

Colorado Wildlife Council

March Call
2020



Colorado
Wildlife
Council

Date Issued:

March 2020

Agenda

- 01 **Quant Survey Full Report**
- 02 **Creative Updates**
- 03 **Influencers**
- 04 **Partners Conference**
- 05 **Next Steps**

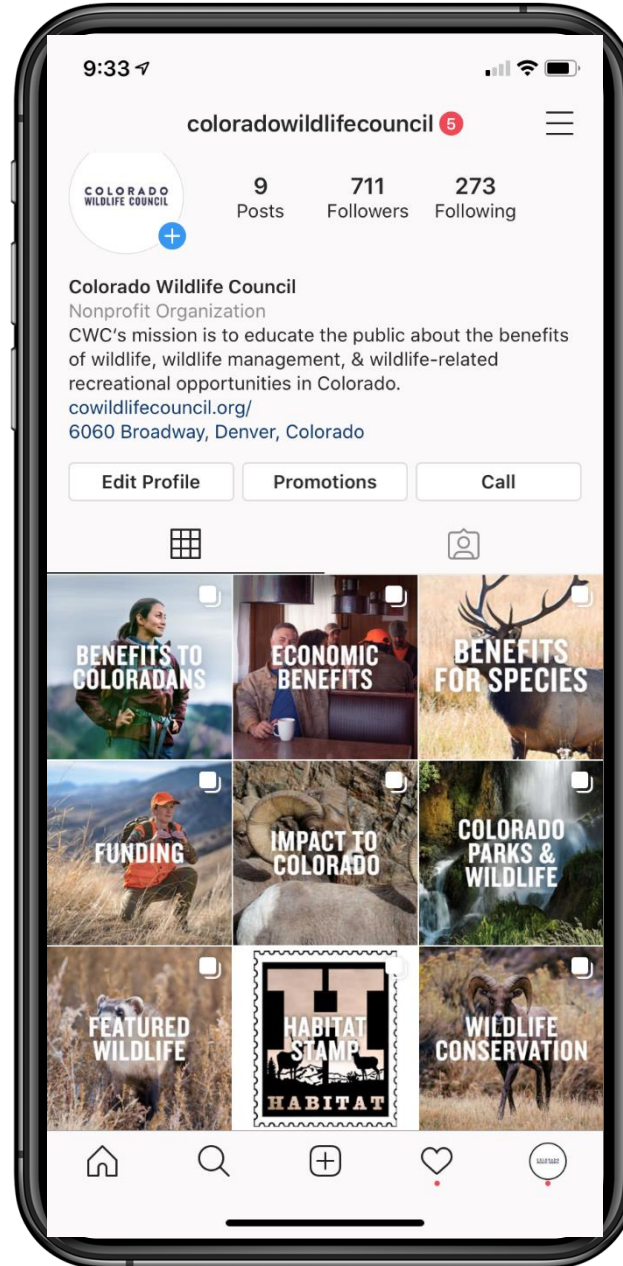
Quant Survey

Full Report

(See full report as separate attachment)

Creative Updates

Instagram Reskin: Updated 3/5/20





Influencers

Spring 2020 Campaign

UNDERTONE INFLUENCERS



**MADDIE
BRENNEMAN**

[@maddiebrenneman](#)

 113,916 Followers

Maddie is a fly fisherwoman with great content. When asked about the potential partnership, she said this campaign sounds like an amazing opportunity. In the past, Maddie has been vocal about the benefits of fishing.

UNDERTONE INFLUENCERS



**ROB
HERRMANN**

[@rherrmannphotog](https://www.instagram.com/rherrmannphotog)

 19,620 Followers

Rob is a local Coloradoan and avid fisherman. When asked about the upcoming campaign, he said the campaign messaging voices a lot of the ideologies he tries to represent.

UNDERTONE INFLUENCERS



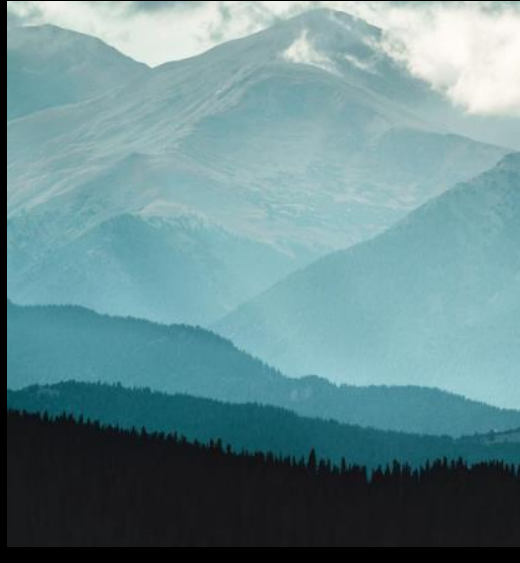
SHYANNE ORVIS

[@shyanneorvis](https://www.instagram.com/shyanneorvis)

 31,561 Followers


Shyanne lives and guides in Aspen, Colorado, and she loves being a part of this opportunity. As a fishing guide, she completely understands the critical role of license fees and the many benefits from various conservation initiatives and wildlife management. This is something she is truly passionate about, and she's happy to bring awareness of the benefits to her audience.

