

# Colorado Wildlife Council

May Call – 2020



Colorado  
Wild  
Council

**Date Issued:**

May 2020

# Agenda

- 01 **FY 20/21 Updated Timeline**
- 02 **Paid Media Reporting Update**
- 03 **Next Steps**

# FY 20/21 Updated Timeline

*Updates: Research & Media Flights*

# 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
<b>R&amp;R Scope of Work</b>												
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												
<b>Council Meeting &amp; Call Dates</b>												
Council Meetings & Retreat												
Council Conference Calls												
<b>Hunting &amp; Fishing Seasons</b>												
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 Timeline Updates

- Two media flights
  - July & August 2020
  - January – April 2021
- Quant Survey
  - December vs. January
- Creative
  - Fluid throughout year

# **Paid Media Reporting Update**

# Spring Media Update

Reporting Dates:  
March 2– April 24, 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)



# Campaign Updates

- The opportunistic budget was reallocated into Connected TV, YouTube and Snapchat because of strong performance.
- Three influencers added an additional CWC Instagram story segment as added value; increasing the organic content to 12 in-feed posts and 11 story segments.
- The OOH billboard flight has been extended at no cost through May 24.
- The remaining seven weeks of the ski lift buy will be placed during the 2020-2021 ski season.
- The CWC television buy ended on April 19<sup>th</sup>.

# Facebook & Instagram

## **Performance**

**Reach: 1,947,648**

**Impressions: 11,225,382**

**Estimated Ad Recall: 9.64%**

**Clicks: 13,281**

**Click Through Rate: 0.12%**

**Post Engagements: 714,223**

**Frequency: 5.76**

# Social Insights

## Creative

- Webcard creative is performing the best on Instagram, while video is the strongest performing on Facebook.
- Top performing Instagram creative (benchmark 4%):
  - Toast Webcard | 7.76% EAR
  - Ski Lodge :15s | 6.32% EAR
- Top performing Facebook creative (benchmark 9%)
  - Toast :15s| 15.79% EAR
  - Ski Lodge :15s | 14.73% EAR

## Data

- Top performing data segment: Factual – Hiking
- Facebook: 14.67% EAR | Instagram: 5.24% EAR

## Delivery

- 72% of impressions are being delivered to in-feed placements
- Mobile devices drive 98% of impression delivery

## Optimizations

- Paused creative placements performing under 4% EAR on Instagram and 9% on Facebook.

# Influencers

## Performance

**Paid Media Reach: 445,751**

**Paid Media Impressions: 3,985,113**

**Estimated Ad Recall: 4.35%**

**Paid Media Clicks: 3,989**

**Organic Post Engagements: 10,031**

**Organic Likes: 9,937**

**Organic Comments: 94**

# Influencer Insights

## Engagement

- The influencers have generated 12 total pieces of content.
- Average engagement rate of 9.1%.
- Rob Herrmann's in-feed posts have generated the strongest engagement rates.
  - 3/28 In-feed: 14.7
  - 4/28 In-feed: 14.0%
  - Posts have seen a total of 9,937 post likes.
  - Maddie Brenneman's posts have captured 57% of the likes.

## Ad Recall Rate

- Total ad recall rate of 4.35%.
- Maddie Brenneman is driving the highest Facebook ad recall with a 6.91%.
- Rob is driving the highest on Instagram with 3.10%.

## Optimizations

- Allocated more of the paid media budget toward Instagram as the influencers have a strong organic presence on the platform.

# Organic Influencer Posts- @shyanneorvis



In-feed Post #1

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 #2



shyanneorvis • Follow

Paid partnership with coloradowildlifecouncil Carbondale, Colorado

shyanneorvis I'm not sure what next week looks like, or even tomorrow for that matter. What I do know is that right now, I'm soaking up the last few minutes of the sun, casting dries on the roaring fork river.

