

Colorado Wildlife Council

December Meeting
2021



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Date Issued:

December 2021

Agenda

- 01 **Paid Media Update**
- 02 **Rockies Partnership**
- 03 **Creative Production Assets**
- 04 **CWC Awareness/Presentation Tools**
- 05 **Earned Media Update**
- 06 **Action Items**

Paid Media Update

FY Highlights

Planning Parameters

TIMING Sept. 13 – Nov. 21, 2022

AUDIENCE In The Wind (A18-34)

TACTICS Television
The Trade Desk
YouTube
Facebook/Instagram
Influencers

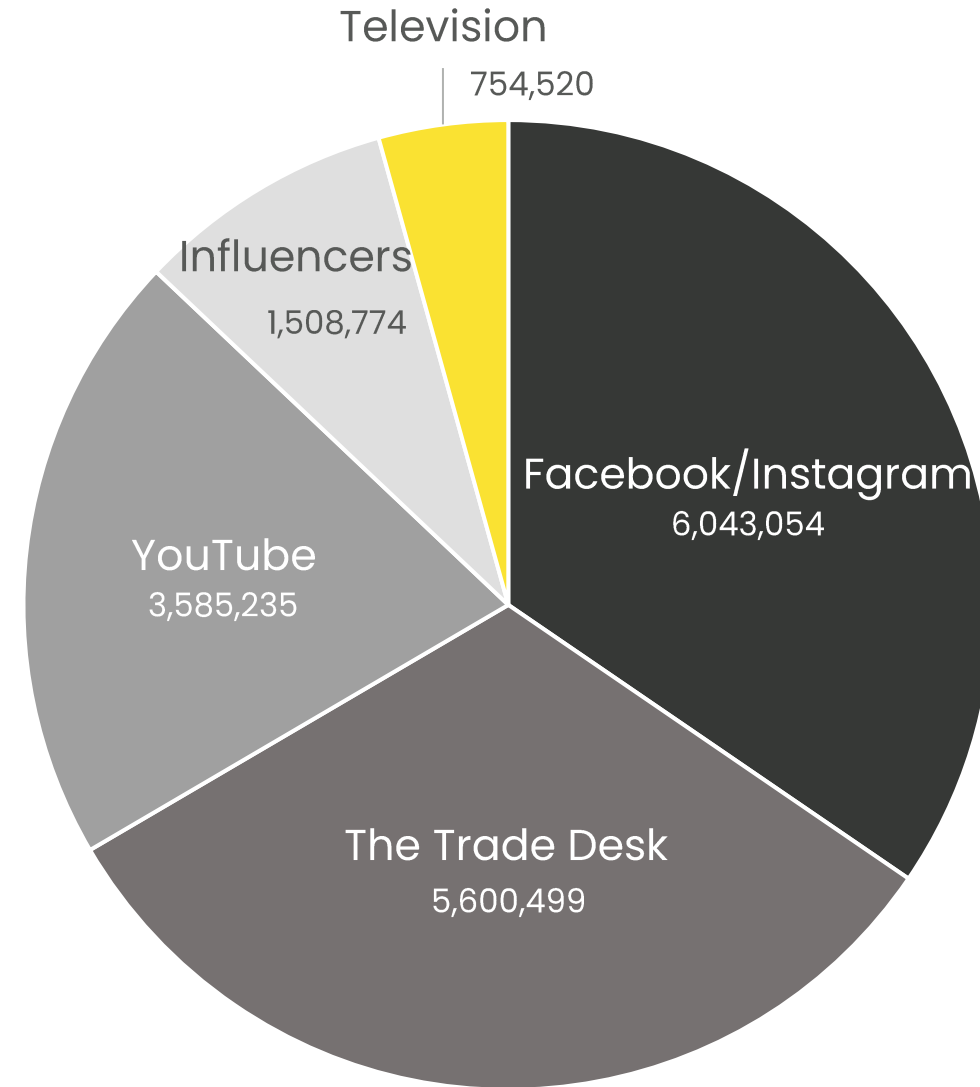
BUDGET % 20% of yearly budget

Fall Results

17,492,082 total impressions

34,689 total clicks

460,628 social post engagements



Campaign Overview

Campaign Insights:

