

Colorado Wildlife Council

January Call
2020



Colorado
Wildlife
Council

Date Issued:

January 2020

Agenda

- 01 **Spring Media Preview**
- 02 **Production Update**
- 03 **Quant Survey Update**
- 04 **Next Steps**

Spring Media Preview

Budget Approval

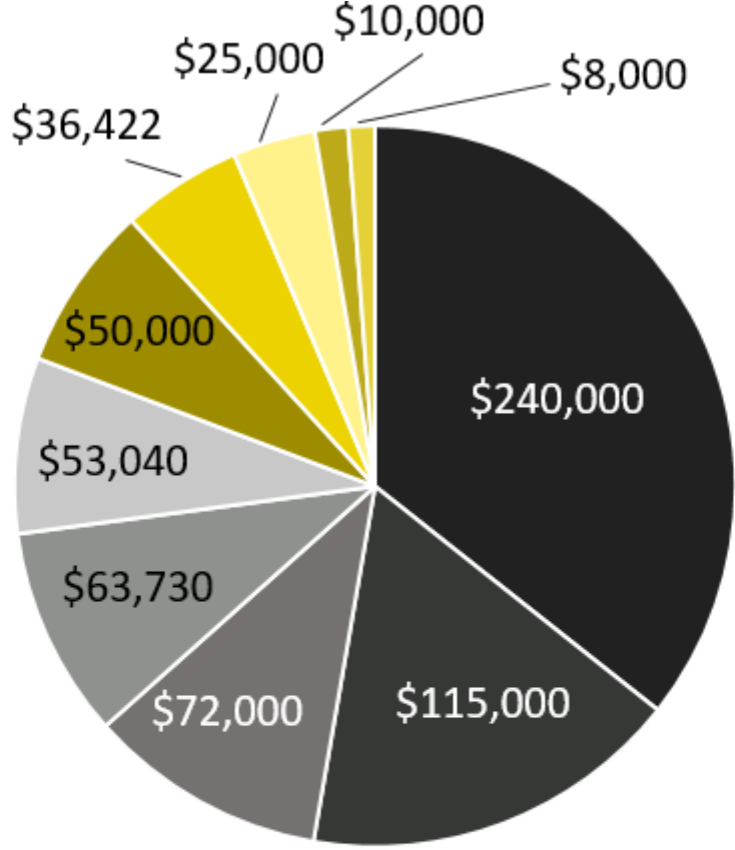
Planning Parameters

BUDGET \$686,433 (60% of FY budget)

TIMING Feb. 10 – May 31, 2020

AUDIENCE In The Wind (A18-35)

Planned Budget Allocation



- Television
- The Trade Desk
- Social Media
- Out of Home Billboards
- Ski Lift Advertising
- Influencers (Undertone)
- Opportunistic Funds
- Rich Media (Kargo)
- YouTube

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.

The Trade Desk



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

Kargo



Kargo's 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



YouTube 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.

Television

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

TIMING 3/9 – 4/13 (5 weeks)

TACTICS Sports
ITW Prime Programming

GEO Denver DMA

CREATIVE This is the Wildlife
(:15 seconds & :30 seconds)

Ski Lift OOH

Reach local winter adventurers in a format that cannot be skipped during the 8-minute ride up the slopes. Ski lift advertising will serve 8M impressions a month.

TIMING 2/10 – 4/31 (12 Weeks)

TACTICS 80 Ski Lift Chairs

LOCATION Keystone
Breckenridge

OOH Billboards

Reach the commuting audience in a format that cannot be switched off. Billboards will deliver CWC message 24 hours a day, 7 days a week; repeated views will keep the campaign top of mind.

TIMING 3/1 – 4/26 (8 weeks)

TACTICS 6 Static Billboards
5 Digital Billboards

GEO Denver

Quant Survey Update

Survey

- Survey Conducted: 1/20 to 1/31
- Data Analysis: 2/3 - 2/14
- Deliver high-level summary of findings: 2/20
- Deliver full report: week of 2/24

Production Update

Production Timing



- Casting & Location Scouting: January 6th & 7th
- Production: January 13th – 16th
 - Day 1: Echo Mountain Ski Resort (ski lift spot)
 - Day 2: Lodge & fishing
 - Day 3: outdoors; jogging, toast locations
 - Day 4: small crew "run & gun" toast locations on the front range

Next Steps

Next Steps

JANUARY

- Annual Tracking Survey
Conducted: 1/20 to 1/31

FEBRUARY

- Council Meeting: 2/20 @ Capitol
- Post-Production Editing & Asset Development
- Spring Media Launch