UNDERTONE INFLUENCERS



HUNTER LAWRENCE

[@hunter_lawrence](#)

 148,533 Followers

Based in Colorado, Hunter has an outdoor account featuring his dog [@aspenthemountainpup](#) and their adventures in the great outdoors. His content is beautiful and truly captures the spirit of Colorado.

Influencers

Additional Option – for Review/Approval

UNDERTONE INFLUENCERS



KAITLIN BOYER

@pixiek8

 14,800 Followers

Colorado born and raised, Kaitlin is passionate about fishing. She serves as a fly fishing guide in Colorado.

Partners Conference

Partners Conference

Planning:

- Panel Participants
 - Council Members: Andy & Robin
 - Both to send bio & pic to JM
 - R&R: Jacqueline & Katie
- Session: Tuesday, April 28th from 2:45-4:00pm
- Schedule prep call sessions
 - Discuss Key Message & Takeaway
 - Confirm our session is interactive:
 - *Conference feedback has shown that attendees are looking for engaging and thought-provoking sessions that provide actionable next steps and methods to continue the conversation after the presentation is over.*

Partners Conference

Panel Info:

- **Priority Area #2:** Promote stewardship of natural, cultural and recreational resources.
- **Panel Title:** Educating an Important Audience
- **Panel Description:** *People in Colorado live for the outdoors. We hike, we ski, we mountain bike. But with Colorado's changing population, many do not see the personal impact hunting and fishing play in maintaining the outdoors they enjoy. In this session, we examine a growing neutral audience towards hunting and fishing, and how our research helped the Colorado Wildlife Council make their message relevant and targeted to an audience in need of education about Wildlife conservation.*

Next Steps

Next Steps

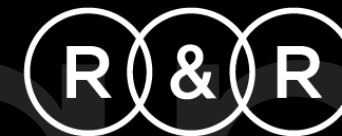
APRIL

- Annual Retreat: 4/2 & 4/3 (Buena Vista, CO)
- Partners Conference: 4/27 – 4/29 (Vail, CO)

MAY

- Conference Call: 5/14

Thank
You



Thank
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Prepared by:
R&R Partners

