

Colorado Wildlife Council

June Call – 2020



Colorado
Wildlife
Council

Date Issued:

June 2020

Agenda

- 01 **Quant Study – Evolution**
- 02 **Spring Media Recap**
- 03 **Summer Media Reco**
- 04 **Looking Ahead – FY 20/21**
- 05 **Next Steps**

Quant Study

Evolution Efforts

Evolving the **Research**

Review strategic framework and KPIs

- Revisit CWC's goals & objectives
- How can the research better measure against those goals?

Reevaluate how we measure KPIs

- Do measurement tools align to KPIs?
- Survey vs. media tools
- Prioritizing survey themes
- Wording of questions & answer choices

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.

Marketing Initiatives

- 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

Council Objective

Support favorability towards hunting and fishing in Colorado and increase the number of people who would not support a ballot initiative to further restrict hunting and/or fishing.

Public Awareness (85%)

R&R Partners

Influence public sentiment towards hunting and fishing in Colorado through awareness of the positive impact license fees make on the state.

KPI's

- Messaging Awareness
- Knowledge of License Fee Benefits
- Support for Hunting and Fishing

Partnership Support (10%)

Co. Wildlife Council

Gain support from other organizations to help amplify the council's mission.

KPI's

- Number of Partnerships
- Message Amplification
- Event/Speaking Invitations

Legislative Support (5%)

Co. Wildlife Council

Build a strong backing from Colorado law makers to keep ballot initiatives that restrict hunting and fishing off the polls.

KPI's

- Ballot Initiatives
- Legislator Access
- Legislator Supporters

Measuring KPIs



KPI: Awareness of messaging

- Measure using our media tools, such as Facebook and YouTube brand lift studies.
- Brand lift studies allow us to directly target ITW/those who have seen CWC ads, compared to a survey with mostly Gen Pop.
- Can use survey to supplement media tools but will be less of a focus.
- Allows us to prioritize other topics.



KPI: Knowledge of license fees benefits

- Survey currently asks how wildlife mgmt. is funded.
- Also tests messages regarding the benefits of license fees to wildlife and public land.
- Further tease apart this topic by exploring knowledge of the specific benefits license fees have to Colorado beyond wildlife mgmt. (e.g., economy, wildlife, wildlife programs, public lands, etc.).
- Potentially dig into the importance of wildlife mgmt. and mgmt. tactics.



KPI: Support for hunting and fishing

- Currently ask about general support of hunting and fishing overall.
- Suggest to revise question wording and answer choice selection to eliminate any ambiguity.
- Layer in additional questions to further understand support levels/attitudes – perhaps taking a modular approach to uncover what aspects of hunting/fishing might be losing or gaining support.



Ballot question (not a KPI)

- Use more as a "pulse" rather than a measurement.
- Ballot question is confusing.
- Suggest to revise question wording and answer choice selection – need more clarity in what we're asking.
- Shouldn't rely on one question to measure.
- Need to diversify into several questions; add additional follow-ups to further probe topic.

Spring Media Recap

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)

Spring Media Objectives & Goals

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 (September, 2020)
- Secondary: Clicks (CTR), video views (VCR) and website visits

