

Colorado Wildlife Council

April Virtual Retreat
2021



Colorado
Wild
Council

Date Issued:

April 2021

Agenda

- 01 **FY 20/21 Recap & Highlights**
- 02 **Strategy & Insight**
- 03 **Channel & Paid Media**
- 04 **Creative**
- 05 **Mural & AR Project**
- 06 **Public Relations**
- 07 **FY 21/22 Planning**
- 08 **Q&A**

FY 20/21

Recap & Highlights

Recap & Highlights

*This is the
Wild Life*



Another productive & busy year!

- **Produced our 3rd season of our *This is the Wild Life* campaign – Sept. 2020 – captured our first long form video.**
- **Presented virtually to the Sportsmen's Caucus – Feb. 2021**
- **Restructured the annual quantitative survey – necessary improvements to provide more clarity to participants.**
- **Two media-flights; summer & winter/spring.**
- **Launched new website!**
- **Started council spotlights!**

Strategy & Insight

Research & Measurement



Emma, 26

Situation Overview

Last
5 years

- **Growing population**
- **Influx of new residents**
- **Evolution of Colorado's political climate**

750,000+

2020 Census will show that Colorado's population has swelled by more than three-quarters of a million people compared to 2010.



People seeking a better quality of life – **pandemic accelerated**

Denver was recently ranked No. 8 for most moved-to city in the entire United States between April and October 2020.



In the last 10 years, the Latino population in Colorado grew by nearly **20%**. Over the next 20 years, it will grow from being approximately **22%** of the state's population to around **33%**.

What's **working?**

- **Right message w/
new campaign**
- **Tap into sharing
appreciation for
our state**
- **Keep Colorado
feeling like Colorado
– why people moved
here in the first place**
- **Reevaluated the
annual tracker
survey**

Opportunities



01

Increase in political involvement .



02

The pandemic increased outdoor recreation activities.



03

Newfound appreciation for conservation efforts in Colorado



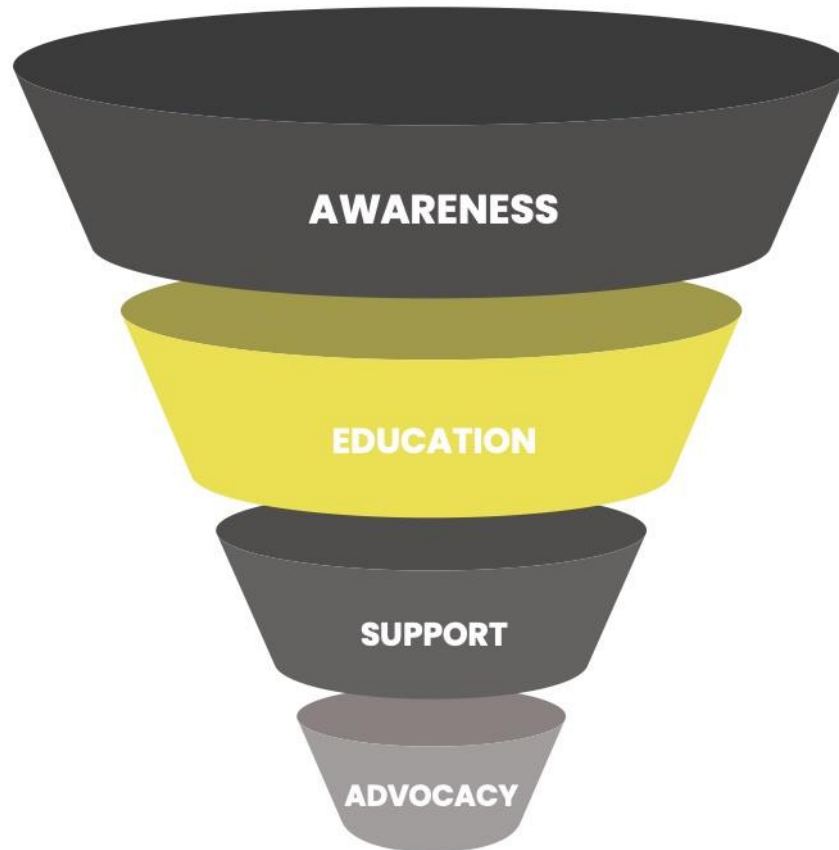
04

Convert folks into advocates.

Our Strategy & **Research Approach**

- **Move into a full-funnel approach w/ holistic view of reporting.**

Refined Measurement: Funnel Approach



AWARENESS OF THE ISSUE

- Message: Hunting and fishing license fees contribute to your way of life in Colorado.
- Touchpoints: traditional media (TV, OOH, audio), video (pre-roll, CTV), earned media (wide net)
- KPIs: impressions, reach, frequency

EDUCATION

- Message: Here's how hunting and fishing license fees benefit you and your way of life.
- Touchpoints: website, paid social, paid search, digital, native, influencers/earned media (narrow target), outreach teams
- KPIs: web metrics, search volume, engagement

SUPPORT

- Message: I would not support further restricting hunting and fishing in Colorado.
- Touchpoints: legislative outreach
- KPIs: annual survey report

ADVOCACY/BADGE

- Message: I know that hunting and fishing benefit all Coloradans. Do you?
- Touchpoints: email, merch, UGC social
- KPIs: email metrics, social shares/reposts, merch sales

Channel & Paid Media

Digital Media & Measurement 101

Sections

- **The Planning Process**
- **Planning Terms & Considerations**
- **Media Measurement Examples**
- **Additional Measurement**

The Planning Process

Role of Planning and Buying

Our Primary Mission is to:

- Direct the advertising message to the **right audience**
- Choose channels that align with the audience's **consumption habits, behaviors and preferences**
- Place the advertising message in a **targeted environment**
- Deliver the advertising message **effectively** with low waste and at an **efficient cost**

Planning responsibilities:

- Translate marketing goals into media objectives
- Develop media strategies to meet marketing goals (choose channels, tactics, placements that reach the target effectively)
- Buy/place all media
- Implementation and ongoing optimization of the plan
- Coordinate efforts of *all* media-related services

Planning Parameters

Objectives

All campaigns will seek to achieve the overall marketing objectives.

Example: Brand Awareness

Goals

Campaigns will have measurable media goals.

Example: Grow brand exposure amongst target audience, and SOV against competitors.

KPIs

KPIs are used to measure performance related to the campaign goals.

Example: Deliver x media impressions within the target, reach x% of the audience, increase ad recall lift by x%.

Conquering Challenges

Demonstrate Effectiveness of Media Investment

- Negotiated rates, added value, bonuses
- Ongoing website analytics
- Media optimization/reporting

Business Objectives

Tie media results back to business objectives, which can be a challenge when there is no digital conversion

Contextualizing Media Results

- Deliver results
- Provide context and explanation
- Garner learnings, and make future recommendations

Planning Terms & Considerations

General Terms

Impressions

- The number of people exposed to an ad, without regard to duplication

Reach

- The number of unique individuals or homes exposed to an ad

Frequency

- The average number of times individuals were exposed to the ad
 - It is important to find a brand's optimal frequency for impact/intent in order to plan accordingly

Buying Considerations

Programmatic

- The new(er) way to buy media. Direct access to ad inventory across all digital platforms, bought in real-time bidding environments.
 - Pros: Quicker turnaround, direct access to multiple publications and platforms, hundreds of data partners to utilize across multiple platforms. Flexible buying.
 - Cons: More laborious, need expertise in buying media.
- Only utilize when you have an experienced media buying team to navigate platforms in real time and fully understand all levers within each tool. Smaller budgets can be used without minimums. More flexible timing, ability to move money amongst channels and turn on/off quickly. Ability to optimize, rotate in new creative, test data partners very flexibly.

Partner Direct

- The traditional way to buy media. Using a sales rep for a specific publication who sells ad space and manages the campaign for a large commission.
 - Pros: Less heavy lifting, some more premium options.
 - Cons: Less transparency, larger commission fees. Minimum spends, less flexibility.
- Use when there is no media expertise to rely on. Great for buying partnerships, sponsorships, cost per lead programs, and premium placements not available programmatically.

Pricing Considerations

- **CPM: Cost per every 1,000 impressions**
- **CPC: Cost per Click**
- **CPE: Cost Per Engagement**
- **CPL: Cost Per Lead**
- **CPA: Cost Per Acquisition**
- **CPV or CPCV: Cost Per View or Completed View**
- **CPLPV: Cost Per Landing Page View**
- **Flat Fee**
- **Packages**
- **Sponsorships**



Targeting Considerations

- **Contextual** (content, websites)
- **Behavioral** (online or offline actions)
- **Demographic** (basic user information)
- **Purchases** (credit card data/retail partnerships/receipt apps)
- **App** (which apps a user has)
- **Geo-Targeting** (city, state, zip)
- **Geo-Fencing** (latitude longitude, draw borders)
- **Retargeting** (site based)
- **Remarketing** (creative based)
- **Look-A-Like Modeling** (uses AI to expand audience)
- **Day-parting** (relevant ads by time of day)

Ad Types

Demand Side Platform (DSP)

- Banners (Static, Animated, Native, Rich Media)
- Video (Pre-roll, CTV)
- Audio

Facebook/Instagram

- In-Feed Webcard (Static, Video)
- Stories

YouTube

- Pre-Roll

Key Performance Indicator (KPIs)

Common Metrics

- CTR: Click Through Rate
- VCR: Video Completion Rate
- ACR: Audio Completion Rate
- ER: Engagement Rate
- ARR: Ad Recall Rate
- SUR: Swipe Up Rate