During times like this, it's all the more reason to be grateful for Colorado, and the wild rivers and land we can freely roam. (6ft apart from each other of course) 😊

To help Colorado continue to thrive, we can purchase fishing and hunting licenses. The revenue generated has an essential role in supporting various conservation efforts and the upkeep of our beautiful, public lands that

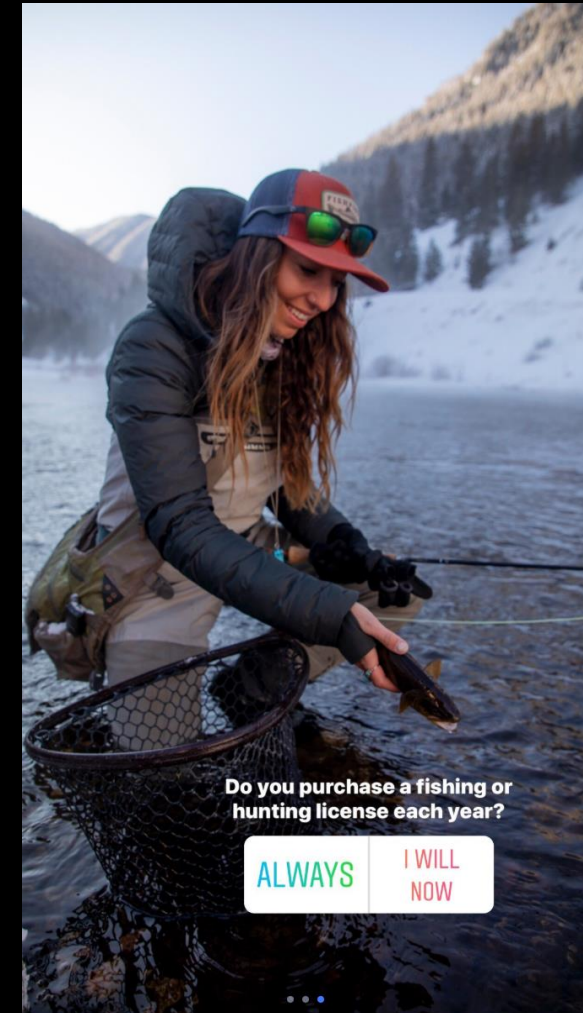
1,000 likes

5 DAYS AGO

Add a comment...

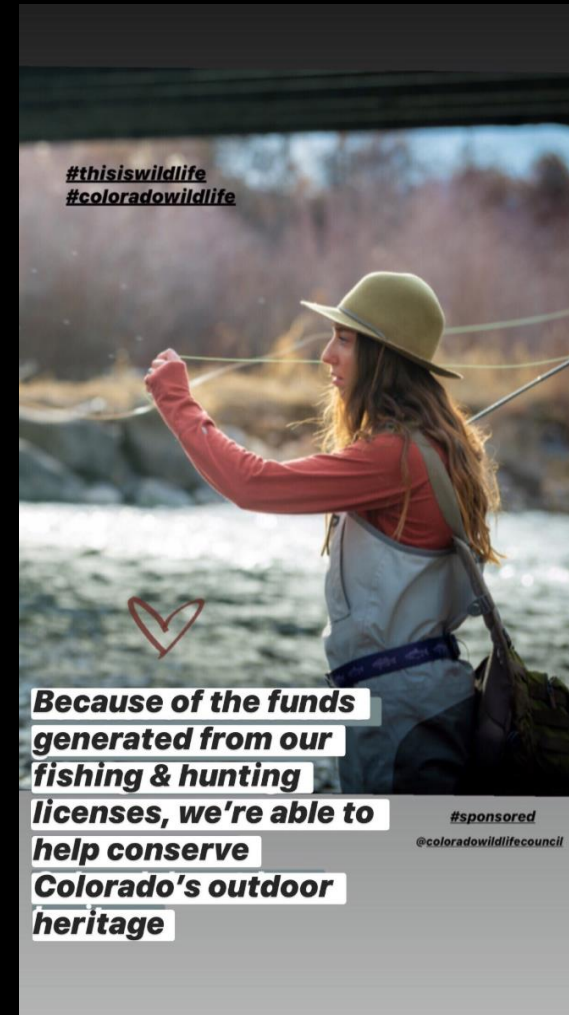
Post

# Organic Influencer Posts- @shyanneorvis



Story #1

# Organic Influencer Posts- @shyanneorvis



Story #2



# Organic Influencer Posts- @maddiebrenneman



In-feed Post #1

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...