- The Fox :15s video was the top performing video across the digital platforms. The video captured the highest EARL within Facebook & Instagram, the strongest view-rate within YouTube and the best VCR in TTD.
- The “In the Wind” audience continues to be top performing. Within TTD, BIPOC and Hispanic segments were tested in and show strong potential for the future. Both segments performed above the VCR benchmark and served over 1.7M impressions across tactics.
- Compared to the Spring 21 campaign, the Fall YouTube campaign saw a large increase in view-rate. This change is a direct result of the TrueView :15s ads being optimized toward views vs. CPM.
- Broadcast TV had over 12 spots air within Denver Broncos games, the Bachelorette & Masked Singer to name a few.

Future Implementation:

- Implement geotargeting ski resorts in Colorado including Winter Park where CWC has OOH running.
- Scale back on Foursquare audiences within TTD as performance wasn't as strong as the other segments.
- Implement winter sport interests and topic targeting for the Winter 21 campaign.

Influencer Performance



Organic:

Likes: 3,730
Comments: 47
Saves: 26
Shares: 15
Impressions: 42,464
Engagement Rate: 2.16%

Paid:

Reach: 295,501
Impressions: 732,144
Ad Recall Rate: 10.17%
Link Clicks: 794
Post Engagement: 2,216



Organic:

Likes: 205
Comments: 10
Saves: 4
Shares: 9
Impressions: 1,758
Engagement Rate: 1.05%

Paid:

Reach: 270,787
Impressions: 619,640
Ad Recall Rate: 8.81%
Link Clicks: 494
Post Engagement: 1,194



Organic:

Likes: 361
Comments: 14
Saves: 3
Shares: N/A
Impressions: 3,777
Engagement Rate: 2.31%

Paid:

Reach: 76,746
Impressions: 108,991
Ad Recall Rate: 9.4%
Link Clicks: 70
Post Engagement: 298

Social Engagement



marlonholden As a bowhunter and outdoorsman myself, this is a really great message too. AD or not. Good for you for doing so 🤓👍

5w 1 like Reply

— View replies (1)



mind.of.meech Stunning Ty, simply excellent 🔥

5w 1 like Reply



thestolenword Best way to plan ahead and think about how to make those wood walks ones that other can share and experience in the now and the future!

5w 1 like Reply



rachel.pohl I really appreciate when you share things like this 🙌❤️ thank you!!

5w 1 like Reply

— View replies (1)



alecoutside This is an incredible photo!!

5w 1 like Reply ...



rossbernards This is such important information to put out there and thank you for doing it.

5w 2 likes Reply



roundtheworldgirl Thanks for sharing!

5w 1 like Reply

Rockies Partnership

Revised Proposal

Campaign Update: Rockies

\$225,000 Option:

