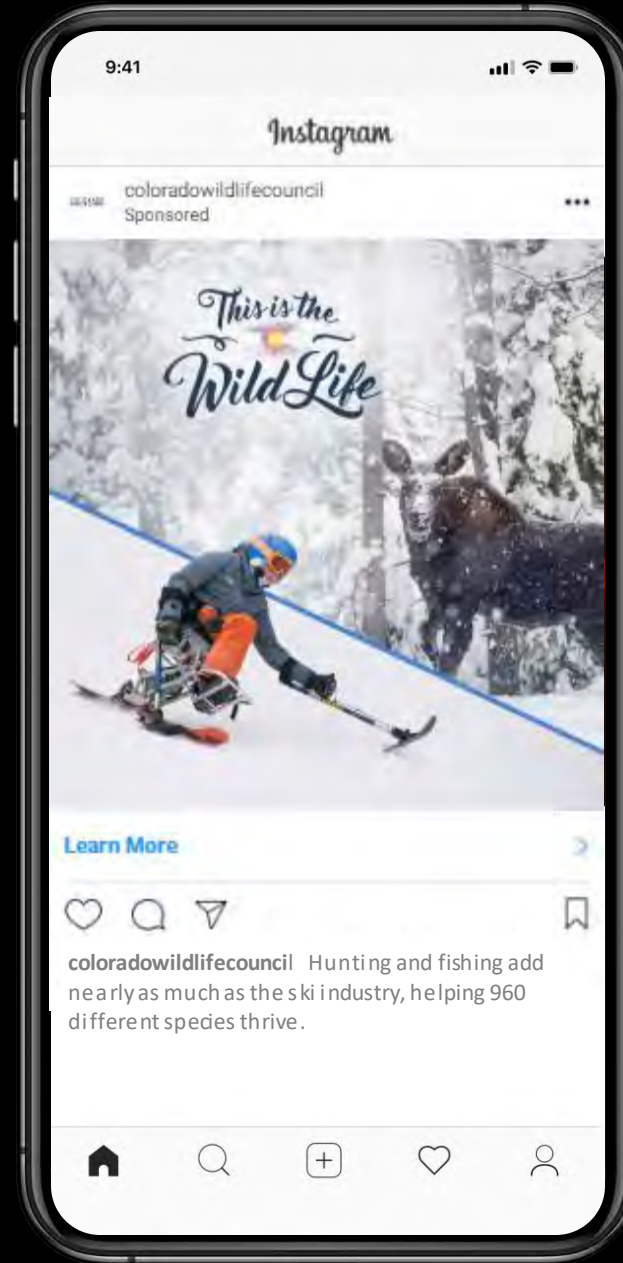
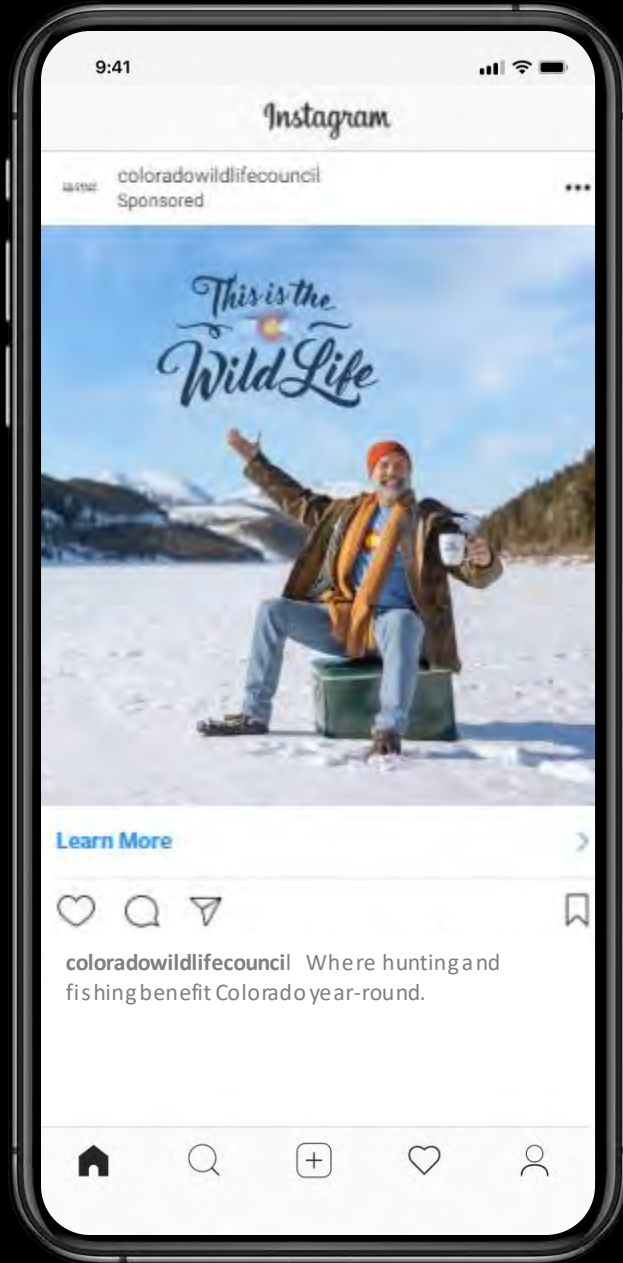