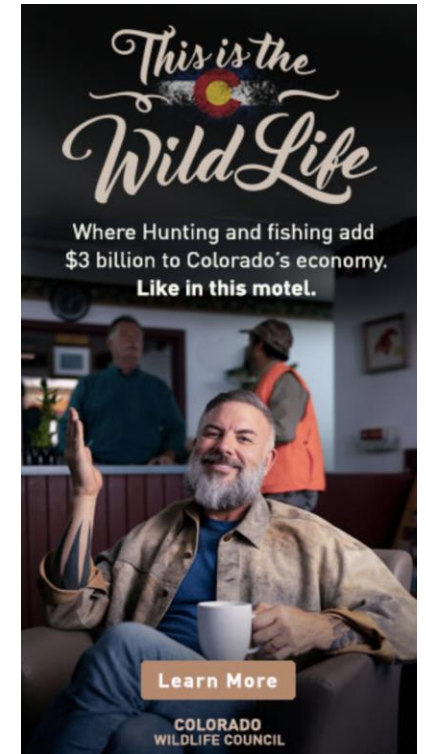
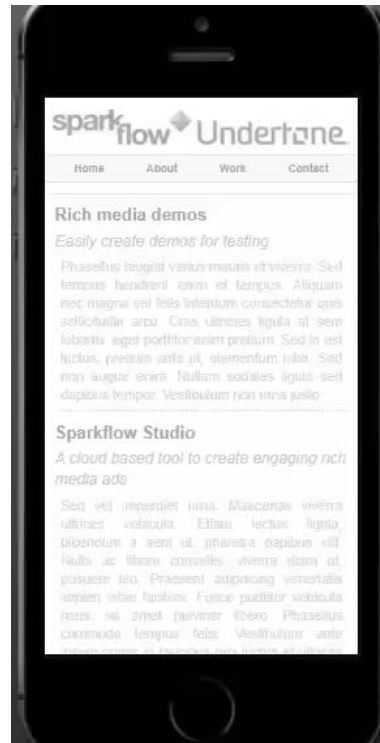
Resource to find industry benchmarks

<https://www.richmediagallery.com/tools/benchmarks>

Media Measurement Examples

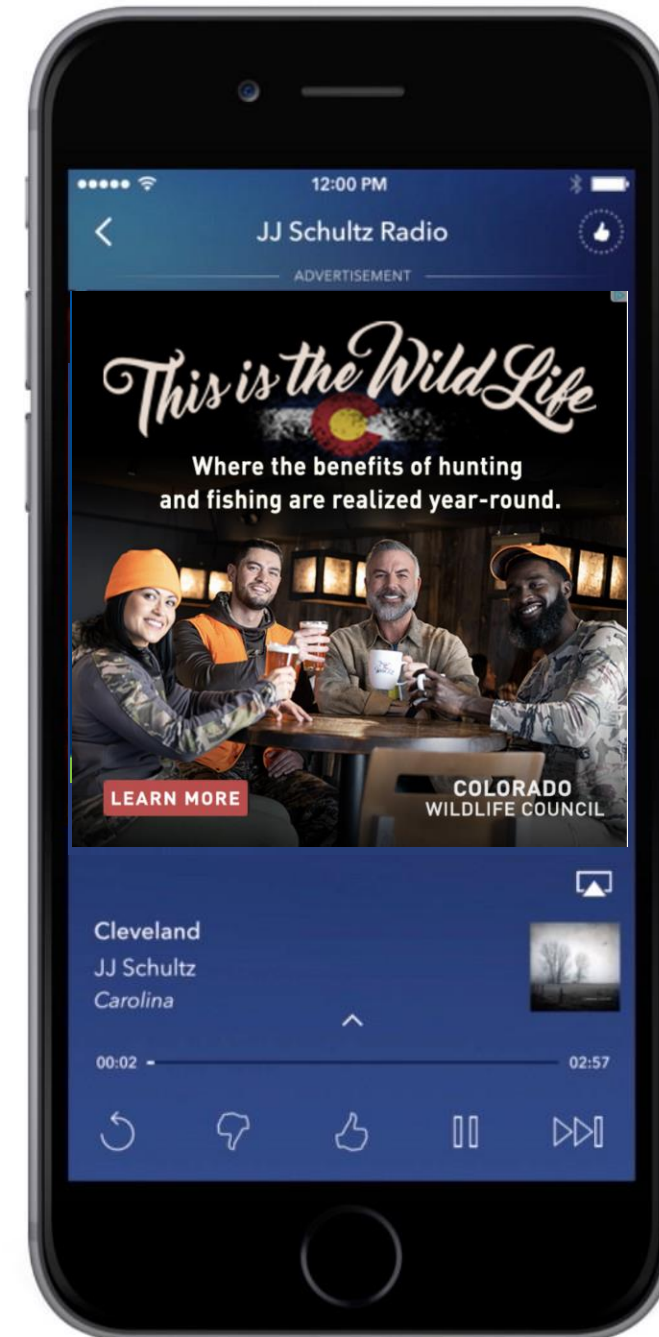
Programmatic Ad Units

- **Static Banners (CTR)**: Banners that do not move; loads as is.
- **Animated Banners (CTR)**: Simple animation in a defined loop within a banner.
- **Rich Media Banners (ER)**: Interactive banner units like clickable video, booking engines, video, etc. within confined space for in-banner or outside the space for expandable.
- **Native Banners (CTR)**: In-Article banners that look like a native article suggestion.



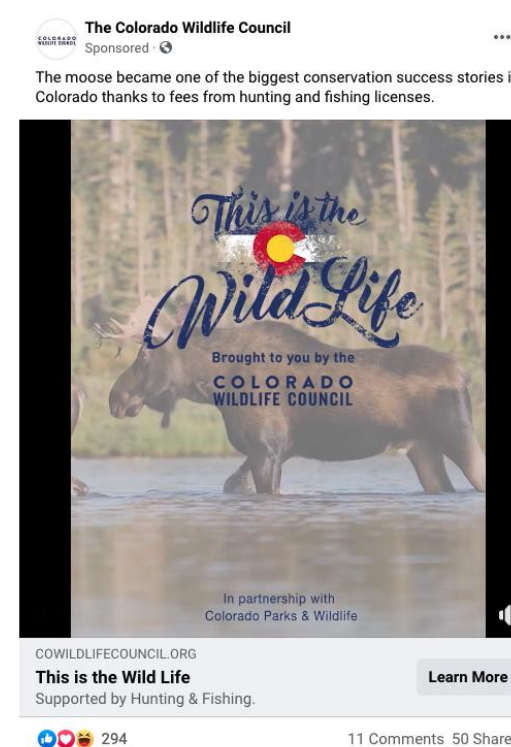
Programmatic Ad Units

- **Pre-Roll (VCR):** Video ad that plays before the users desired video within content online.
- **Connected TV (VCR):** TV ad on connected televisions and apps.
- **Streaming Audio (ACR):** Audio ad with companion banner that plays within streaming audio platforms like Pandora.



Facebook/ Instagram Ad Units

- **Image Webcard (CTR):** In-Feed image and copy ad.
- **Video Webcard (VCR):** In-Feed video and copy ad.
- **Stories (SUR/CTR):** In-Stories video or static ads. These do not click through, they operate as a 'swipe up' function.
- **Brand Lift Study (ARR):** Facebook offers a brand lift study that uses exposed and non exposed users to indicate whether the ad caused a lift in brand recall rate.



The Colorado Wildlife Council
Sponsored

The moose became one of the biggest conservation success stories in Colorado thanks to fees from hunting and fishing licenses.

This is the Wild Life
Brought to you by the
COLORADO WILDLIFE COUNCIL

In partnership with
Colorado Parks & Wildlife

COWILDLIFECOUNCIL.ORG
This is the Wild Life
Supported by Hunting & Fishing. [Learn More](#)

294 11 Comments 50 Shares



The Colorado Wildlife Council
Sponsored

See Caption

[Learn More](#)

YouTube Ad Units

- **Pre-Roll (VCR):** A :15s – :30s ad video that automatically serves prior to the users' intended video content.
- **Bumper Ads (VCR):** :06s video snippets are meant to complement the broader messaging and help extend the reach of a campaign.
- **Brand Lift Study (ARR):** YouTube offers a platform specific study that uses exposed and non exposed users to indicate whether the ad caused a lift in brand recall rate.