Campaign Results

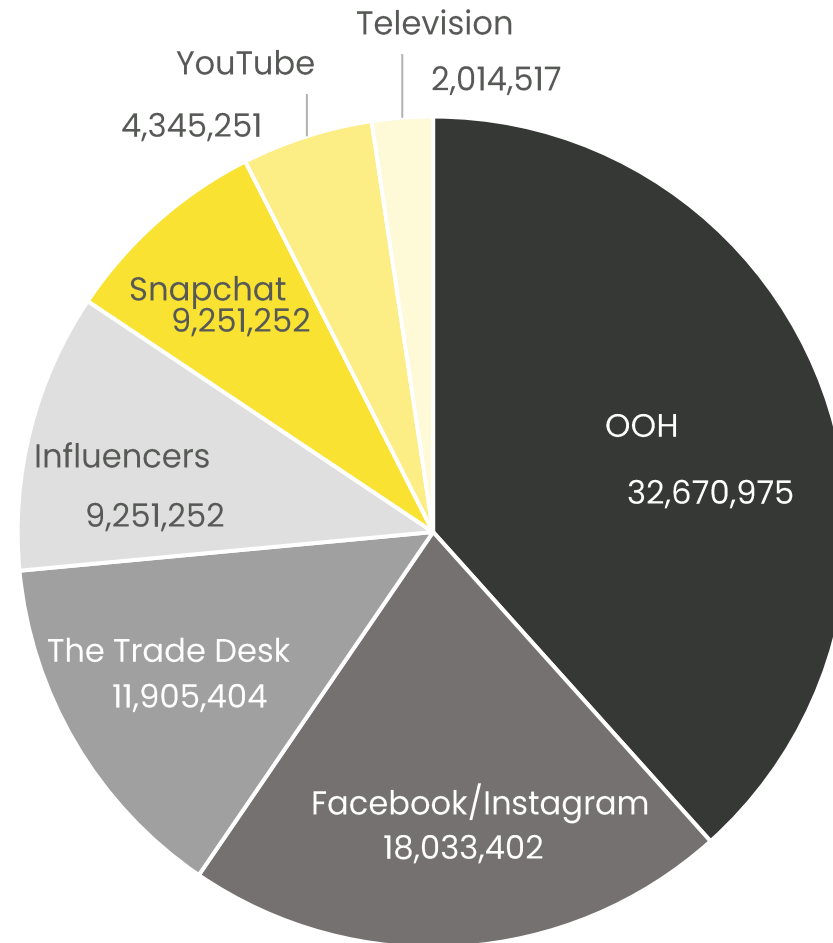
85,166,227 total impressions

9.92% ad recall lift

7.1 point increase in brand lift from
Facebook

\$154,631 total added value

Campaign Results



85,166,227 total impressions

Broadcast Television

Goal:

Awareness: Impressions amongst audience

Result:

2,014,517 impressions delivered

Program Details:

- Ranked by audience rating:
 - The Bachelor
 - The Masked Singer
 - 60 Minutes
 - This Is Us
 - Grey's Anatomy

Recommendations:

Continue to TV buy with flexibility as programming will see unprecedented changes due to studio closures and quarantines.

Spots Delivered	864 Spots
Added Value	240 Spots
Added Value Earned	\$38,138

Out Of Home Billboards

Goal:

Awareness: Impressions amongst audience

Result:

32,670,975 impressions delivered

Program Details:

- The OOH boards captured \$38,138 in added value from the month extension.
- Four static billboards and one digital billboard are still live and will be kept up as long as possible for added value.

Recommendations:

Continue to capitalize on the free billboard placements into the Summer campaign for free exposure.

Boards	14
Impressions	32,670,975
Total Plays	126,985
Added Value Impressions	9,471,560
Added Value	\$116,493

Facebook & Instagram

Impressions	18,033,402
Reach	2,098,171
Ad Recall	9.92%
Clicks	21,248
Post Engagement	1,135,096
Frequency	8.59

Goals:

Awareness: Ad recall, brand recall lift, engagement

Result:

- Estimated Ad Recall (EAR): CWC 9.92% Benchmark 9.00%
- Brand Lift: As a reliable result, Facebook states there's a greater than 99.9% chance that CWC Facebook ads caused brand lift.
 - Out of the people reached, Facebook estimates that CWC ads caused 52,298 more people to give the desired response to the ad recall poll question.
 - "Do you recall seeing an ad for The Colorado Wildlife Council online or on a mobile device in the last 2 days?"

Insights:

- Facebook (Benchmark 11%):
 - Toast :15s | 15.27% EAR | Economic Impact
 - Ski Lodge :15s | 14.87% EAR | Wildlife
- Instagram (Benchmark 5%):
 - Kayaker :15s | 8.98% EAR | Public Space
 - Elk: 15s | 7.48% EAR | Wildlife

Facebook & Instagram

Top EAR Content:

Facebook: Economic impact and wildlife pillars

IG: Public spaces and wildlife pillars

Low Ad Recall Content: The Moose Carousel unit generated the lowest ad recall rate (6.27% EAR).

Platform: Facebook led ad recall performance while Instagram saw stronger engagement

Targeting: Factual geo-location audiences were the top performing audience targets compared to the Facebook based "In the Wind" audience

Unit: Across platforms, video was the strongest performing tactic.

Recommendations:

- Consider additional third-party data segments
 - Other potential data partners can base audience segments on purchase data
- Continue to utilize brand survey tool to measure brand lift
- Do not recommend carousel units for the next campaign as the unit is high engagement.
- Consider switching from an ad recall objective to a reach objective.

Influencers

Goals:

Awareness: Impressions, ad recall, engagement

Result:

Captured a total of 9,251,252 media impressions at a 2.1% engagement rate.