In-feed Post #2

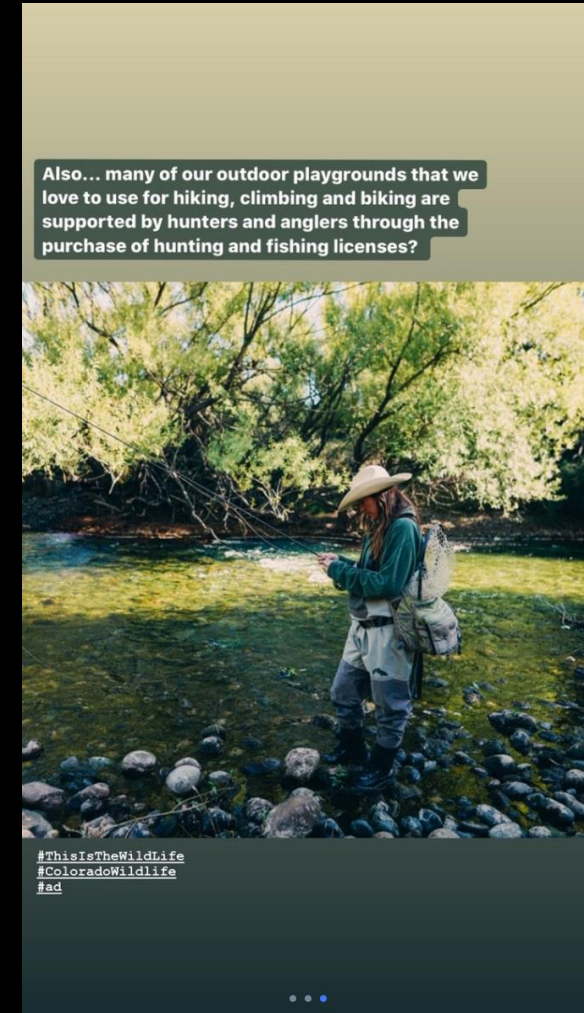
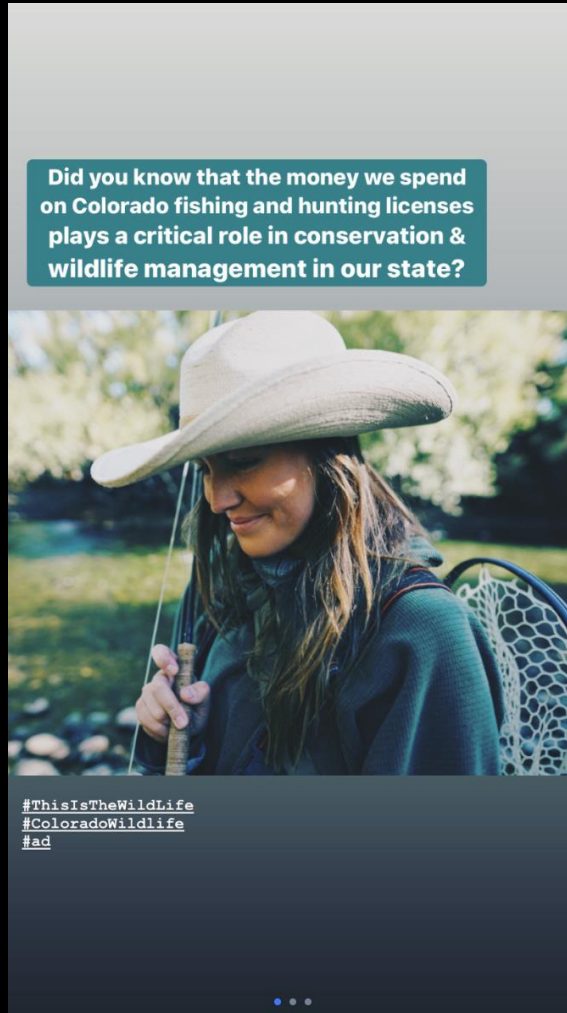


maddiebrenneman • Follow  
Paid partnership with coloradowildlifecouncil

maddiebrenneman Having grown up in Colorado, I realize how lucky I am to call this beautiful Rocky Mountain state my home, the opportunities to get outside are endless. #sponsored Did you know that the funds generated from hunting and fishing licenses reach beyond just the management of our state's wildlife populations and fisheries? They also help to support the many public lands

1,990 likes  
APRIL 25  
Add a comment... Post

# Organic Influencer Posts- @maddiebrenneman



Story #1

# Organic Influencer Posts- @maddiebrenneman

Did you know that the funds generated from the purchase of Colorado hunting and fishing licenses supports wildlife management and conservation efforts in our state?