300 x 50



300 x 250

Social Posts



Social Videos



Ski Lift Creative



Media Highlight

Winter Flight Info

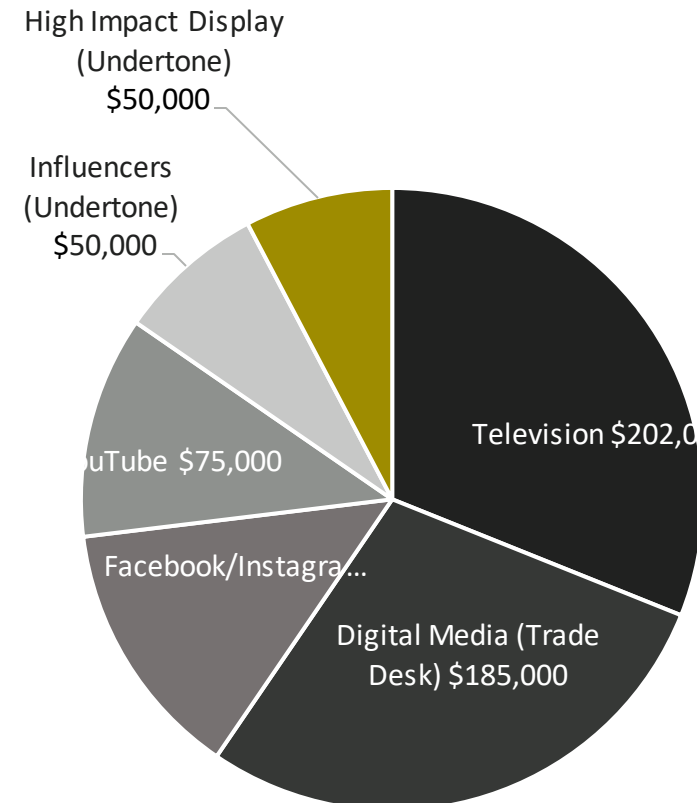
Winter Media Flight

BUDGET
TIMING
AUDIENCE

\$650,000

Jan. 4 – March 31, 2021

In The Wind (A18-35)



Confirmed Influencer Partners

Important Dates for Influencer Sub-Committee:

- 12/14: First-round of content in platform
- 12/16: Please review & add edits



Maddie Brenneman

@maddiebrenneman



Rob Herrmann

@rherrmannphotog



TJ David

@tj_skis

Website Launch

Website to be shared in the live meeting

Action Items & Next Steps

Action Items & Next Steps

JANUARY

- Winter media flight launch: Monday, Jan 4th
- Council Call: Thursday, Jan 21st

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

Date Issued:
Dec. 2020

www.rrpartners.com

Appendix

FY20/21 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: 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.

FY20/21 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

Approval Sub-Committees

- Website Redesign (July–Sept): Review/approve strategy, template, layout, imagery & copy
 - Tony Gurzick
 - Andy Neinas
 - John Justman
- Creative Assets (during production windows- late summer/early fall 2020): Review/approve -all scripts before production, casting selects, & post-production assets (ex: video file links)
 - Bob Shettel
 - Dan Gates
- Influencers (during media campaigns July–August 2020 & January–April 2021): Review/approve new influencers (individuals) & posts
 - Robin Brown
 - Gary Melcher
 - Jen/Ginny - to approve verbiage, messaging, etc.
- Social Media – Community Management (year-round): Review/approve posts & responses.
 - Tony Bohrer
 - Erin Crider
 - Jen/Ginny - to approve verbiage, messaging, etc.
- RFP Process – timeline TBD: Review/evaluate/approve RFP for new 5-year advertising contract
 - Bob Shettel
 - Andy Neinas