Insights:

- Post sentiment was 91% passion and 84% overall positivity
- Top posts based on engagement:
 - Rob's posts captured 37% of the 160 comments
 - Shyanne Post 1: 4.11% EAR
 - Rob & Maddie Post 1: Both 3.34% EAR
- Overall, Maddie and Rob had the highest ad recall rates.
 - Maddie 4.39% EAR
 - Rob 4.37% EAR
- Rob's posts captured the most paid reach and impressions because his content was ranked as high quality and prioritized within the newsfeed.

Paid Media Reach	1,648,128
Estimated Ad Recall	5.83%
Paid Media Clicks	43,856
Organic Post Engagement	18,205
Engagement Rate	2.1%
Organic Likes	17,986
Organic Comments	160

Influencers

Engagement: Influencers audiences had supportive tendencies. The organic comment section was filled with support and acknowledgement that CWC supports wildlife conservation.


Content: Rob's post content focused on landscape and wildlife imagery with themes of management and conservation in the copy.

Process: To make the influencer process manageable, the focus was to have the four influencers produced more content for CWC rather than managing additional influencers.

Recommendations:

- Although a strong tactic, influencer marketing will be taking a hiatus during the Summer '20 campaign due to the shortened campaign flight and lengthy vetting process.
 - Best practice document
 - Management efficiencies
- In the future, we recommend working with Rob and Maddie again as both influencers generated top quality content and conversations.
- Continue to search for diverse influencers.
- R&R continuing to work on the influencer process to make approvals more seamless.

Organic Influencer Posts



shyanneorvis • Follow

shyanneorvis More than ever, I find myself truly appreciative for our beautiful state of Colorado. The wild lands we roam, the ability to hike the mountains or find clarity on the water, it's something we often take for granted. #sponsored

While we navigate this uncertainty, I know many of us are finding solitude on the river. If you're a Colorado resident like myself, you likely know how fortunate we are. Did you know it's the revenue generated from the sales of hunting and fishing licenses, that helps support Colorado's wildlife management efforts, threatened and endangered species programs, habitat conservation and conserving Colorado's outdoor heritage?

1,513 likes
MARCH 27

Add a comment... Post

In-feed Post #1 |
@shyanneorvis



rherrmannphotog • Follow

rherrmannphotog #ad Since moving to Colorado my love for this land has continued to grow exponentially. The more locations I am fortunate enough to explore the more powerful the feelings become. Having access to millions of acres of public land is something I never even imagined as a kid. Public access to lakes, rivers, and mountain ranges bigger and more beautiful than I can often process.

As I have matured as an outdoorsman I have become more and more aware of the massive contribution that hunting and fishing bring to the natural world. Revenue generated from the sale of hunting and fishing licenses supports all aspects of Colorado conservation. They help to

650 likes
MARCH 28

Add a comment... Post

In-feed Post #1 | @rherrmannphotog

Organic Influencer Posts



 **maddiebrenneman** • Follow ⋮
Paid partnership with coloradowildlifecouncil

 **maddiebrenneman** One of the best parts about buying a fishing and hunting license in Colorado is knowing that the money we spend to buy these licenses goes back towards funding conservation efforts in our state. #ad The money generated from licenses does not just benefit hunters and anglers but rather our state as a whole and everyone who enjoys being outdoors in Colorado. Both hunting

3,781 likes

MARCH 29

Add a comment... Post

In-feed Post #1 | @maddiebrenneman

Influencer Comments

 **douglasflyfishing** Truth, perfectly said! Right on!
8w 1 like Reply

 **james.j.ludwig** Yes! Support conservation! ...
1w 2 likes Reply


 **details_marine_services** Right on girl!! 🇺🇸 🇨🇦 🇺🇸 🇺🇸
3w 1 like Reply


 **zeenafishing** 🇺🇸 #perspective 👍
4w Reply

 **sportsmanjackj** I've been in Alaska hunting and fishing for 3 years. And it has been amazing! But, I can't wait to be back home in Colorado this summer and get to fish! #coloradonative #coflyfishing #jiminezalaskalife


 **dr.skfergus** Hunting and fishing is conservation! Thanks for helping spread the word! 🙌🙌🙌
1w 4 likes Reply

 **dtflyfisher** Great picture and message! I feel the same way about Alberta. A weekend in Colorado is on my bucket list. Saturday fishing, Sunday Bronco game.. ...

 **hacklehoarder** This is a fantastic post. CPW needs all the money it can get.
8w 1 like Reply

 **golden_willy4** Thank you for the well written article, many people don't understand but I think the way you explained it many people can understand and maybe they won't give us hunters and fishermen a hard time.