Thank
You



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Prepared by:
R&R Partners

Company Representative

Jacqueline Meason
Account Director

Date Issued:
January 2020

www.rrpartners.com

Appendix

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

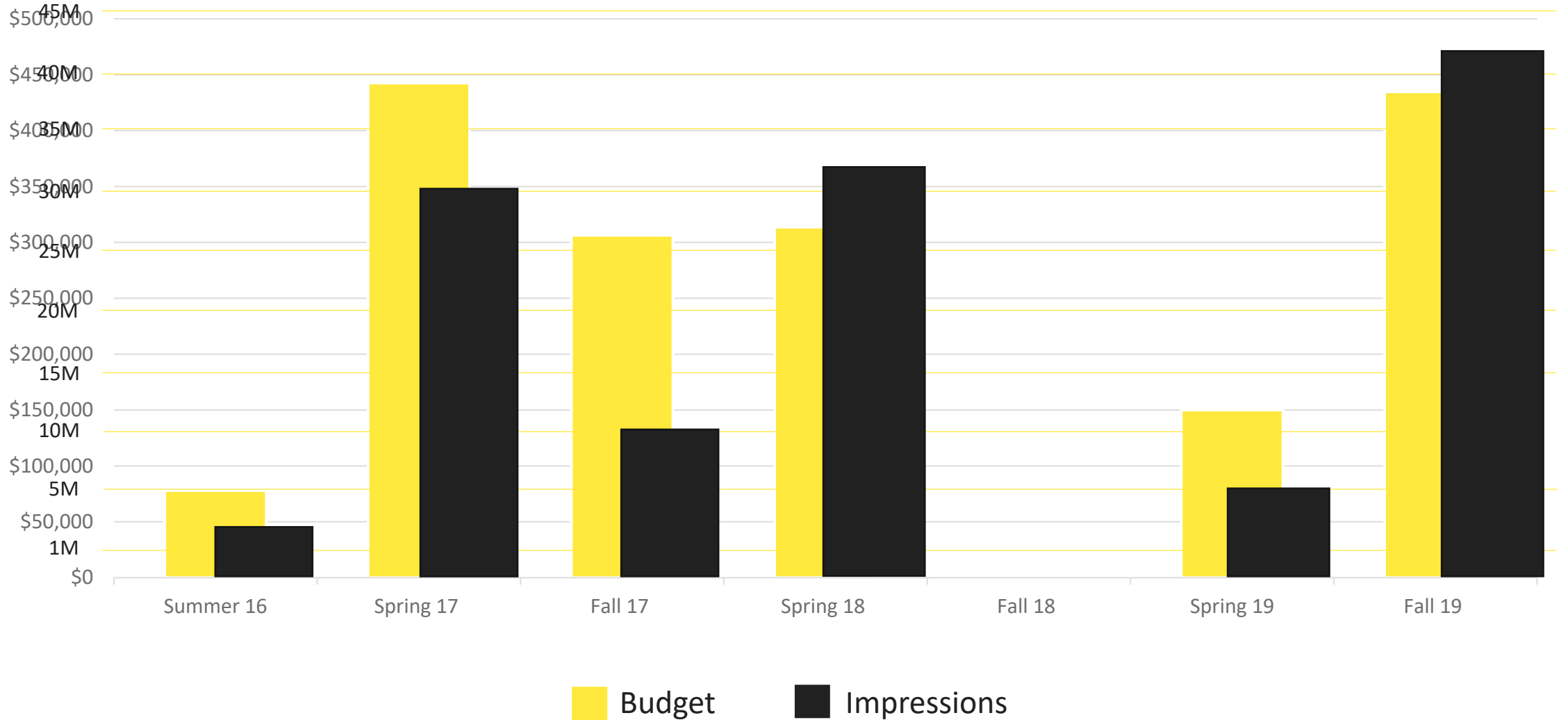
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520

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

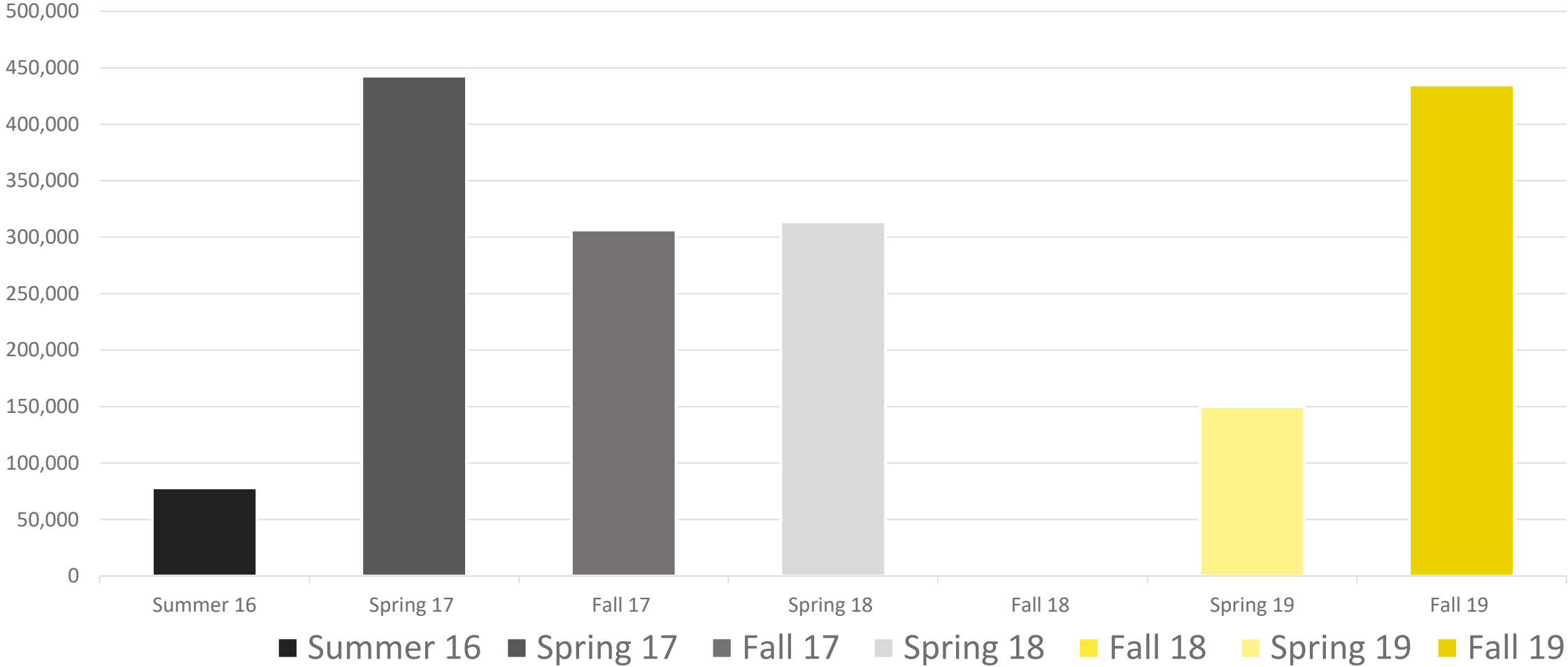
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480