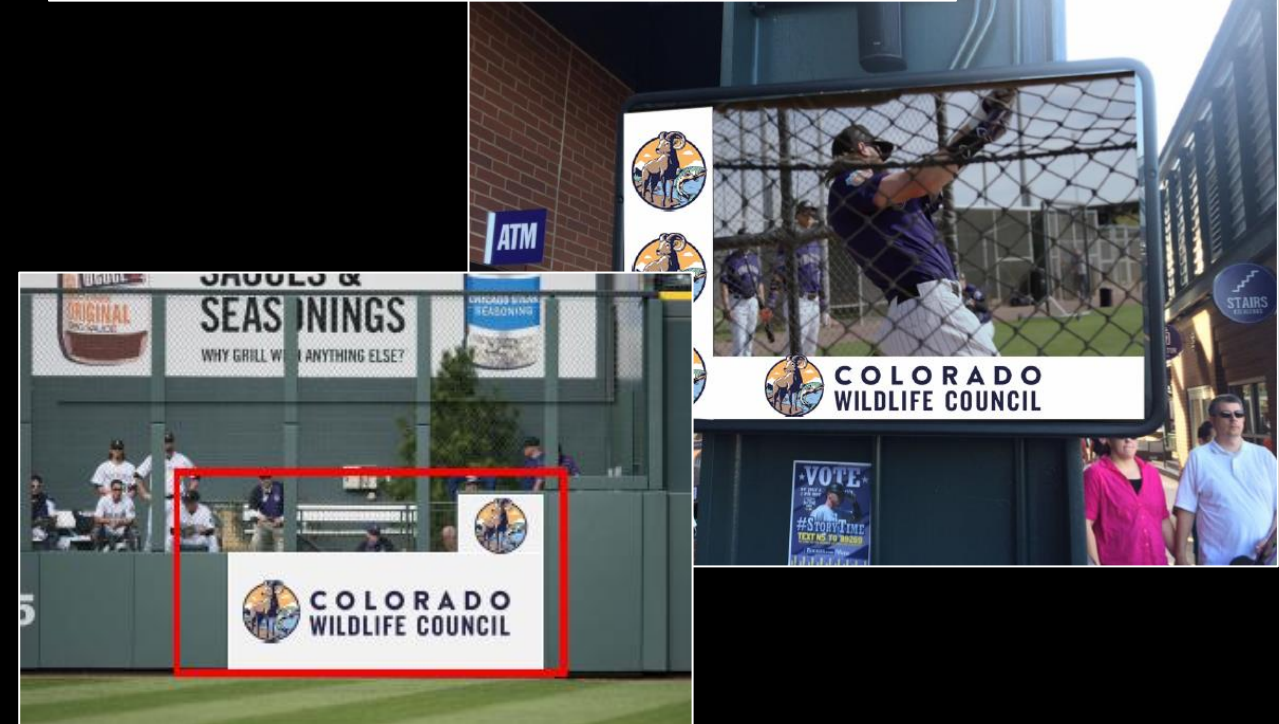
- Logo rights in market
- Promotional day / first pitch contest
- In-Game Jumbotron feature for all 81 games
- :30 spot to play on jumbotron before all 81 games
- L-bar integration across all of Coors Field
- Four(4) on-site kiosk and tabling opportunities
- Platte River or Playground Ownership



Campaign Update: Rockies

\$250,000 Option:

- Logo rights in market
- Logo rights in market on and offline
- One tv-visible outfield wall sign at all 81 Rockies games
- Promotional day / first pitch contest
- :60 spot to play on jumbotron before all 81 games
- L-bar integration across all of Coors Field
- Six(6) on-site kiosk and tabling opportunities
- Digital integration
 - Social media integration on Rockies channels
 - Email blasts to Rockies database
- Playground or Platte River Ownership



Creative Production

Asset Review

This is the Wild Life

Radio - :15s + :30s



This is the Wild Life

Digital

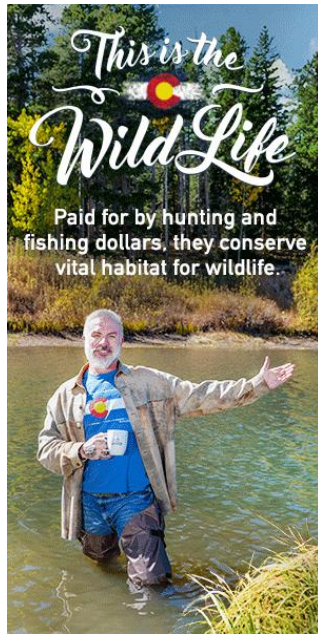
Banner Animation



#1
Headline slides down from top and Sam sits in place.



#2
Headline and image of Sam sits in place. Text slides in from left to right of frame.



#3
Next text slides in from left to right as frame 2 text slides out.



#4
Image of Sam fades out as moose fades in.