Additional Measurement

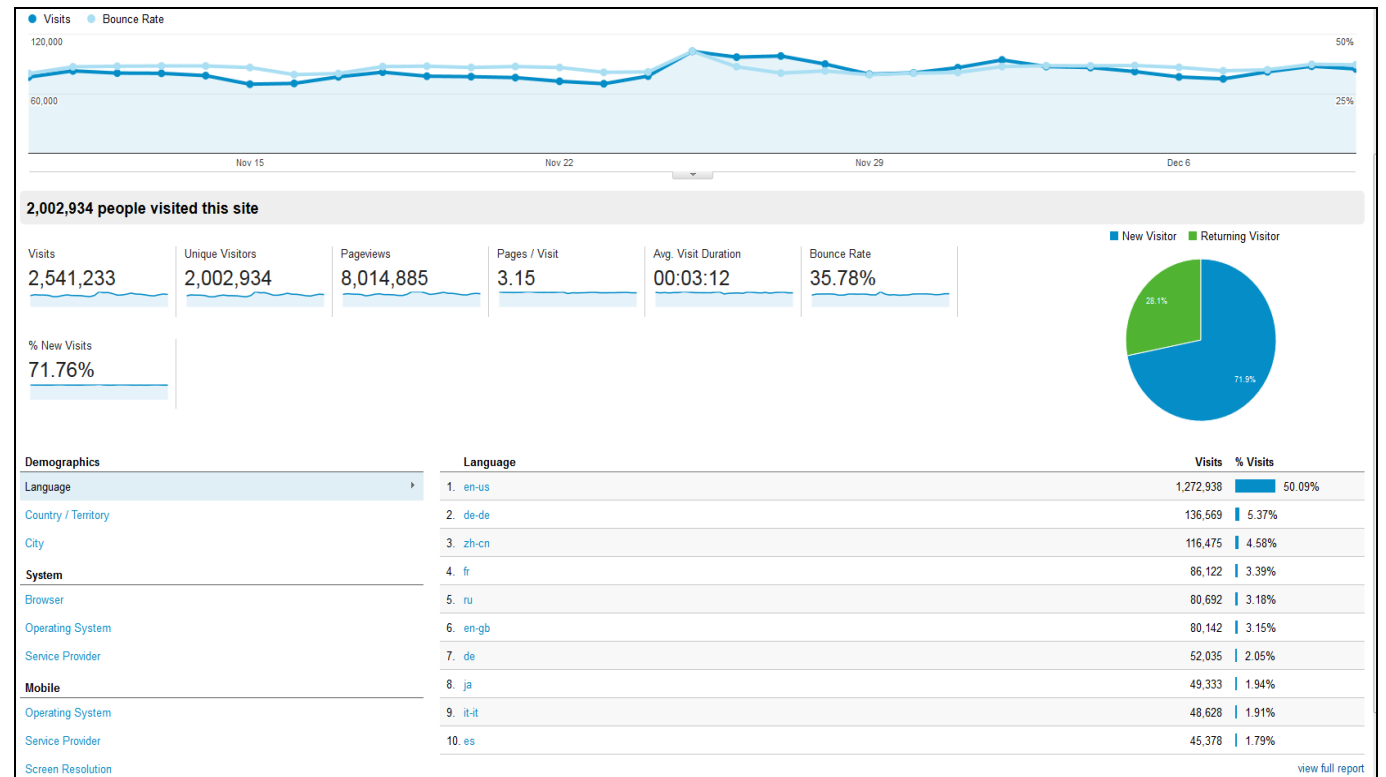
Google Analytics

Google Analytics (GA) is a free service offered by Google that generates statistical reports about a websites traffic.

Benefits: Through the GA analysis we will be able to see who is actually going to the website and what they are doing which will help in the optimization of the digital campaigns to produce more efficient buys.

Reportable Items:

- Page Visits
- Unique Visitors
- Page Views
- Pages / Visit
- Average Visit Duration
- Bounce Rate
- % New Visits
- Demographics
- System & Device Used
- Language
- Geography
- Etc.



Media Flight Update

March Reporting

Winter Media Objectives & Goals

Campaign Objective

Increase **awareness** among the In The Wind audience of the benefits of hunting and fishing for the state of Colorado.

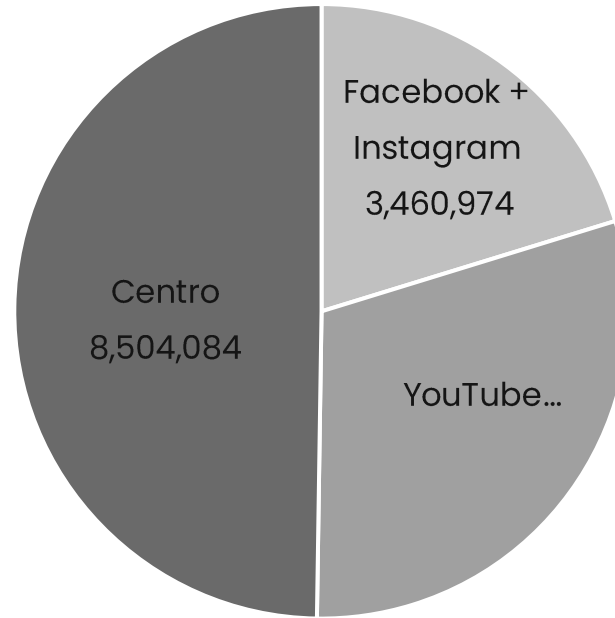
Measurable Goals

Increase education of the benefits of hunting and fishing measured by **impression delivery, video views and website visits.**

KPIs

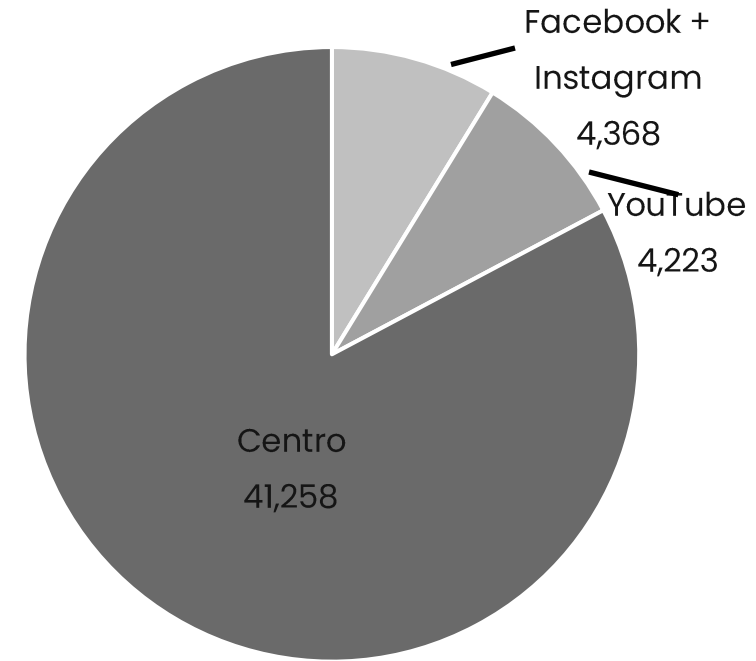
- Primary: reach, impressions, brand lift and annual tracker study (September 2020)
- Secondary: clicks (CTR), video views (VCR) and website visits

March Results



17,090,446
March digital impressions served

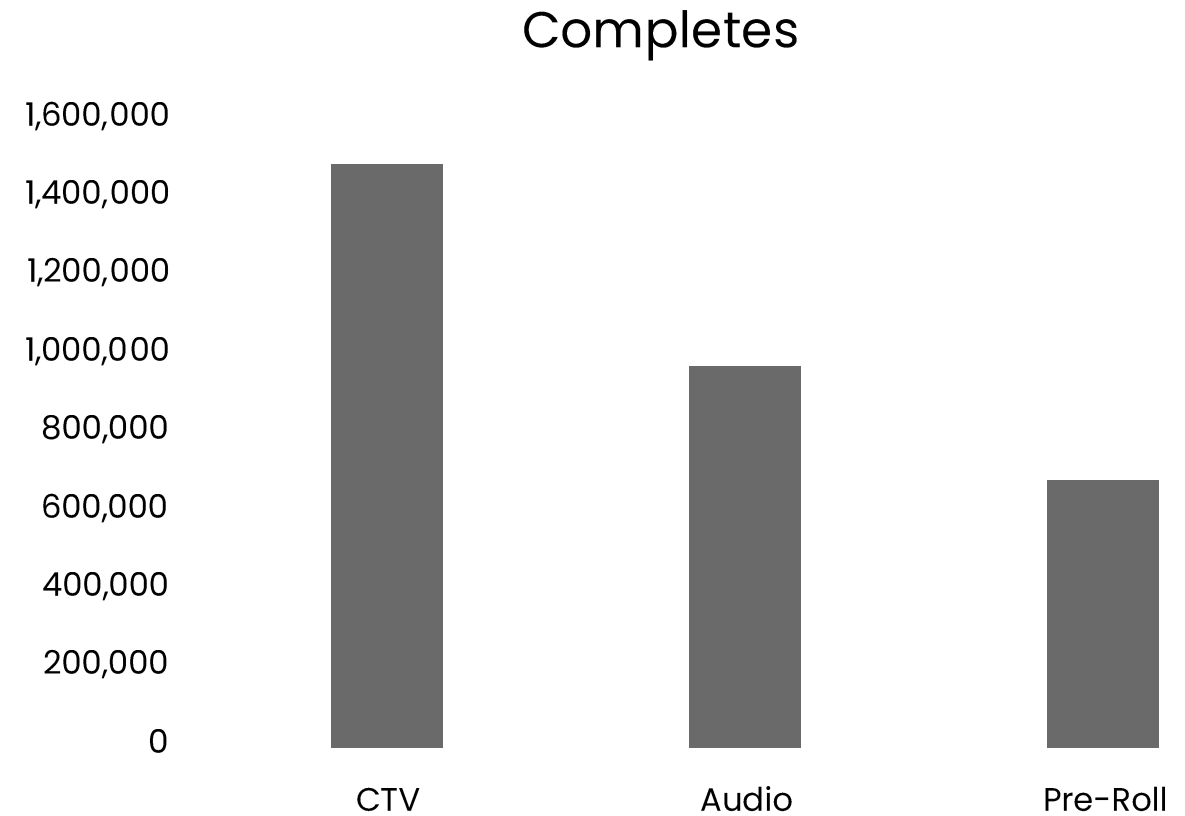
39,874,253
Total digital impressions served