GRAND TOTAL:** 3,327 \$382,605 \$1,692,395 \$2,075,000

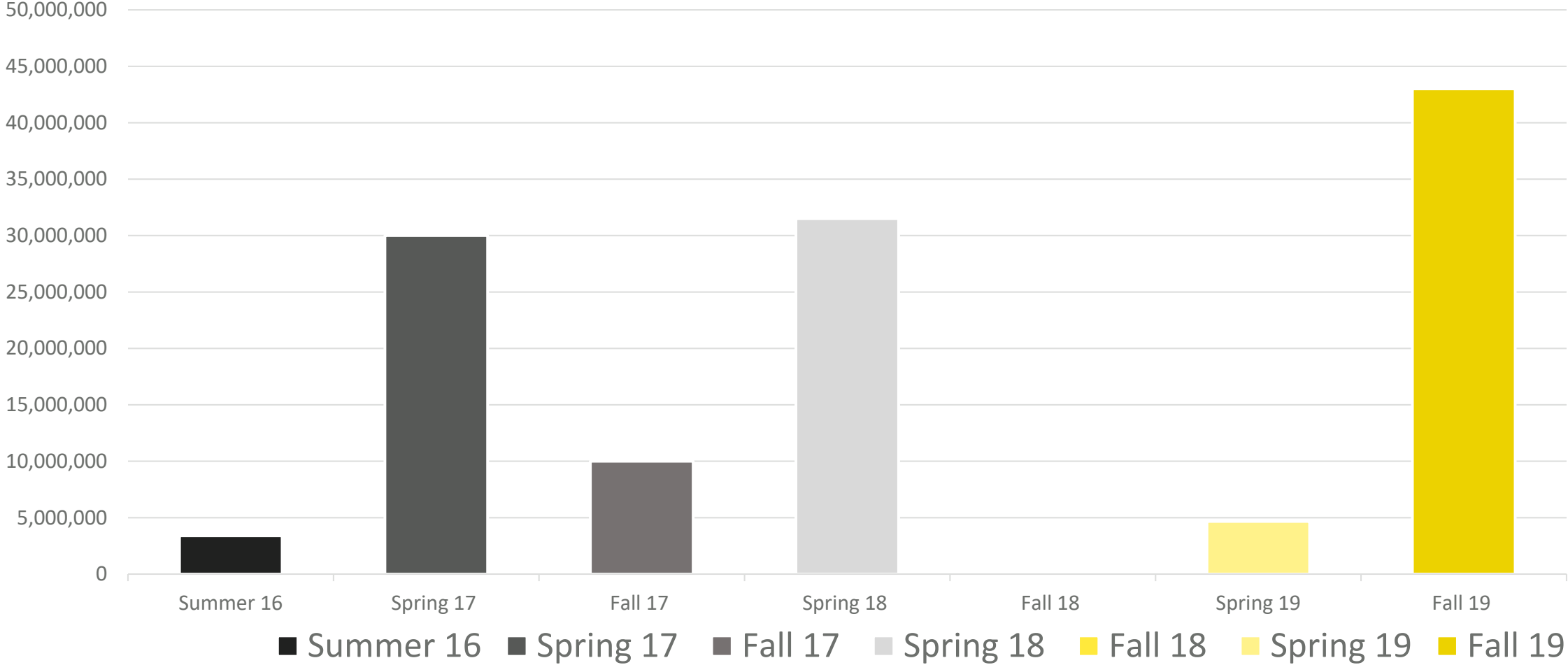
CWC YOY Performance



Budget



Impressions



Tactics