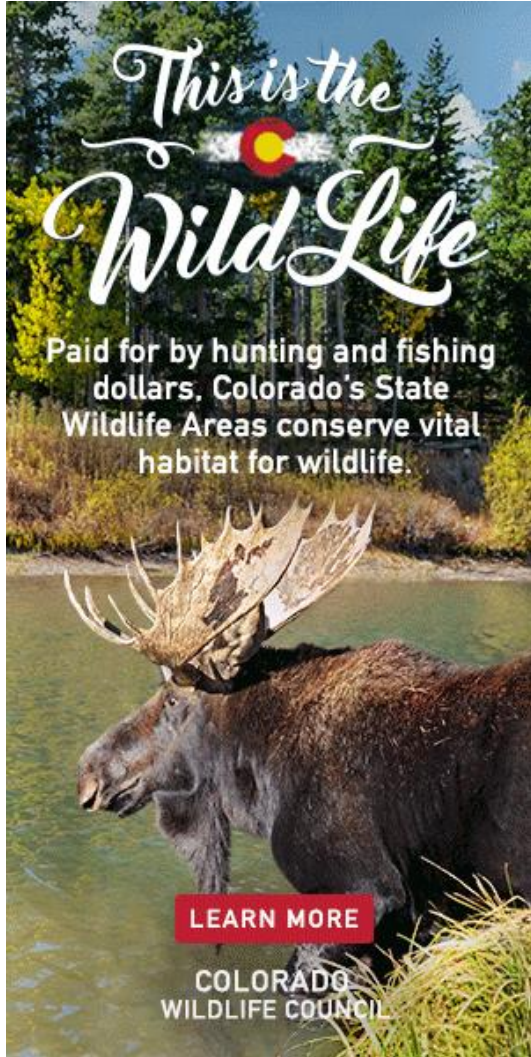


#5
CTA and CWC tags slide up in unison from bottom of frame.

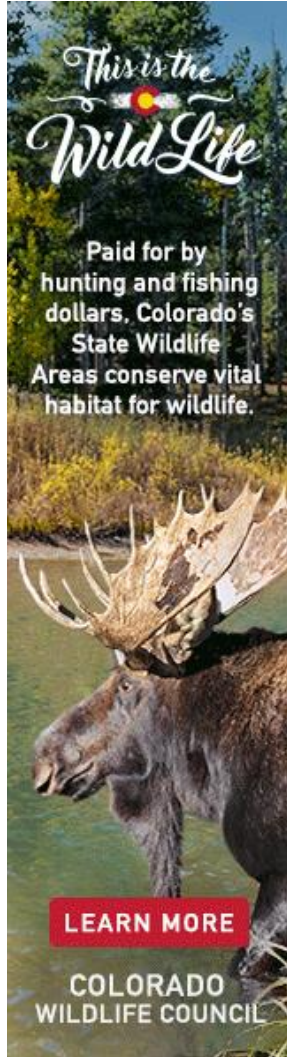


#6
Final banner position

Static Banners



300x600



160x600



728x90



300x250



320x50

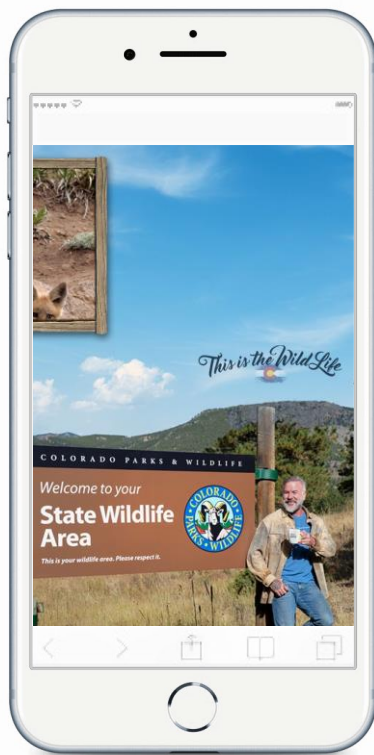
Phone Takeover

The viewer must initiate the video play.

