

Colorado Wildlife Council

Sept. Virtual Meeting – 2020



Date Issued:

Sept. 2020

Agenda

- 01 **Summer Media**
- 02 **Creative Production**
- 03 **Mural Activation**
- 04 **Website**
- 05 **Quant Study**

Summer Media Update

Flight: July 1 – August 31, 2020

Campaign Parameters

TIMING:

July 1–August 31, 2020

TARGET AUDIENCE:

In The Wind

TACTICS:

7/1 | Trade Desk & YouTube

7/22 | Broadcast TV

7/27 | Boosted Social

8/1 | Social

BUDGET:

\$400,000

***FULL REPORTING TO COME IN OCTOBER MEETING**

Summer Insights

Successes

- All digital and social tactics performed at or above the designated benchmark.
 - Key Callouts:
 - Pre-roll: 65% VCR | 60% VCR Benchmark
 - CTV: 99% VCR | 95% VCR Benchmark
 - YouTube: 58% View-Rate | 31% View-Rate Benchmark
- Video placements captured strong results across platforms.
 - Key callout: YouTube :06s Bumper ads were the most effective & efficient at producing positive lift results.

Tests

- Brand Lift tests were executed on both Facebook & YouTube.
 - Both tests showed positive brand lift results for CWC.
 - YouTube: 4.6% Absolute Lift | 206,265 Lift in Users
 - Facebook: 4.5% Brand Lift | 22,840 Lift in Users
- Tested Ad Recall vs. Reach objectives on Facebook to help strategically meet CWC objectives.
 - Reach objective won with a lower CPM & cost per 3-second video view.

Challenges

- Due to the significant demand for live TV programming, advertisers were willing to pay inflated rates to reach viewers, which priced out some advertisers from targeting sports content.
- During July, the larger social campaign launch was delayed in solidarity with the Facebook Boycott movement.
- Due to tech issues with the Facebook Business account, Instagram ads didn't launch this campaign.

Creative Production

This is the Wild Life

Season Three

- Final scripts
- Location scouting
- Casting
- Filming week



SFX: *Folk rock music*

Open on a pan of beautiful Colorado scenery. Cut to animals like a bull elk and his females and a bear playing in the water.

VO: **There's wildlife in Colorado,**

Cut to people hiking, rock climbing, and tent camping.

VO: **and then there's *wild life*.**

Cut to our spokesperson, SAM, sitting in the wilderness.

SAM: **They're a big part of the Colorado we love, and so is the wide range of conservation work funded in part, by hunting and fishing licenses.**

We cut to an elk wearing a tracking collar. We then see two biologists walking through the forest with an antennae, tracking something.

SAM: **Biologists are able to monitor populations and help Colorado's nine-hundred and sixty different animal species thrive.**

The biologists track themselves to Sam, who is holding a tracking collar in one hand, his cup in the other. The biologists are not amused.

SAM: **They just found...the elusive silver-haired fox.**

Sam raises his cup.

SAM: **Welcome to the Colorado Wild Life.**

Cut to a hunter hiking in the wilderness.

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

SFX: *Folk rock music*

Open on Sam sitting on a log in a fish hatchery.

SAM: **Hatcheries in Colorado work with biologists to supply lakes and streams with over ninety-million fish each year.**

Cut to fish jumping around.

Cut to truck shooting out fish into a lake.

SAM: **Now that's a good fish story.**

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

SFX: *Folk rock music*

Open on a black footed ferret poking his head out of a hole.

VO: **Thanks to partnerships in wildlife conservation,**

We cut to Sam sitting on a log in a ferret conservation center.

SAM: **the black-footed ferret is being brought back from the brink of extinction.**

A biologist lifts several young ferrets showing them to Sam and the camera.

SAM: **Like a Peyton Manning comeback story.**

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

Alt VO:

Everyone loves a comeback story.

Glad we could “ferret out” that story.

So cute, yet so vicious.

SFX: *Folk rock music*

Open on Sam sitting on a log next to a fire.

SAM: **Programs paid for by license fees from hunting and fishing help biologists' study and track cougars.**

We hear a mountain lion growl in the trees.