 **theericpratt** #preservefornotfrom
8w 1 like Reply

 **jolyn** Yes, yes, yes. An important reminder for everyone who enjoys the outdoors in CO...which is pretty much everyone in CO.

 **ddbreckrealtor** Thank you @maddiebrenneman You're definitely in that influencer category and it's great to hear your words on this topic. All of us outdoorsy people are on the SAME team, we gotta work TOGETHER to protect our amazing playgrounds. 😊🔥❤️

YouTube

Goals:

Education: Video views

Result:

View Rate: CWC 60.85% Benchmark 31.00%

Insights:

- Mobile captured 65.2% of impression delivery and 59.3% of views
 - TV's captured the second most impressions and views
- Short form video (:15s) served more impressions and captured more views than the longer clips (:30s)
- Top three segments:
 - Winter Sport Enthusiasts | 67.32% view rate
 - Sports Fans | 64.74% view rate
 - Outdoor Enthusiasts | 64.67% view rate
- Audiences gravitated toward terms and keywords including; outdoor, bass, snow & park.

Impressions	4,345,251
Clicks	4,119
Views	1,081,103
View-Rate	60.85%
CPM	45.75

Buying: Once campaign was optimized to buying on a CPV, the view rate increased significantly.

Consumption: Consumption was higher on weekends and evening hours.

Creative: Short form video (:15s) served more impressions and captured more views than the longer clips (:30s).

Recommendations:

- Exclude irrelevant site visitors for 14 days. By excluding users who bounce from the site, CWC can focus serving impressions to other users.
- Retarget website visitors who have spent more than :30s on site.
- Utilize Google Bumper Machine to generate more :06 bumpers from the longer CWC videos.
- Increase bids during times of high consumption.
- Continue buying on a CPV objective.

Snapchat

Goals:

Awareness: Video views, swipe ups

Result:

Swipe up rate: CWC 0.45% Benchmark 0.40%

Insights:

- Of the three versions of creative tested, “Morning Jog” captured the highest swipe-up rate at 0.92%.
- Three audiences were used to target the “In the Wind” group. Of the audiences, the “Nature & Outdoor Enthusiast” was the top performing segment.

Impressions	6,945,426
Swipe-ups	30,951
CPSU	\$0.50
Swipe-up Rate	0.45%
Completions	25,606

Snapchat

Location: The platform is great for capturing users 'in the wild' taking advantage of CO outdoors, but can capture out-of-state residents who are just visiting these sites.

Audiences: Snapchat is based on 1st party location targeting segments giving us the ability to target people who have visited nature and outdoor destinations.

Recommendations:

- Although Snapchat delivered a strong performance, we are recommending to move away from the channel. Snapchat doesn't have the same advanced targeting capabilities as other platforms and can utilize spend on non-residents.

Programmatic Digital

Goals:

Awareness: Completion Rate, CTR, Website Visitation

Result:

- All Trade Desk tactics met or exceeded benchmark.
 - CTV Completion Rate: CWC 98.75% Benchmark 95%
 - Audio Completion Rate: CWC 96.43% Benchmark 80%
 - Pre-roll Completion Rate: CWC 71.31% Benchmark 60%
 - Native Click Through Rate: CWC 0.44% Benchmark 0.15%
 - Display Click Through Rate: CWC 0.27% Benchmark 0.15%

Insights:

- Pre-roll ad groups had the top performing CTR.
 - Video PMP | 0.55% CTR
 - Video CT | 0.42% CTR
- Mobile captured 56% of the campaign impressions finishing with a 0.35% CTR.
- The most popular hour for capturing impressions was 7-9PM.
- Kargo unit was paused 4/14 for underperformance. Funds originally slated for Kargo were re-allocated to top-performing ad groups such as pre-roll and CTV.

Impressions	11,905,404
Clicks	32,079
CPM	\$14.69
CPC	\$5.45
CTR	0.27%

Video Creative: Video creative (CTV and pre-roll) was top performing in terms of completion rate (CTV) and CTR (pre-roll), users both watched the video to completion *and* clicked to site.

Content: The top performing display creative was “sheep” creative that focused on the economic content pillar.

- Sheep | 0.29% CTR | Economic
- Ski | 0.28% CTR | Public Spaces

Size: Units that were 300x600 and 728x90 were the top performing creative sizes.