Company Representative

Jacqueline Meason
Account Director

Date Issued:
March 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

Timing

Media Flights

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

Quantitative Surveys

- **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



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

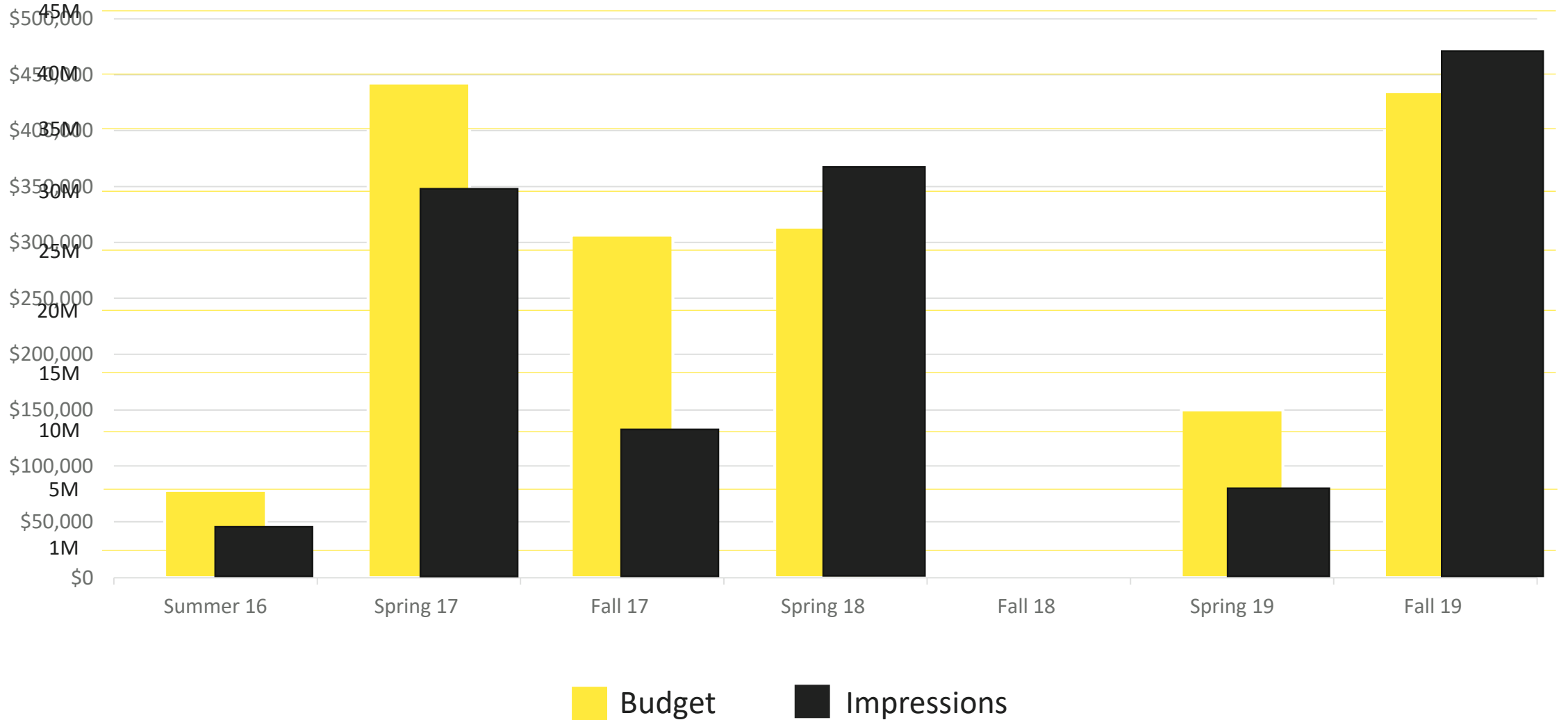


Snapchat is a popular platform for the ITW audience to keep up with the latest happenings. Utilize video assets to capture the ITW audiences attention while they're enjoying the outdoor benefits hunting & fishing afford. Leverage a partnership with 3-5 Colorado-based social influencers to amplify CWC messaging and authentically connect with our target audience at one of their frequent media touchpoints.