49,849
March clicks captured

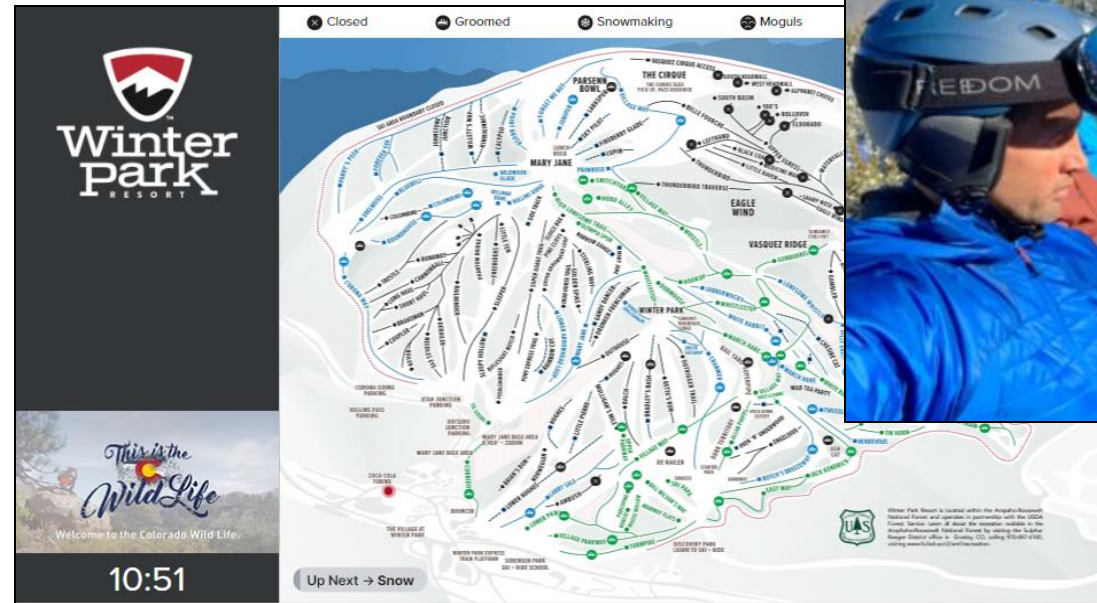
100,421
Total clicks captured

March Results



3,165,123 completed views within CTV, Pre-Roll & Audio

March Results



Ski Lift digital ads over performed on impression delivery with 1,334,285 ad plays.

March Results



Fox :15s
(left)


Ferret
:06s
(below)



The Fox :15s creative is driving the highest view-rate across audiences within the skippable in-stream campaign. The Ferret :06s bumper creative is capturing the most impressions across the bumper campaign.

March Results

- As a reliable result, there's a 98% chance that CWC Facebook ads caused brand lift for your Standard Ad Recall poll.
- CWC ads caused a 4.6-point increase in brand lift percent for people who answered your poll question favorably.
- Out of the people reached by the social campaign, it's estimated that CWC ads caused 40,435 more people to give the desired response to the poll question.
- The cost per brand lift was a \$1.85 for each positive poll question.

 Facebook App would like to hear from you.
Advertiser-sponsored poll

Do you recall seeing an ad for The Colorado Wildlife Council online or on a mobile device in the last 2 days?
Choose an option

Yes

No

Not Sure



Optimizations

- Bids: Shifted daily budget toward top-performing tactics, such as native. Adjusted tactic bids based on performance and scale.
- YouTube: Optimize the True-View:15s campaign toward the video view objective to increase view-rate.
- Creative: Increasing bids for top performing creative within each channel.
- Video: Optimize toward :15s ad units within social and the DSP as they are capturing stronger VCR compared to the :30s spots.
- Day-part: Implemented day parting at a tactic level within the DSP to ensure spend is maximized during top performing hours.

Influencer Update



maddiebrenneman • Following



Paid partnership with coloradowildlifecouncil



maddiebrenneman What are State Wildlife Areas? Conservation areas set aside for wildlife habitat paid-in part by fees from hunting and fishing licenses. Although the goal is to conserve wildlife habitat on the 350 SWAs in Colorado, they also have significant value for outdoor enthusiasts who use them for recreation. Colorado's population growth, along with an increased desire for outdoor recreation, has put increased pressure on these SWAs, causing a disruption to wildlife and the very habitats these areas are supposed to protect. So how do we create balance that allows the public to use their public lands while ensuring the health of our wild



Liked by shyanneorvis and 674 others

6 DAYS AGO



Add a comment...

Post

Influencer Update

maddiebrenneman



Swipe up to learn about the Colorado State Wildlife Area pass that will be going into effect on May 1, 2021

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

maddiebrenneman


[#ThisIsTheWildLife](#) [#ColoradoWildlife](#)



What are State Wildlife Areas and who can access them? See my most recent post for more information on this!

[@coloradowildlifecouncil](#)

maddiebrenneman



[#ColoradoWildlife](#)
[#ThisIsTheWildLife](#)

How can Colorado Parks & Wildlife carefully manage important wildlife habitats and at the same time, allow these valuable places to remain accessible to all who enjoy them? Swipe up to see my most recent post where I talk about Colorado's many State Wildlife Areas and the steps CPW is taking to best manage them!

[@coloradowildlifecouncil](#)

Influencer Update



tj_skis • Following

Paid partnership with coloradowildlifecouncil**
Telluride, Colorado



tj_skis Conserving critical wildlife habitat has been a foundational ethos of Colorado. (#ad) Even way back then, Colorado representatives recognized and understood the importance of protecting these lands and took active steps to conserve what was then known as State Administrative Zones.

Today, the Colorado Parks and Wildlife are protecting and managing over 350 designated State Wildlife areas through hunting and fishing license fees as well as excise federal taxes levied from the sale of hunting and fishing gear.

State Wildlife Areas, initially identified



200 likes

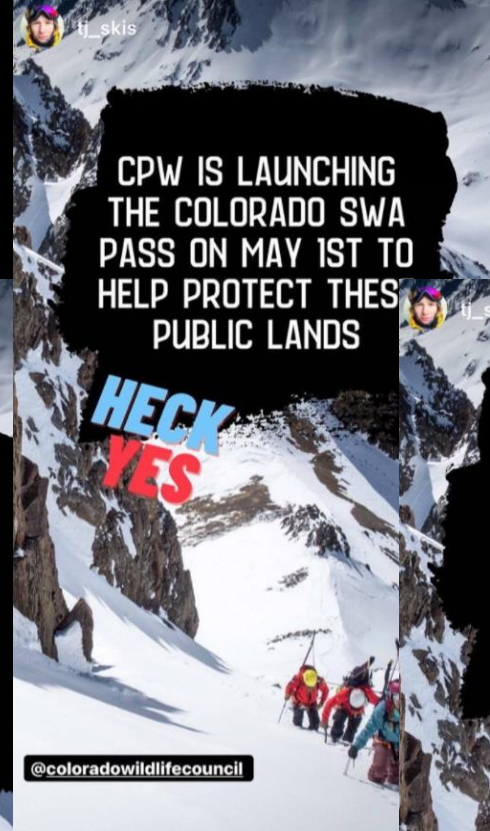
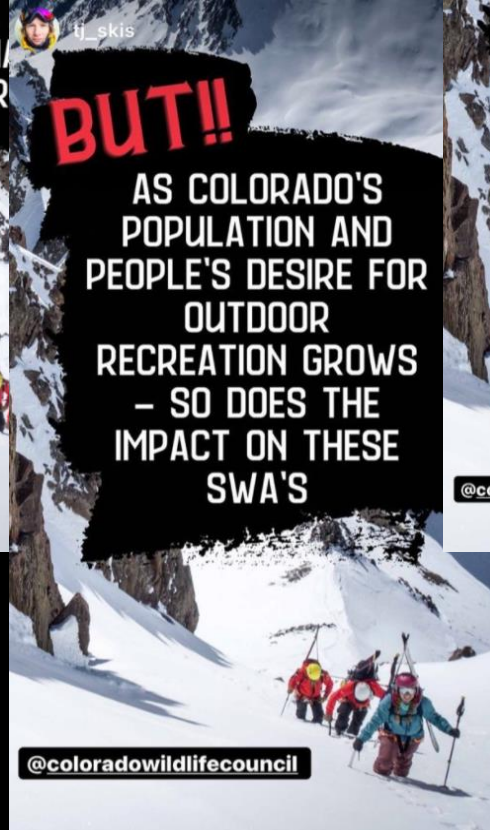
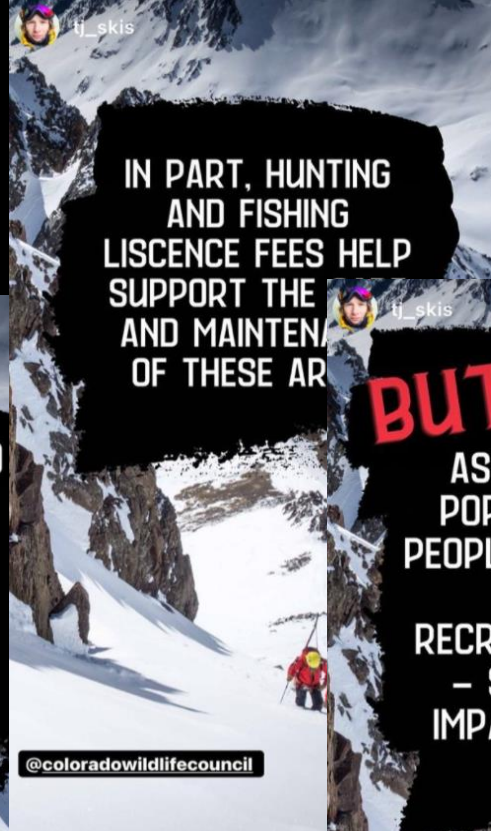
5 DAYS AGO