Recommendations:

- Due to limited movement during COVID-19, geo-location targeting was not used during the Spring 2020 flight. It’s recommended to utilize geo-location targeting during the next campaign flight.
- Video was the strongest tactic for driving CWC goals. It’s recommended to heavy up on these tactics for future campaigns.
- While display and native drove above benchmark CTRs, if website visitation is not a primary KPI, budget does not need to focus on these units.

Summer Media Reco

July & August 2020

Campaign Parameters

TIMING:

July 1 – August 31, 2020

TARGET AUDIENCE:

In The Wind

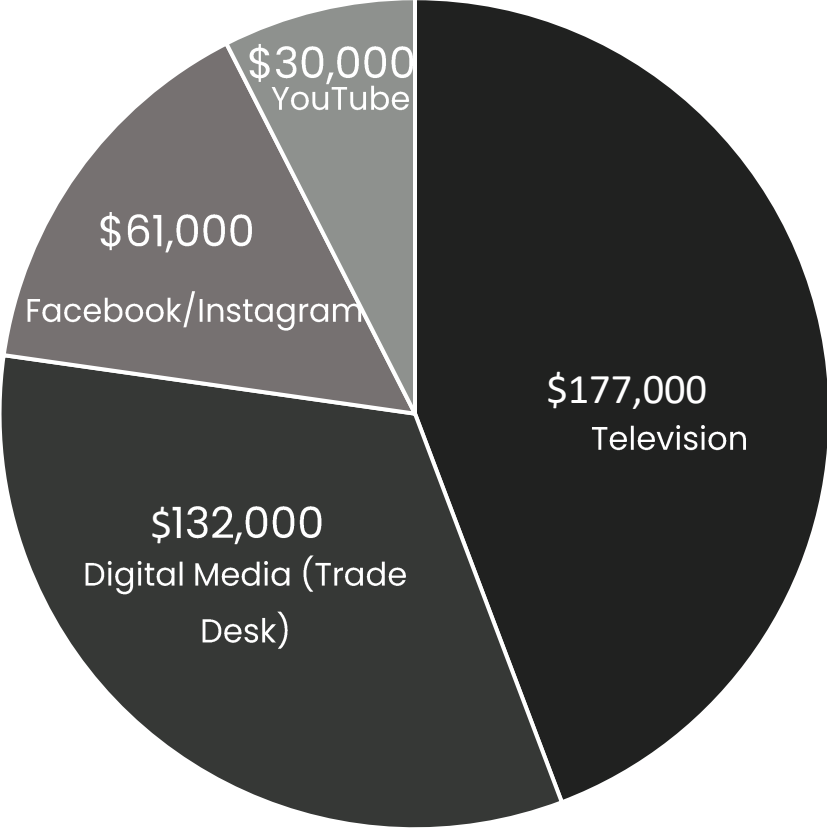
TACTICS:

TV, Social, Programmatic & YouTube

BUDGET:

\$400,000

Planned Budget Allocation



Strategic Updates by Channel

Broadcast:

- Flexible buying based on audience reach and available programming

Facebook/Instagram:

- Adding Oracle (consumer spend data) segments
- Short form video emphasis (5 new video assets)

The Trade Desk:

- Heavy geo targeting
- Heavy video emphasis

YouTube:

- Short form video only (:06s + :15s)
- Implementing YT brand lift study

Looking Ahead – FY 20/21

Upcoming Items

FY 20/21 Upcoming Projects

WEBSITE

- July – September

CREATIVE PRODUCTION

- July: Concepting
- August: Creative Presentation
- September: Production

QUANT STUDY

- August: draft survey questionnaire
- September: field survey

Action Items & Next Steps

Action Items & Next Steps

ACTION ITEMS

- Council to approve Summer media reco

JULY

- Summer media flight launch
- Kick off website redesign
- July 9th – council call

Thank
You



Thank
Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative

Jacqueline Meason
Account Director

Date Issued:
May 2020

www.rrpartners.com

Appendix

COVID Media Response

2 weeks into the Spring 2020 campaign, the COVID-19 pandemic began. Many of the campaign tactics were impacted by the pandemic.

- OOH billboard flight was extended 4 weeks at no cost
 - 9.4 million added value impressions
- Paused ski lift creative on social and digital platforms
- Remaining seven weeks of the ski lift buy have been moved to the 2020-2021 ski season
- Broadcast Television: Sports (NBA, NCAA, NHL, MLB) were heavily featured in the Spring 2020 buy.
 - Shifted to local news and primetime programs where households were spending the most time and attention during quarantine.

FY 20/21 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.

FY 20/21 Approved 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 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