SAM: *(looking to the side, and raising his eyebrows)*
What kind of cougar were you thinking?

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

SFX: *Folk rock music*

Open on Sam sitting on a log next to a fire.

SAM: **Programs paid for by license fees from hunting and fishing help biologists' study and track mountain lions.**

We hear a mountain lion growl in the trees.

SAM: *(looking to the side, and raising his eyebrows)*
And that's better than them tracking you.

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.

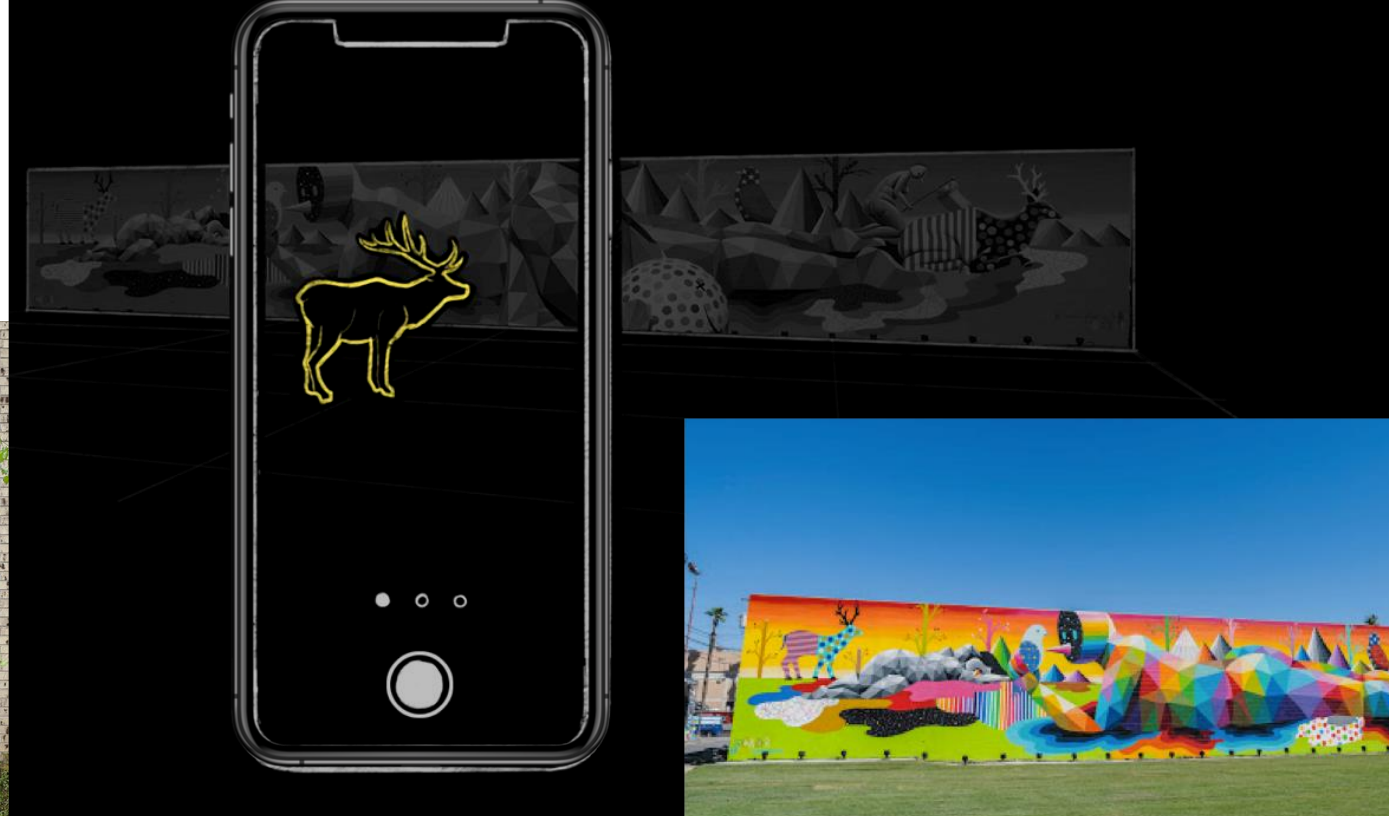
Alt VO: **You know, hunters and anglers pay for all mountain lion research. That helps biologists' study and track them.**