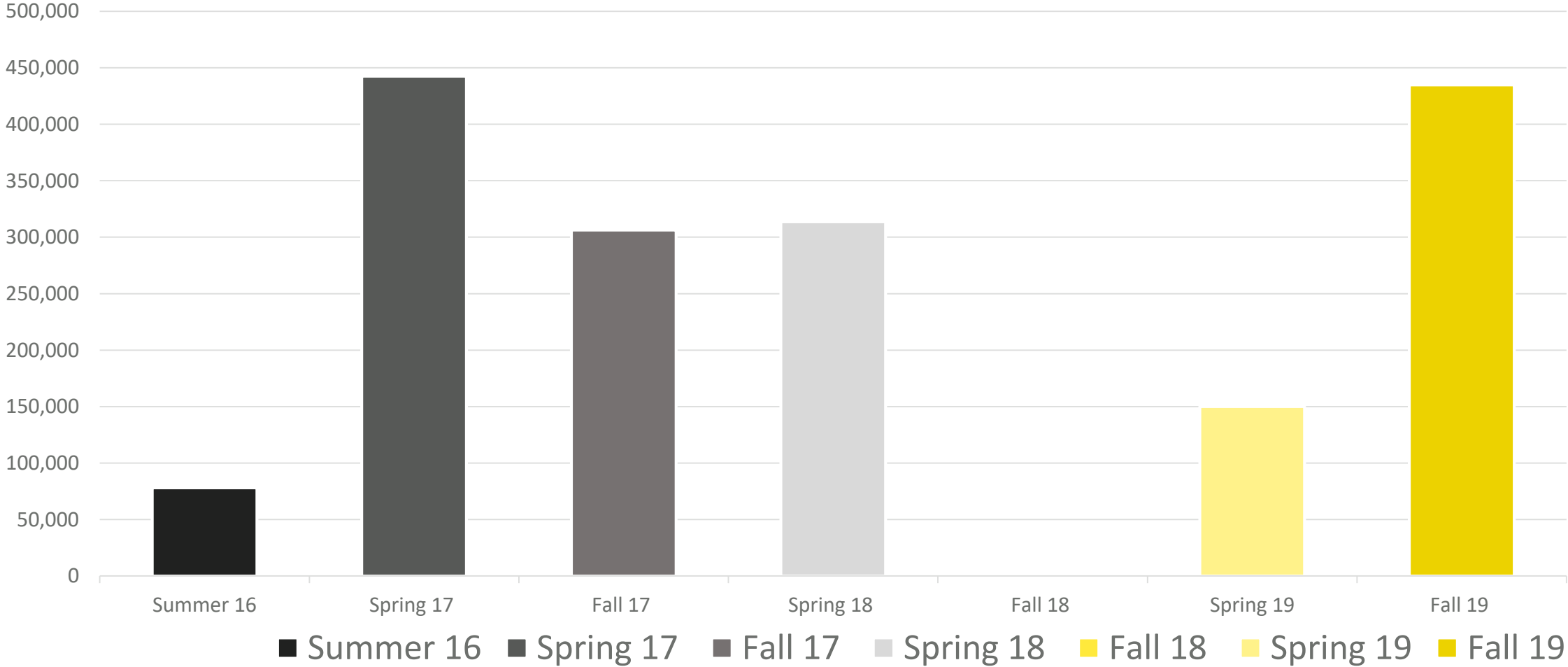
Influencers



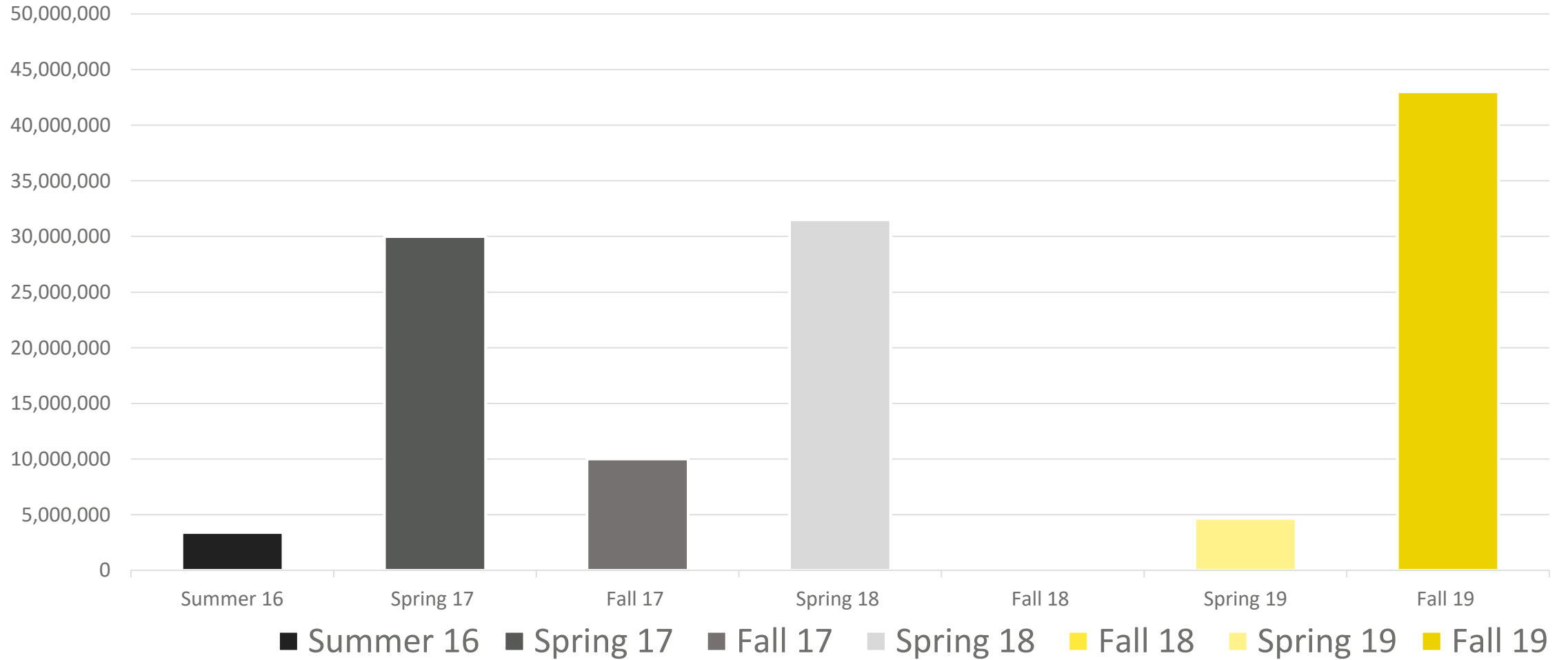
CWC YOY Performance



Budget



Impressions



Tactics