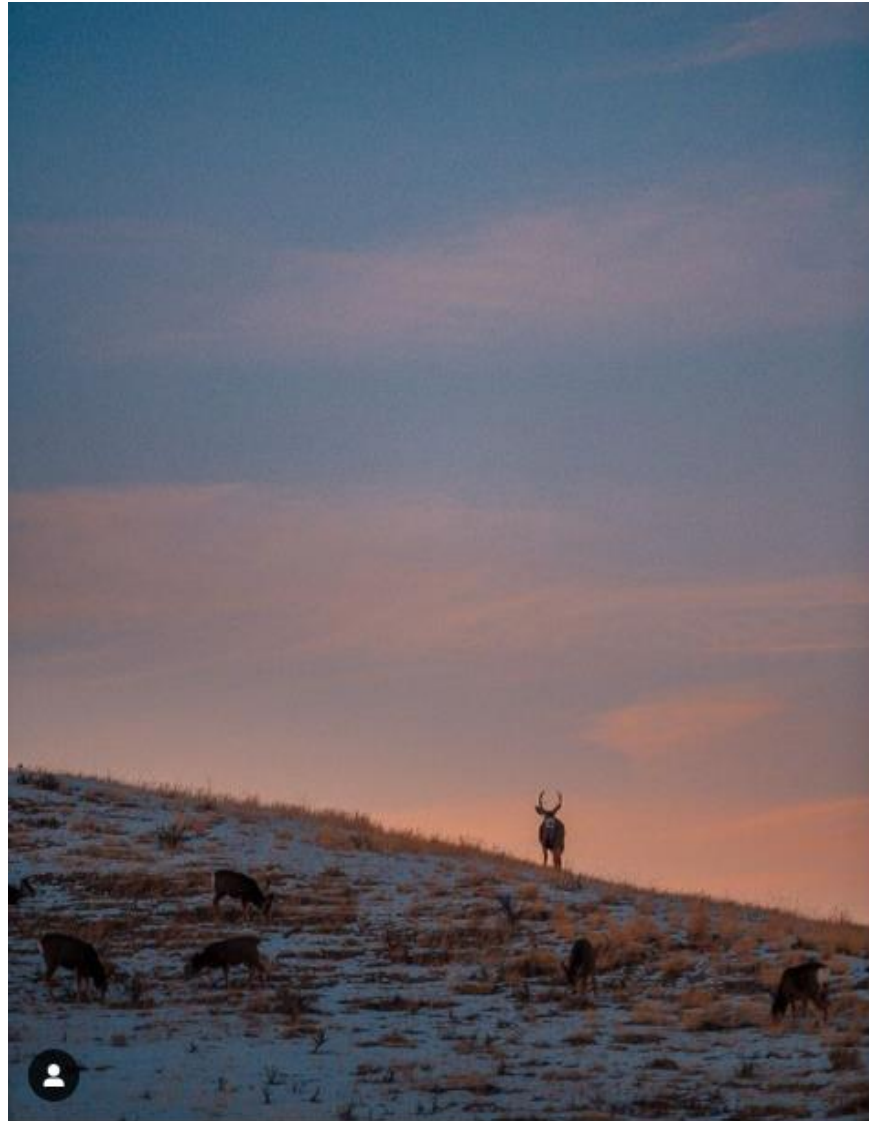
Add a comment...

Post

Influencer Update



Influencer Update



rherrmannphotog • Following



Paid partnership with coloradowildlifecouncil



rherrmannphotog #ad Over the past years, I have been fortunate to experience firsthand the benefits of having access to some of the incredible lands classified as Colorado State Wildlife Areas. Colorado Parks and Wildlife now manages more than 350 SWAs, all set aside to conserve wildlife habitat with those dollars from hunting and angling licenses. Those funds are also matched with federal money from the excise taxes collected on the sale of all hunting and fishing equipment purchases. To help protect these lands, which are receiving higher traffic outside of their purpose, CPW began requiring all SWA visitors to possess a current hunting or fishing license. By doing so, they are helping



190 likes

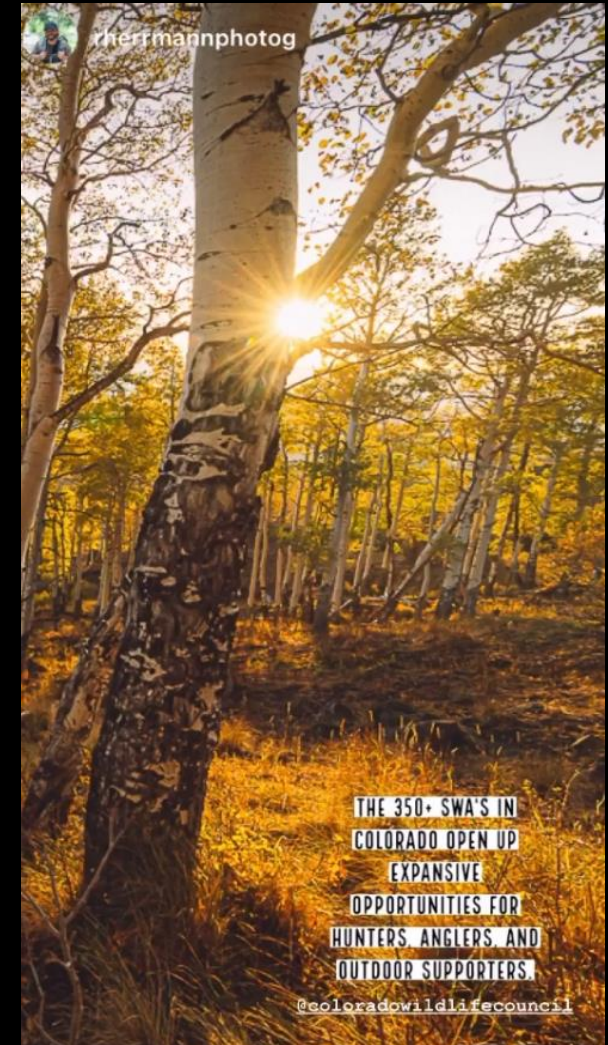
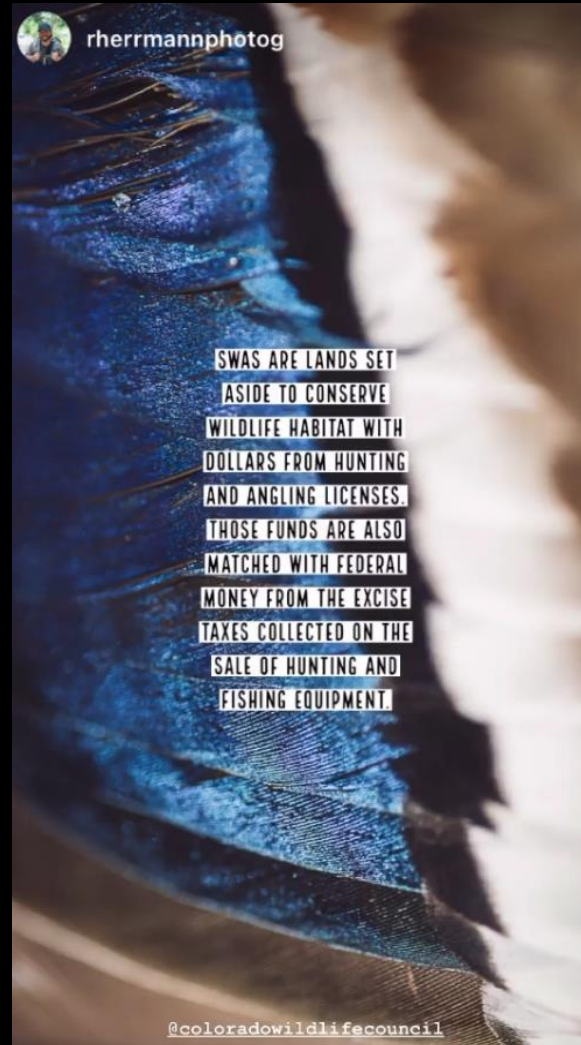
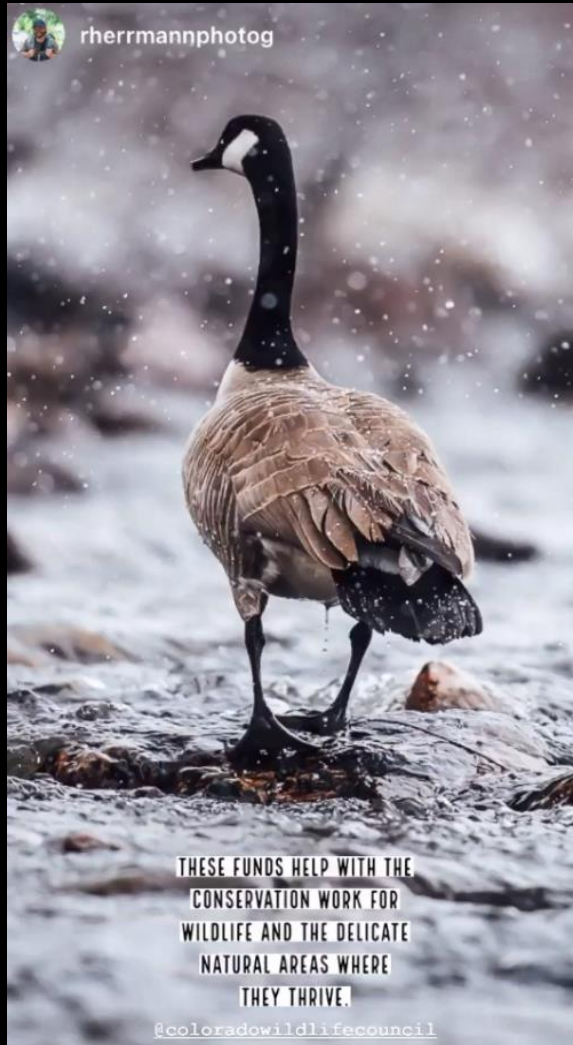
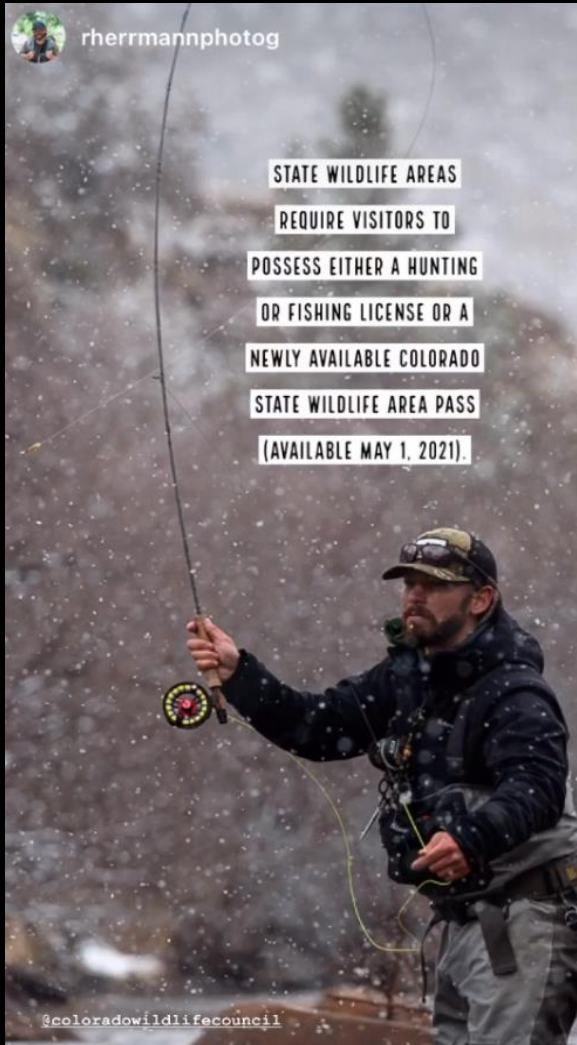
7 DAYS AGO



Add a comment...