[#ThisIsTheWildLife](#)  
[#ColoradoWildlife](#)  
[#Sponsored](#)  
[@coloradowildlifecouncil](#)



5 species in Colorado that benefit from wildlife conservation:

- Canada Lynx
- Cutthroat Trout
- Moose
- Rocky Mountain Elk
- Bighorn Sheep

These are five species that still exist in Colorado because of the conservation efforts funded by hunting and fishing license fees!

[#ThisIsTheWildLife](#)  
[#ColoradoWildlife](#)  
[#Sponsored](#)  
[@coloradowildlifecouncil](#)

Hunting and fishing contribute more than \$3 billion dollars to Colorado's economy!



Even if you do not hunt or fish, you still benefit from the purchase of hunting and fishing licenses if you enjoy spending time outdoors in Colorado.

[@coloradowildlifecouncil](#)  
[#ThisIsTheWildLife](#)  
[#ColoradoWildlife](#)  
[#sponsored](#)

Story #2

# Organic Influencer Posts- @rherrmannphotog



 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 • Follow ...  
Paid partnership with coloradowildlifecouncil

 rherrmannphotog #ad Exploring the beauty of Colorado is a gift that keeps on giving.

Access to public lands and countless places to fish, hunt, hike, and thoroughly enjoy the outdoors is something I am truly thankful for. Any outdoor enthusiast would be spoiled by the millions of acres of public land. With ski seasons cut short in Colorado, it is even more substantial now to remember that some of these lands are in part supported by hunting and fishing licenses. The fees from licenses help fund conservation of the landscape and habitat, also contributing a significant amount of money towards the state and local