Mural Activation

Mural Activation

Involved Components

- Muralist
- Building
- Security
- AR Component
- Hard Costs
- Agency Hours



Website

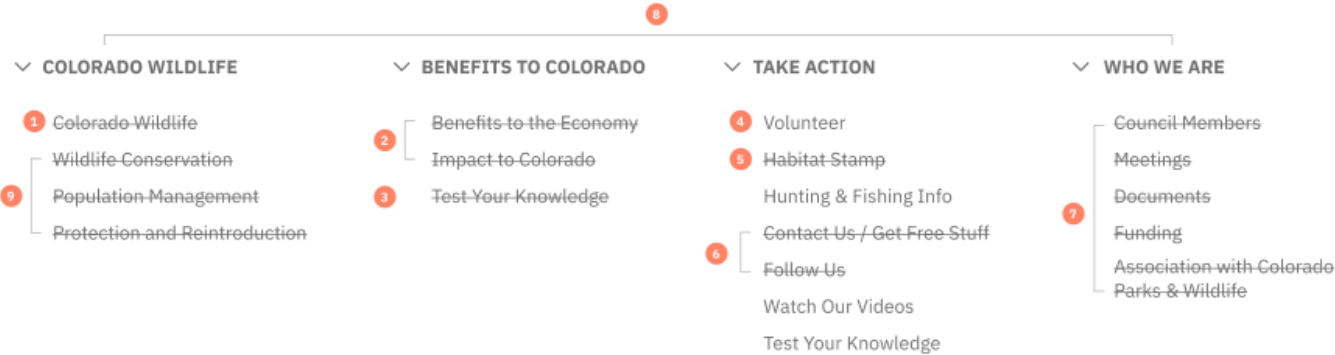
Sitemap & Wireframes

Sub-committee meeting held on 8/25/20

Current Navigation

▼ COLORADO WILDLIFE	▼ BENEFITS TO COLORADO	▼ TAKE ACTION	▼ WHO WE ARE
Colorado Wildlife	Benefits to the Economy	Volunteer	Council Members
Wildlife Conservation	Impact to Colorado	Habitat Stamp	Meetings
Population Management	Test Your Knowledge	Hunting & Fishing Info	Documents
Protection and Reintroduction		Contact Us / Get Free Stuff	Funding
		Follow Us	
		Watch Our Videos	Association with Colorado Parks & Wildlife
		Test Your Knowledge	

Proposed Updates



1. Duplicate link

2. Combine to single page (listed anchors)

3. Duplicate link

4. Goes offsite

5. Combine with landing page

6. Relocate to Footer
7. Combine to single page (listed anchors)

8. Rename links to be more direct (we know we're in Colorado)

9. Combine to single page (listed anchors)

Proposed Navigation

BENEFITS	WILDLIFE	▼ TAKE ACTION	WHO WE ARE
(Impact Stories)	(Species Pages)	Volunteer	
		Hunting & Fishing Info	
		Watch Our Videos	
		Events	
		Test Your Knowledge	

Quant Study

Quant Study: Tentative Wave 6 Timeline

Week of ...	8/17	8/24	8/31	9/7	9/14	9/21	9/28
Provide survey draft to client	X						
Client to approve survey		EOD 8/26					
Program and test survey		8/27 – 8/28					
Field survey			X	X			
Data analysis and report development					X	X	
Deliver final report							X

*Current summer campaign ends 8/31

Action Items & Next Steps

SEPTEMBER

- Creative production shoot – TBD
- Field and complete quant survey

OCTOBER

- Oct. 8th – virtual council meeting
- Summer media recap compiled

Thank You



Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

Date Issued:
Sept. 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
 - New East Slope Angler Rep
 - 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

Expectations: In the Operational Plan (Strategic Goals), the Council agreed to increase engagement.

- Respond to Sub-Committee emails
 - R&R committed to be clear about deadlines; giving no less than 48 hours
- Review/approve/provide feedback
- Report to the Council.