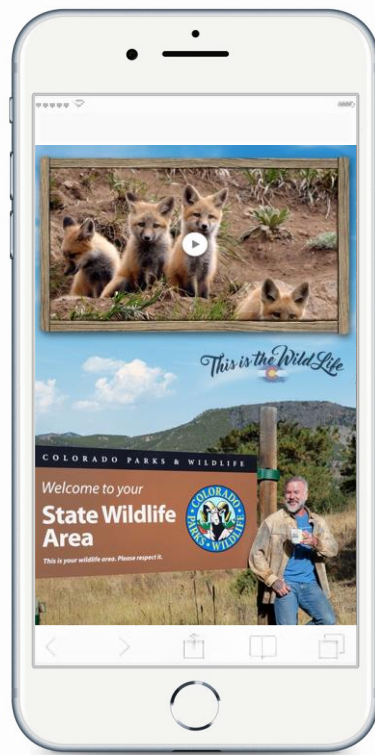
Animation Sequence



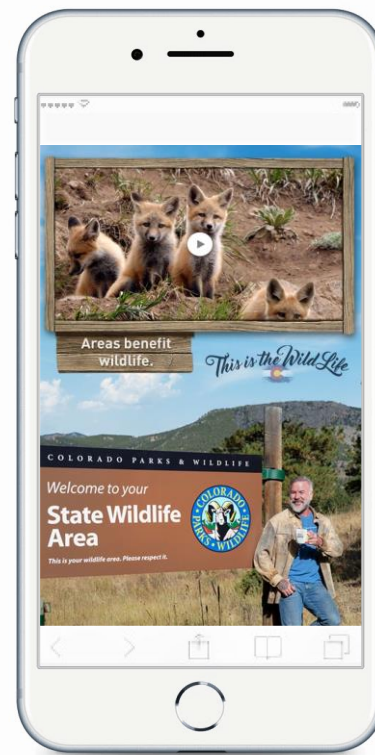
#1



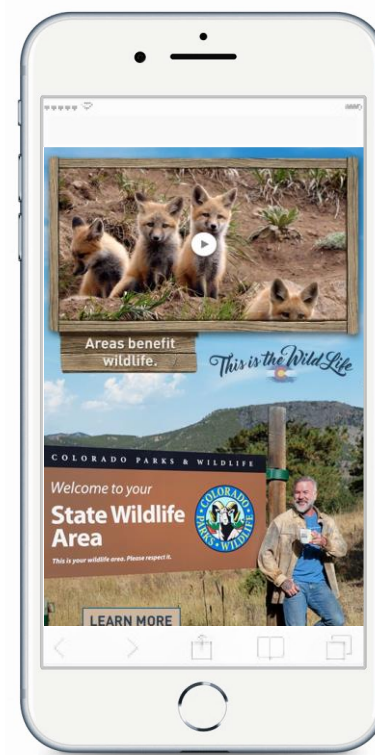
#2
Video frame moves in
from left side.



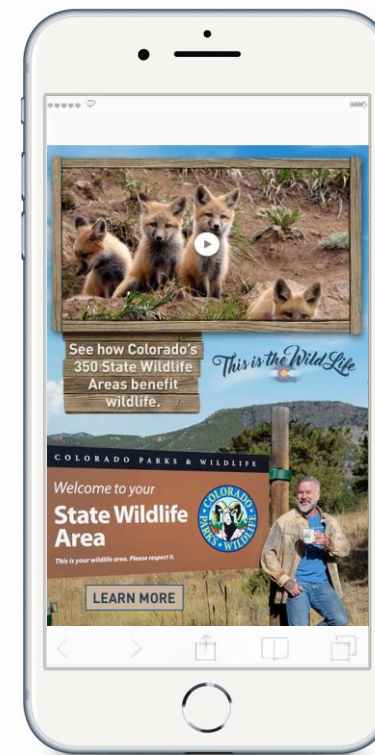
#3



#4
Wood sign drops down
from video frame.



#5
Learn More button moves
up from bottom.



#6
Final position

CWC Awareness

Presentation Tools

One-Sheet – e-Newsletter – 101 Deck



In Partnership with Colorado Parks & Wildlife

The Council:

Chair – Andy Neinos
 Vice Chair – Tim Emery
 Treasurer – Tony Gurzick
 Angling Rep – Bob Shettel
 Hunting Rep – Dan Gates
 Hunting Rep – Robin Brown
 Agriculture Rep – Gary Melcher
 Counties Rep – John Justman
 Municipalities Rep – Tony Bohrer



Who is Colorado Wildlife Council?

By statute, the council's mission is to oversee the design of a comprehensive public media-based program to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

The Wildlife Council, formally known as the Colorado Wildlife Management Public Education Advisory Council (WMPEAC), was conceived and developed by a coalition of hunters, anglers and conservationists working together with livestock and agriculture organizations and created in law by Colorado Legislature in 1998.

A SNAPSHOT OF HUNTING AND FISHING IN COLORADO

Economic Impact



70% 70% of Colorado's wildlife management efforts are funded by hunting and fishing license fees.

25K+ 25,000 jobs in Colorado.

64 64 counties impacted.