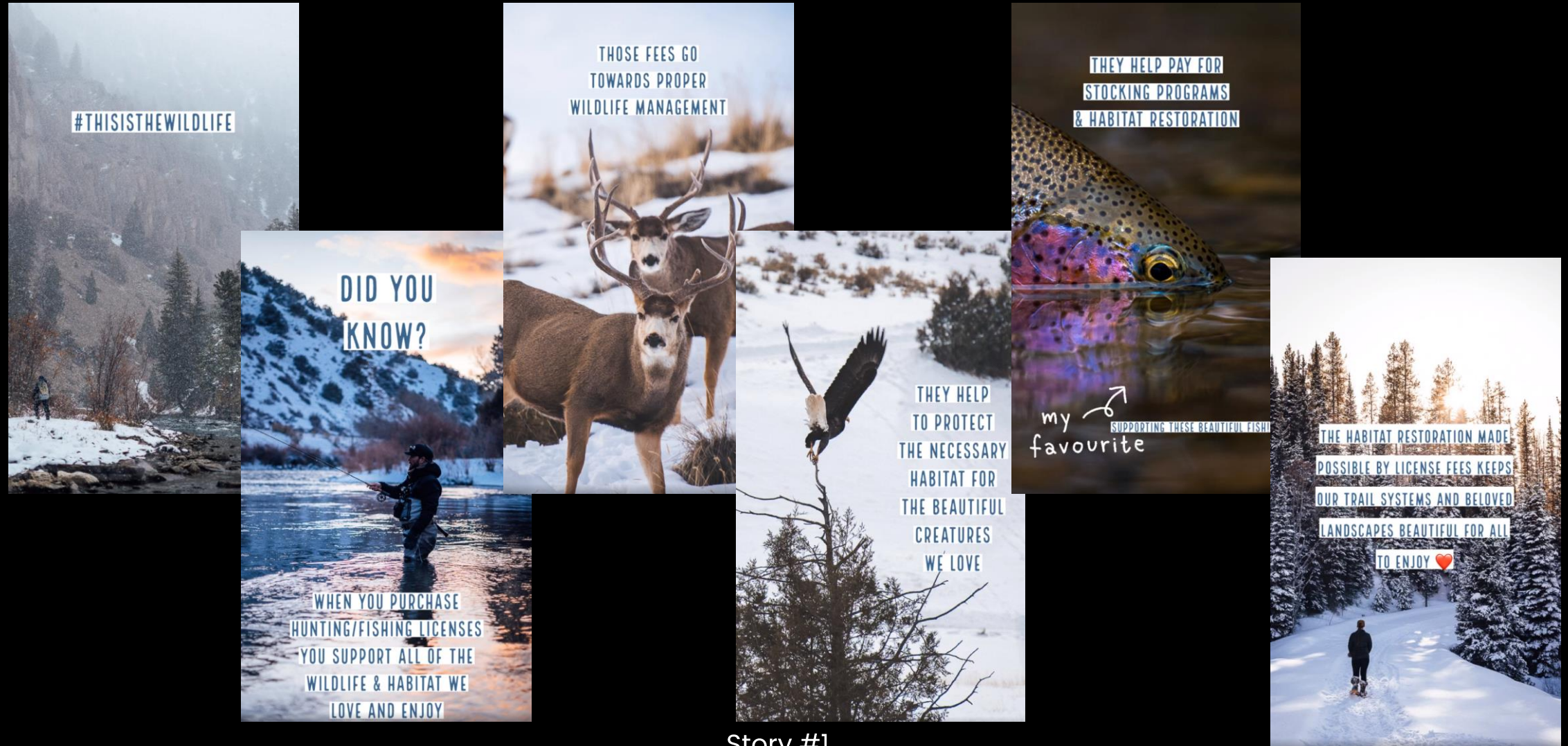
 Liked by thetrcp and 564 others

7 DAYS AGO

Add a comment... [Post](#)

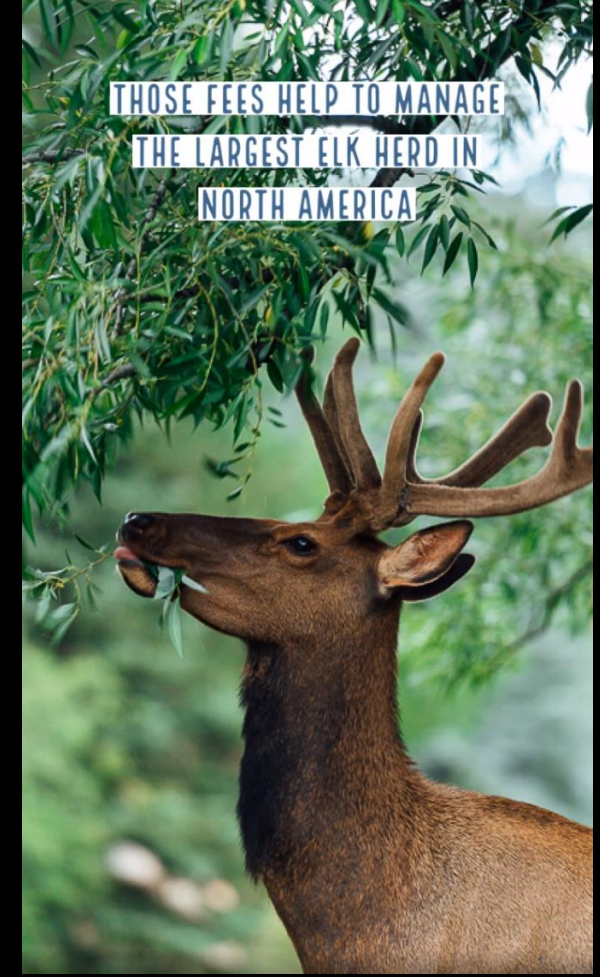
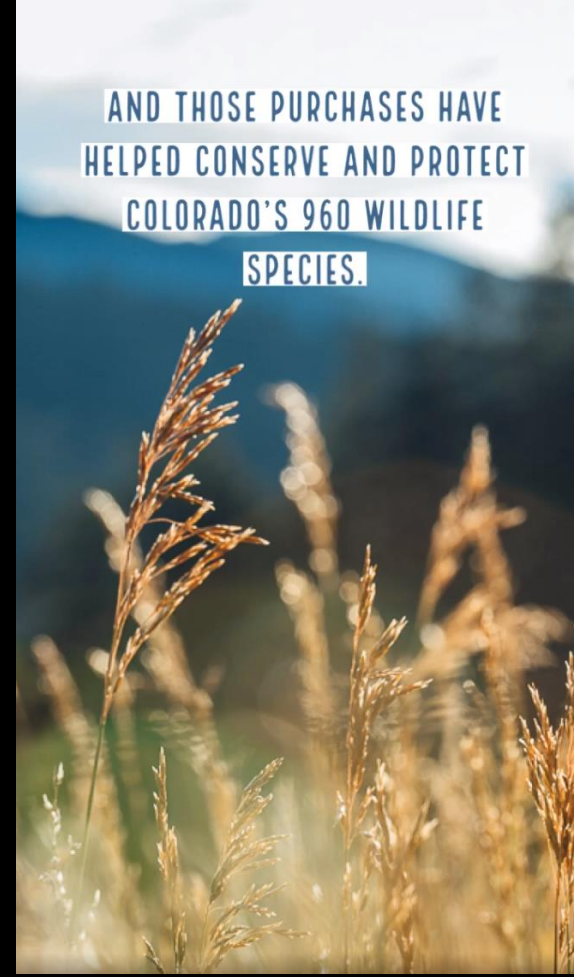
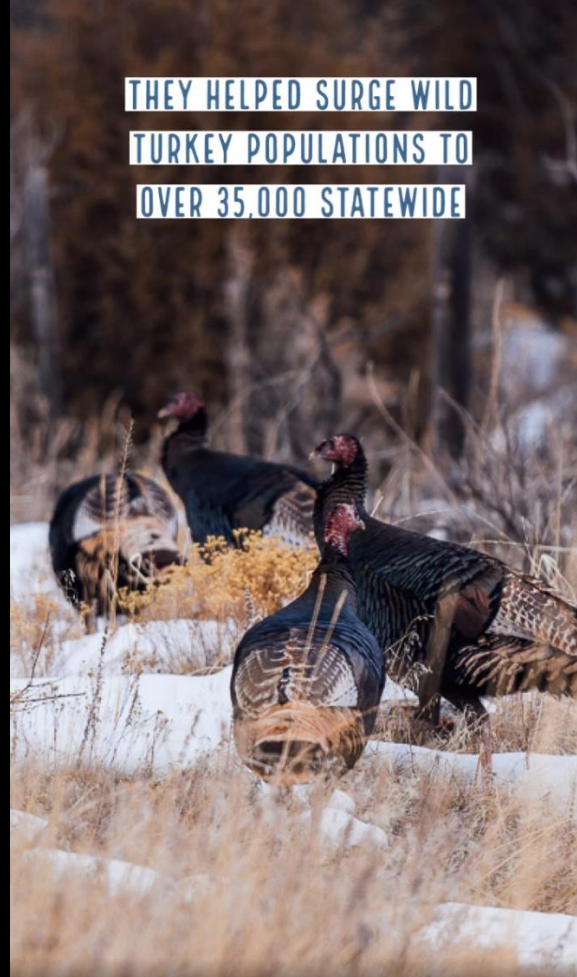
In-feed Post #2