Post

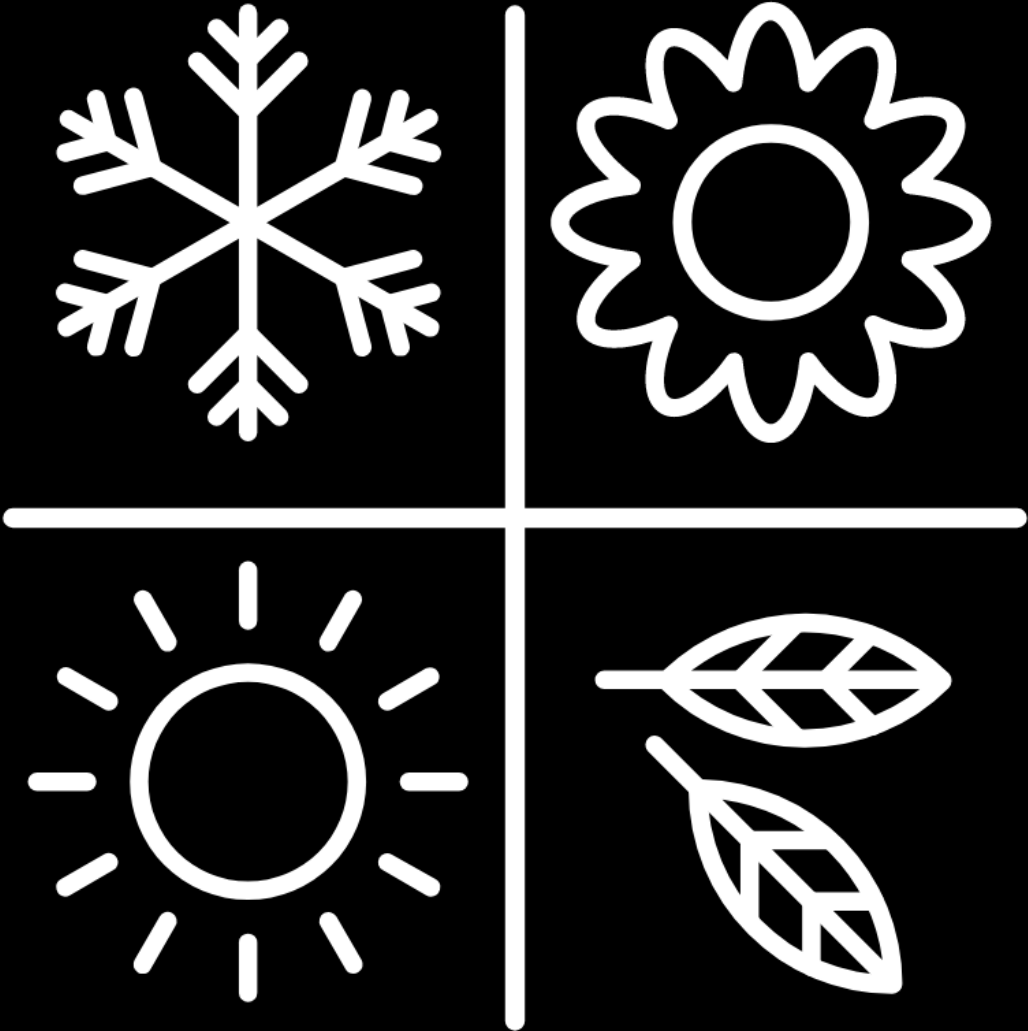
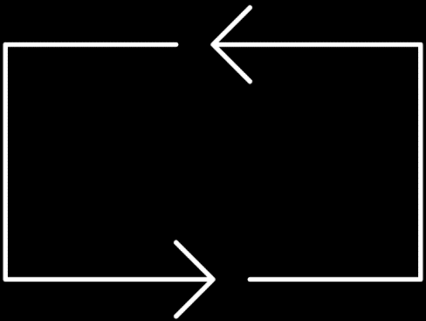
Influencer Update



FY 21/22

Paid Media Recommendations

Media Flight Approach



Upcoming Opportunities

- **Experiential** CWC has made fantastic headway in leaning into outdoor events and experiences via the outreach team, statues, and the upcoming AR project (pending final council approval). The media plan will seek to bolster these events wherever possible including dedicating media funds to promoting the opportunities.
- **Expanding Mural Opportunity:** Promote the mural piece and AR effect on social media utilizing paid media dollars.
- **Channel Testing:** Explore new channel opportunities including but not limited to TikTok and native hosting sites such as Tumblr and Medium.



Paid Media Studies & Testing

- **Alphas/Betas:** Continue to keep Colorado Wildlife Council in mind for exclusive alpha and beta testing with paid media partners.
- **Paid Media Studies:** Identify opportunities for brand-lift studies. Continue to implement Facebook and YouTube brand-lift studies. Expand studies within the DSP through Nielsen. Explore partnerships with companies like DISQO who analyze brand lift across channel.
- **Testing:** Media testing allows us real-time feedback on our creative approach, audiences and overall brand favorability.
- **FB SOV** Our dedicated agency Facebook representative has offered to deliver a paid media SOV report for CWC that would allow us to understand where and how our competitors (wolf initiative, etc.) are spending their dollars on Facebook/Instagram. This will be used to help plan how to gain topical SOV against competitive issues.

Creative

Recap & Recommendations

This is the Wild Life



Season Four

People in Colorado live for the outdoors. Their wild life is our wildlife and vice versa. We live the **WildLife** together.

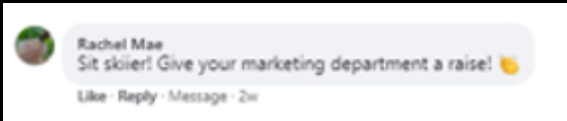
Continuing the success from our **This is the Wild Life** campaign, we will further educate our **In the Wind** audience on the benefits of hunting and angling.

We are going to continue highlighting wildlife conservation stories.



People love the campaign

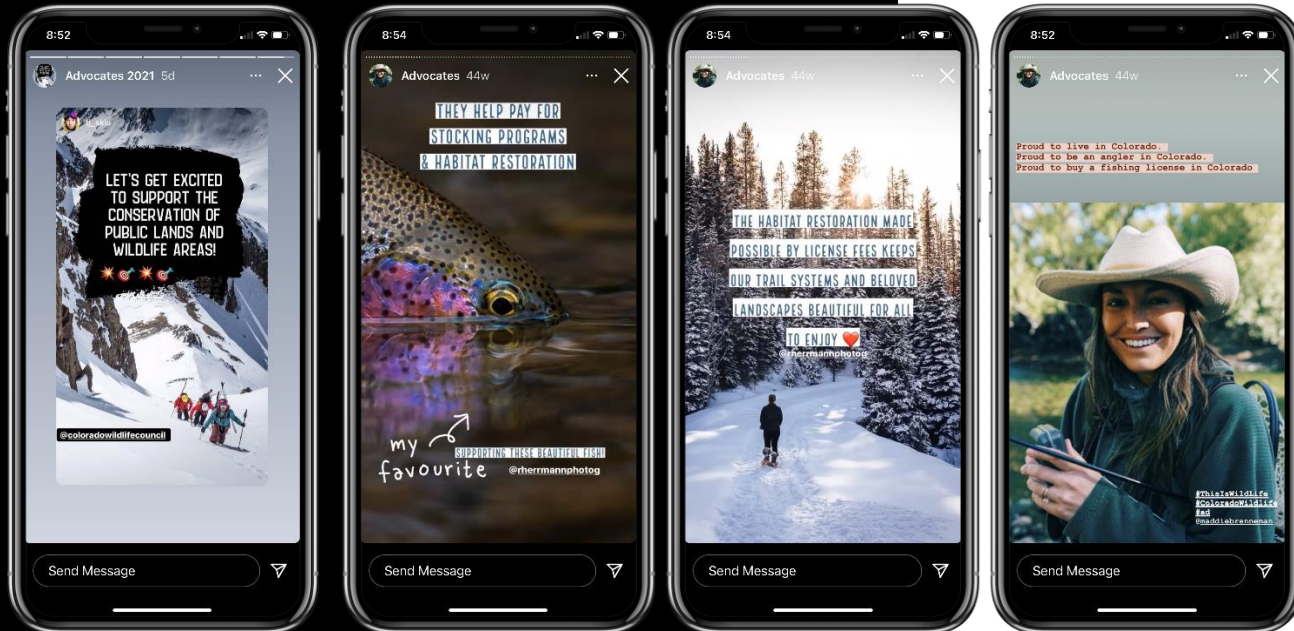
- Great results from our social influencers
- Shared content and likes increasing
- People are talking about it



loleelolaxo Who's the handsome father doing these ads? 🤔👍
1w 1 like Reply

always.american_ There's wild life in Colorado and then there's WiLd LiFe 🤔🤔🤔🤔🤔
3w 3 likes 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.



zeenafishing #perspective
4w Reply

details_marine_services Right on girl!!
3w 1 like Reply

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

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. 🤔👍❤️

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

People love the campaign

More awards from the American Advertising Federation.