# Organic Influencer Posts- @rherrmannphotog



Story #1

# Organic Influencer Posts- @rherrmannphotog



Story #2

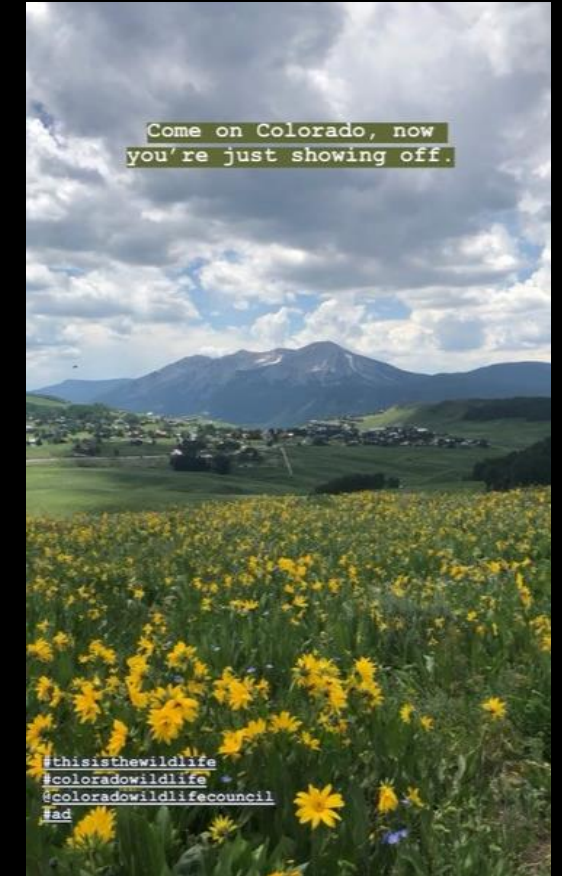
# Organic Influencer Posts- @hunter\_lawrence



In-feed Post #1



Story #1



# YouTube

## **Performance**

**Impressions: 2,368,548**

**Clicks: 2,764**

**Views: 452,668**

**View-Rate: 56.62%**

**CPM: \$5.62**



# YouTube Insights

## **View Rate**

- Since optimizing the skippable in-stream ads to buying on a CPV, the view rate has increased by 34%.
- Overall View Rate is 56.62% view rate (31% benchmark).