- The Fox
- In the Field – Educational Video
- Wild Life :15 Campaign
 - Elk, Moose, Hotel



R&R PARTNERS

"The Fox"
Colorado Wildlife Council



LOCAL TELEVISION
ADVERTISING



R&R PARTNERS

"In the Field"
Education Video
Colorado Wildlife Council

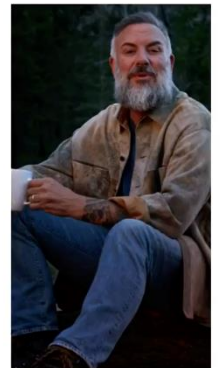


INTERNET COMMERCIAL



R&R PARTNERS

"Wild Life"
Video Campaign
Colorado Wildlife Council



INTERNET COMMERCIAL



We added additional
wildlife video to library.



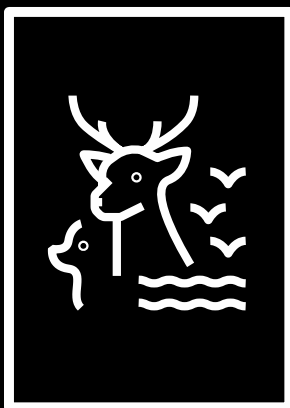


We added more economic impact images.

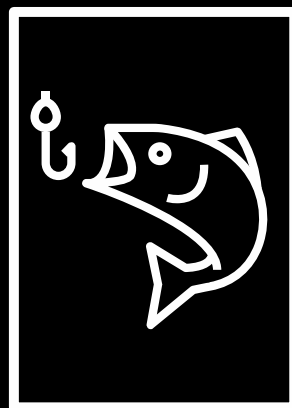


Content

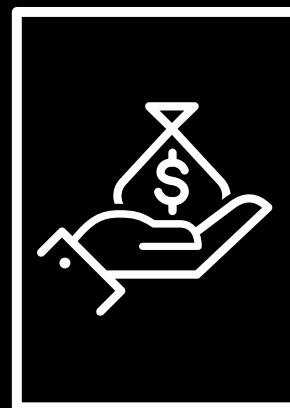
Pillars



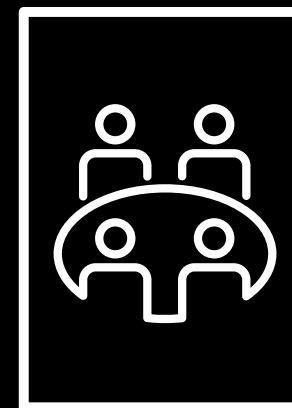
Wildlife



Conservation



Economic
Growth



The Council

Content

Pillars



Conservation

Eye candy visual content with educational messaging about protecting Colorado.

- 1. Image with fact text
- 2. Video with fact text
- 3. List article & video
- 4. Statistics



Economic Growth

Content educating our audiences on the economic impact that hunting and angling has on Colorado.

- 1. Improves Coloradans' quality of life
- 2. License fees primarily fund
- 3. Colorado jobs



Wildlife

Content educating our audiences on the benefits wildlife receive because of hunting and angling.

- 1. CWC-funded wildlife management projects
- 2. Controlling overpopulation
- 3. Partner highlights
- 4. Wildlife specialist spotlights
- 5. Habitat



The Council

Content educating advocates only, on the purpose and mission of the council.

- 1. Educate and remind followers of CWC's purpose.
- 2. Get to know the council members and influencer team.
- 3. Interesting and informative updates from CWC public sessions
- 4. Response to FAQs and misinformation

Content

Pillars



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3. Partner highlights
4. Wildlife specialist spotlights
5. Habitat



The Council

Content educating advocates only, on the purpose and mission of the council.

1. Educate and remind followers of CWC's purpose.
2. Get to know the council members and influencer team.
3. Interesting and informative updates from CWC public sessions
4. Response to FAQs and misinformation

More
wildlife
stories



Everyone loves animal stories.

We will continue educating our audience on the wildlife success stories like the Canadian Lynx and the significance of the Boreal Toad.



“IN THE FIELD” Long-form video

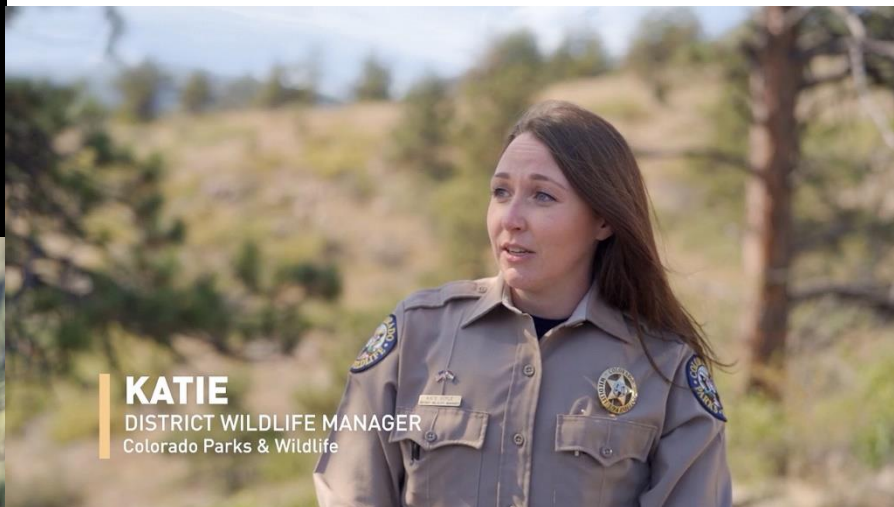
This time from a
hunter’s point of view.

This is a great opportunity to change
people’s perception of hunters.



The science and the people behind it.

Continuing the success of In the Field, we will look for opportunities to highlight our wildlife managers & game wardens and the successful wildlife programs.



KATIE
DISTRICT WILDLIFE MANAGER
Colorado Parks & Wildlife



IN THE FIELD
with
**WILDLIFE
BIOLOGISTS**



Land conservation

What's an SWA?

And why can't I play there?

We can educate Coloradoans about these areas and how the habitats have been conserved for the animals by hunters and anglers.



Merch.

Merchandise enhances brand awareness, for little or no money, for years. We would like to add additional merchandise to our collection.



Mural & AR

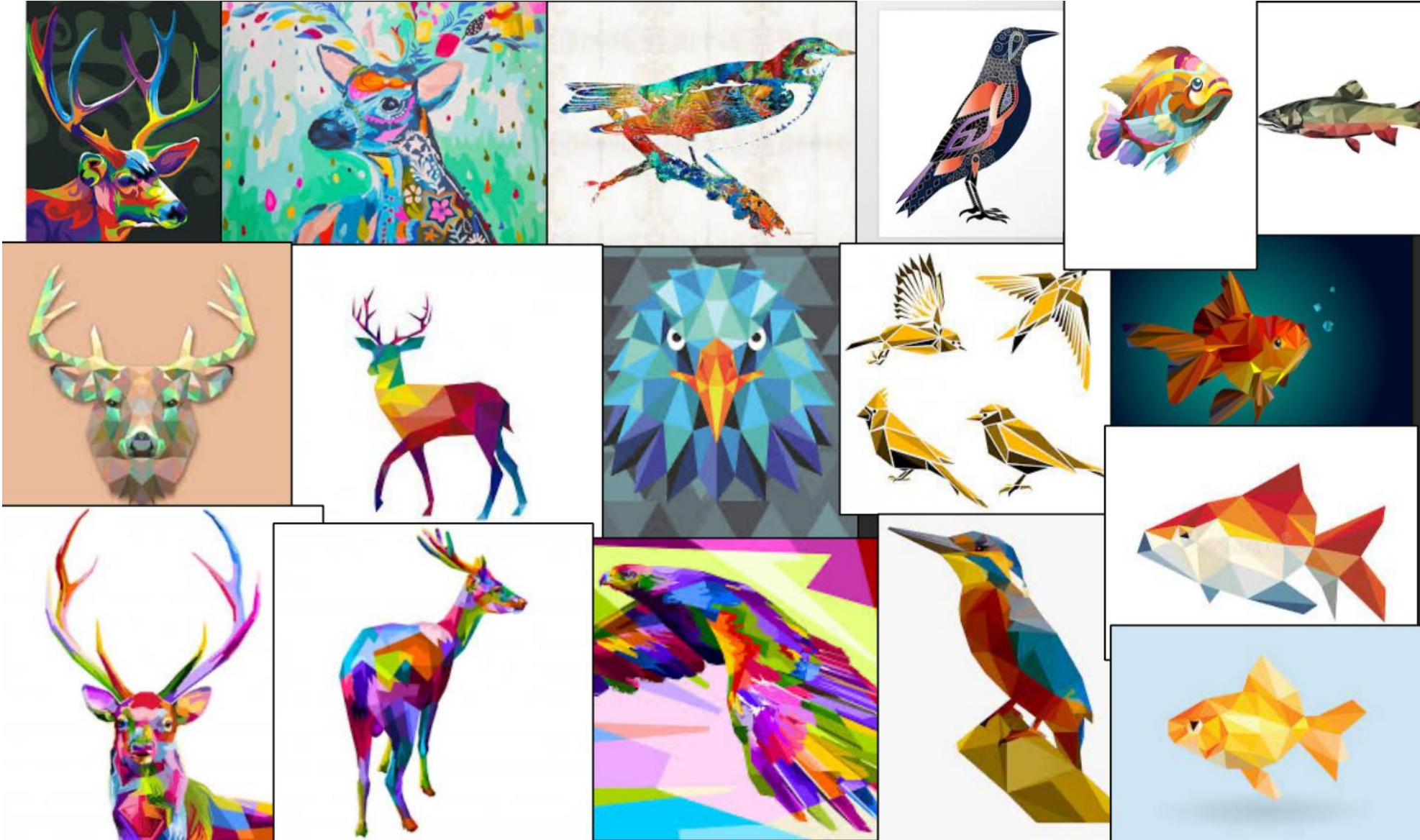
Project Details

Mural.