## **Creative**

- Toast is the best performing video
  - Toast :30s | 69.36% View Rate
  - Toast :15s | 64.36% View Rate

## **Device**

- Desktop is the top-performing device with a 65.31% view rate.
- Mobile is capturing 68% of the impression delivery.

# YouTube Insights

## **Audiences**

- Top three segments:
  - Winter Sport Enthusiasts | 67.23% view rate
  - Skiing Enthusiasts | 65.57% view rate
  - Sports Fans | 64.56% view rate

## **Optimizations**

- To increase the view rate, the skippable in-stream placements were optimized from buying on cost-per-thousand (CPM) to buying on a cost-per-view (CPV).
- Opportunistic budget was added to YouTube based on its strong performance.

# YouTube Creative



Ski Lift :15s



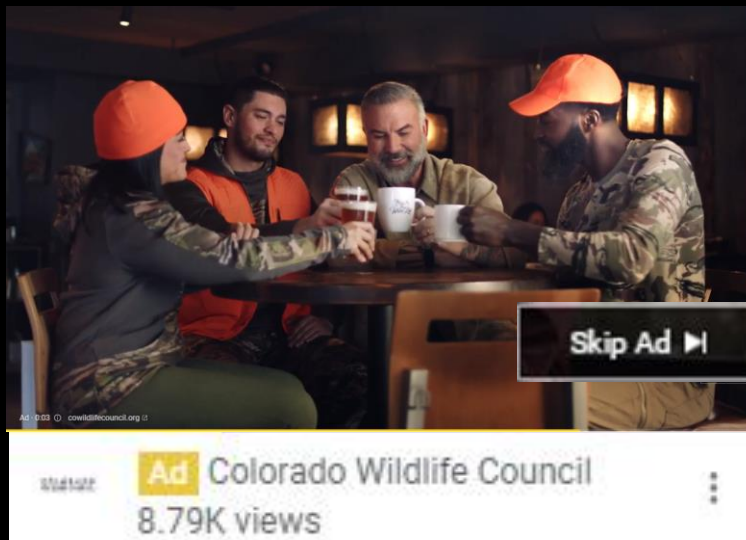
Ski Lift :30s



:06 Bumper



Toast :15s



Toast :30s



TITWL :15 & :30

# Snapchat

## **Performance**

**Impressions: 4,329,217**

**Swipe-ups: 20,225**

**CPSU: \$0.49**

**Swipe Up Rate: 0.47%**

**Completions: 17,055**

# Snapchat Insights

## **Audiences**

- “Nature & Outdoor Enthusiast” is driving the most efficient CPSU and highest swipe-up rate.
  - 8,837 swipe-ups
  - 0.49% swipe up rate (benchmark: 0.40%)
  - \$0.47 CPSU

## **Traffic**

- Snapchat has captured 8.9% of website traffic.

## **Efficiency**

- Snapchat is capturing an low CPM (\$2.31), making it a great channel for efficient reach.