We plan to work with Denver artist AJ Davis to create a wildlife mural in Denver. With a wildlife mural as a backdrop, our audience will spread our message for us. Working with our augmented reality (AR) team, Our audience will be able to see an animal move, along with a fact about that animal.



AR Mood Board



AR Mood Board

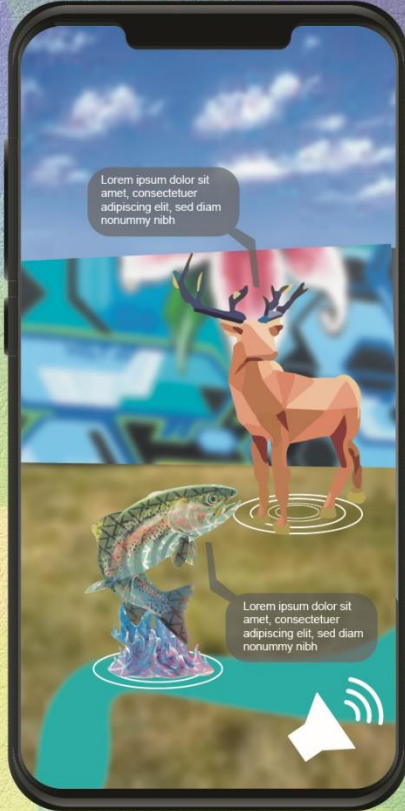
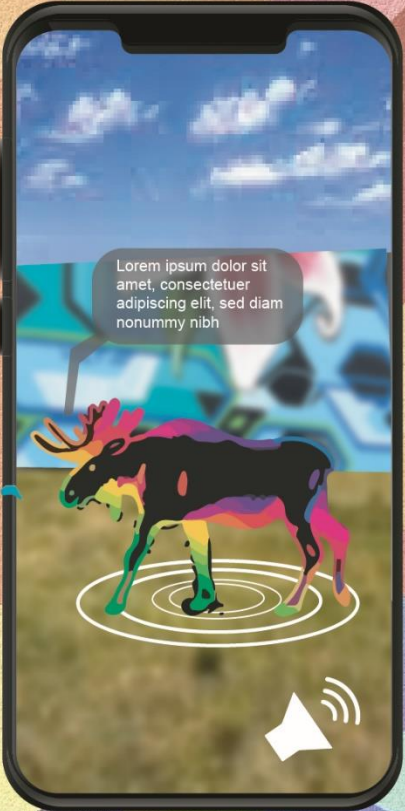


Upon launching the effect to the front camera, a 3D artistic animal head would track to the user's head. The background would be that of the mural.

Switching the back camera would invite the user to tap to place a 3D experience in front of them with an animal. A secondary tap would reveal another animal. Both animals would have a piece of information above their heads.

- Background Audio**
- Moose Call
 - Forest Sounds
 - Water Splashing

- Animations**
- Info Bubbles
 - Flowing River
 - Looped Animals



Demo Links

- Link to IG effect (open in Instagram app on your phone):
<https://www.instagram.com/ar/682367679375632/>
- Link to screen record of where IG effect will live on the CWC IG channel:
https://www.dropbox.com/s/ecze2umcce6ycd2/RPReplay_Final1617311853.mov?dl=0
- Work in progress of a Condor for Zion Park project
<https://www.dropbox.com/s/3x87bvzfvkqrm6k/side%202.mp4?dl=0>

AR Build-Out Deliverables

- 3D Modeling
- Texture and sprite sheet animations
- Lighting
- Scene composition and optimization
- Tap-to-place plane tracking
- Platform icon development
- Demo video
- Testing, QA and platform deployment

Effect Overview

- (1) game animal and (1) fish stylized to match the look of the mural
- Animated animal eating/grazing, moving, jumping out of water, etc.
- Hotspot next to animal with brand messaging – facts
- Possible addition of selfie view if file size allows (must determine once build begins)

Agency Hours

- Execution concepting and creative direction
- Pulling together all assets to share with vendors
- Project and vendor management – all project communications
- Development, technology, QA and launch

Budget Details

- Mural design & painting - \$15,000
- Content capture of mural painting, buyout rights, etc. - \$5,000
- AR build-out - \$10,000
- Agency hours: \$17,250

TOTAL PROJECT BUDET: \$47,250*

*remaining production hard cost budget of \$17,000 will be utilized first to cover these costs, then we will pull from the cash on hand from the paid media budget.

Public Relations

FY 21/22 New Deliverable: Recommendations

PR Approach

- **Development of an annual PR strategy**
- **Media Relations**
 - Desksides when appropriate
 - Media drops as necessary
- **Creation of Press Materials**
 - Press releases, media alerts, fact sheets and other items as needed
- **Ongoing Pitching**
 - Potential Story Angles: Outdoor Recreation, Wildlife Management, Hunting, Fishing, etc.
 - Opportunistic/timely topics
 - Secure TV in-studios, live shots and other interview opportunities
- **Media Monitoring and Monthly Reporting**

FY 21/22 Planning

Timeline & Budget

FY 21/22
Budget
Reco

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	886	\$115,180	\$0	\$115,180
2	Public Relations/Earned Media	142	\$18,460	\$3,000	\$21,460
3	Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
4	Website Maintenance	48	\$6,240	\$300	\$6,540
5	Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
6	Strategic Consultation	n/a	n/a	\$72,000	\$72,000
7	Travel Expenses	n/a	n/a	\$15,000	\$15,000
SUBTOTAL:		1,470	\$191,100	\$90,300	\$281,400
Basic Compensation Rate (Monthly Fee)					\$23,450.00
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
8	Creative Concepting & Creative Asset Production	1144	\$148,720	\$315,000	\$463,720
SUBTOTAL:		1144	\$148,720	\$315,000	\$463,720
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
9	Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		140	\$18,200	\$35,000	\$53,200
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	590	\$76,700	\$1,200,000	\$1,276,700
SUBTOTAL:		590	\$76,700	\$1,200,000	\$1,276,700
GRAND TOTAL**:		3,344	\$434,720	\$1,640,300	\$2,075,020

Q&A

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

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

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

FY 18/19 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	550	\$63,250	\$0	\$63,250
2 Creative Development	92	\$10,580	\$0	\$10,580
3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5 Website Maintenance	60	\$6,900	\$300	\$7,200
6 Community Partnership Building	24	\$2,760	\$0	\$2,760
7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8 Strategic Consultation	0	\$0	\$48,000	\$48,000
9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

FY 17/18 Budget

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	525	\$60,375	\$0	\$60,375
2	Creative Development & Production	250	\$28,750	\$0	\$28,750
3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
6	Community Partnership Building	30	\$3,450	\$0	\$3,450
7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
9	Travel Expenses	0	\$0	\$4,000	\$4,000
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
Description	HOURS	FEES	EXPENSES	TOTAL	
10 Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000	
11 In-Store POS Display	100	\$11,500	\$10,000	\$21,500	
12 Social Media Campaigns	280	\$32,200	\$2,500	\$34,700	
13 Website Design & Development	410	\$47,150	\$250	\$47,400	
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
Description	HOURS	FEES	EXPENSES	TOTAL	
14 Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795	
15 Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500	
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
Description	HOURS	FEES	EXPENSES	TOTAL	
16 Working Media Placements	0	\$0	\$620,000	\$620,000	
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

FY 16/17 Budget

Description	HOURS*	FEES	EXPENSES	TOTAL	
1 Brand & Project Management	285	\$32,775	\$0	\$32,775	
2 Creative Development & Production	315	\$36,225	\$0	\$36,225	
3 Media Planning & Buying	275	\$31,625	\$0	\$31,625	
4 Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800	
5 Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880	
SUBTOTAL:		1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)					\$11,859
Description	HOURS	FEES	EXPENSES	TOTAL	
6 Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200	
7 Website Design & Development	65	\$7,475	\$0	\$7,475	
8 Photography	20	\$2,300	\$15,000	\$17,300	
SUBTOTAL:		165	\$18,975	\$115,000	\$133,975
Description	HOURS	FEES	EXPENSES	TOTAL	
9 Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375	
10 Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345	
SUBTOTAL:		185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL	
11 Working Media Placements	0	\$0	\$520,000	\$520,000	
SUBTOTAL:		0	\$0	\$520,000	\$520,000
GRAND TOTAL**:		1,585	\$182,275	\$667,725	\$850,000

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
 - Erin Crider
 - 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

Media Flights

- **Opportunity Funds:** Mar. 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – Mar. 31, 2021 (\$650,000)
- **Summer 2020:** July 1 – Aug. 31, 2020 (\$400,000)
- **Spring 2020:** Feb. 10 – May 31, 2020 (\$764,000)
- **Fall 2019:** Aug. 12 – Oct.31, 2019 (\$466,000)
- **Spring 2019:** Feb. 18 – Mar. 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** Mar. 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

Quant Studies

- **Wave 6:** 9/2/20-9/13/20
- **Wave 5:** 1/20/20 – 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