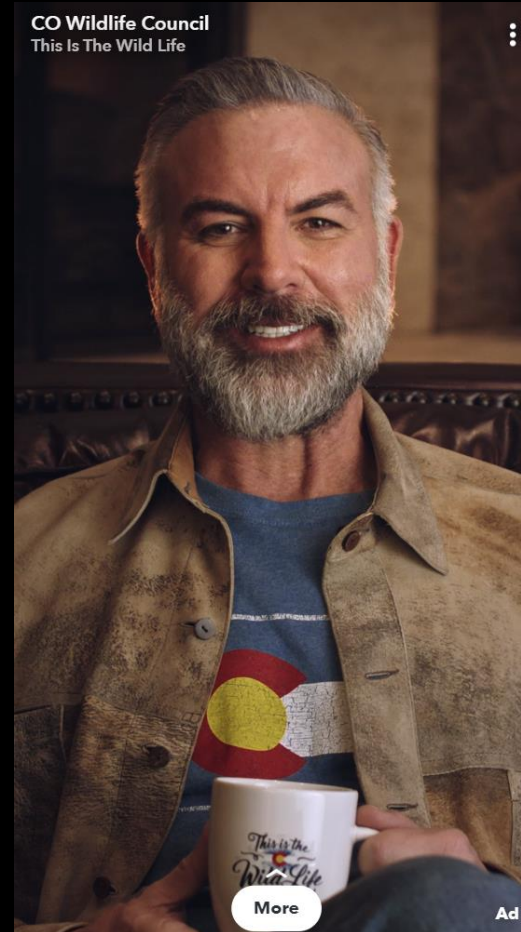
## **Optimizations**

- Paused outdoor gear shopper audience because it was driving the least efficient CPM and cost per swipe up.
- Opportunistic budget was added to Snapchat because of its strong performance.

# 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%**

## Creative

- Pre-roll video ad groups are performing above the 60% completion rate benchmark.
  - Video PMP | 73% Completion Rate
  - Video CT | 66% Completion Rate
  - The “Video PMP” ad group has the best CTR rate of any ad group with a 0.50%.
  - CTV is driving a 99% completion rate (benchmark: 95%).
  - Top performing pre-roll includes:
    - This Is the Wild Life :15s: | 76% Completion Rate (benchmark: 60%)
    - Toast :15s: | 75% Completion Rate (benchmark: 60%)
- 728x90 display creative is the best performing display unit.
  - Toast 728x90| 0.45% CTR (benchmark: 0.15%)
- Audio completion rate is 96% (benchmark: 80%).
- The Kargo unit was paused on 4/14 for underperformance. The unit was not meeting CTR and in-view benchmarks.



# TTD Insights

## **Optimizations**

- Budget and bids were increased for CTV and video ad groups. Opportunistic budget was shifted into CTV.
- Live TV inventory deals such as “One World: Together at Home”, “NFL Draft” and “The Last Dance: Michael Jordan Documentary” were added to the CTV buy.

# Action Items & Next Steps

# Action Items & Next Steps

## **ACTION ITEMS**

- Council to select approval committees for FY 20/21

## **MAY**

- Complete fact video assets
- Complete Spanish asset production

## **JUNE**

- 6/18 Meeting (in-person or virtual?)
- R&R to present July/August media plan

Thank  
You



Thank  
Thank  
Thank  
Thank

Prepared by:  
R&R Partners

Company Representative

Jacqueline Meason  
Account Director

[www.rrpartners.com](http://www.rrpartners.com)

Date Issued:  
May 2020

# Appendix

# 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
<b>SUBTOTAL:</b>		<b>1,662</b>	<b>\$191,130</b>	<b>\$87,295</b>	<b>\$278,425</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$23,202.08</b>
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
<b>SUBTOTAL:</b>		<b>1514</b>	<b>\$174,110</b>	<b>\$302,500</b>	<b>\$476,610</b>
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
<b>SUBTOTAL:</b>		<b>282</b>	<b>\$32,430</b>	<b>\$17,500</b>	<b>\$49,930</b>
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
<b>SUBTOTAL:</b>		<b>609</b>	<b>\$70,035</b>	<b>\$1,200,000</b>	<b>\$1,270,035</b>
<b>GRAND TOTAL**:</b>		<b>4,067</b>	<b>\$467,705</b>	<b>\$1,607,295</b>	<b>\$2,075,000</b>

# 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
<b>SUBTOTAL:</b>	<b>1,366</b>	<b>\$157,090</b>	<b>\$84,300</b>	<b>\$241,390</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$20,115.83</b>
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
<b>SUBTOTAL:</b>	<b>1248</b>	<b>\$143,520</b>	<b>\$360,000</b>	<b>\$503,520</b>
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
<b>SUBTOTAL:</b>	<b>214</b>	<b>\$24,610</b>	<b>\$18,000</b>	<b>\$42,610</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
<b>SUBTOTAL:</b>	<b>499</b>	<b>\$57,385</b>	<b>\$1,230,095</b>	<b>\$1,287,480</b>
<b>GRAND TOTAL**:</b>	<b>3,327</b>	<b>\$382,605</b>	<b>\$1,692,395</b>	<b>\$2,075,000</b>