Wildlife Impact

960 Helps support the abundance and diversity of **960** species of wildlife in Colorado.

90 Stocks over **90 million** fish throughout Colorado, from the prairies to high mountain lakes, from urban reservoirs and west-slope streams.

66 Manages herd and fish population sizes to healthy and sustainable amounts.

Funds the habitat conservation programs that protect, conserve, and beautify **66 million** acres of Colorado land.

Welcome to the Wild Life Newsletter

Colorado Wildlife Council <wildlife.council@state.co.us>
 To: Jacqueline Meason

Reply Reply All Forward Fri 10/8/2021 6:00 AM

If there are problems with how this message is displayed, click here to view it in a web browser.



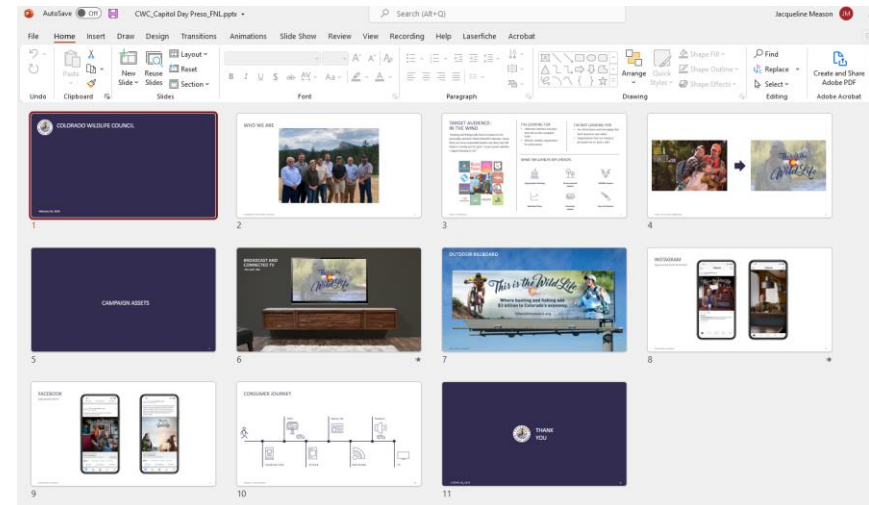
Welcome to the Wildlife Newsletter

Welcome to The Wild Times, Colorado Wildlife Council's inaugural newsletter. Learn how hunting and fishing license fees help fund Colorado's conservation efforts and discover what we're doing to keep Colorado wild and beautiful.

[VISIT THE SITE](#)



Become a Council Member



Earned Media

Earned Media Update

Mural Exposure & Coverage

- Yahoo & Yelp listings
- Spot On Colorado article:
<https://spotoncolorado.com/denver-area/1110019/colorado-wildlife-council-unveils-augmented.html>

Pitch Ideas

- Exploring coffee shop partnership “Wildlife Brew” – percentage of sales tied back to wildlife initiatives
- Pitch efforts for new campaign asset launch

Action Items

Action Items

JANUARY (virtual meeting on 1/20/22)

- Launch all new assets
- Review competitive report

Thank
You



Thank
Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Group Account Director

www.rrpartners.com

FB/IG Results

6,043,054 total impressions

10,014 total clicks

460,628 social post engagements

16.08% ad recall lift rate

Social Insights:

- The Fall campaign generated a strong EARL at a 16.08%. The EARL benchmark for FB/IG is 10%.
- All ad groups performed above benchmark with retargeting performing the strongest at 19.31%. Retargeting captured the strongest performance as users have already been served a CWC ad.
- The strongest performing creative for the prospecting campaigns was the Fox :15s creative. Overall, video creatives captured the highest EARL compared to static assets that averages a 9.75% EARL.

Future Implementation:

- Implement geotargeting ski resorts in Colorado including Winter Park where CWC has OOH running.
- Refresh Foursquare audiences to ensure third-party targeting is updated.
- Execute Brand Lift study during the winter campaign flight.

TTD Results

5,600,499 total impressions

21,932 total clicks

75.33% pre-roll VCR

95.94% CTV VCR

0.39% CTR

Digital Insights:

- The digital campaign performed at a 0.39% CTR compared to the benchmark of 0.12%. The pre-roll video campaign performed at a 1.7% CTR.
- The pre-roll campaign also captured a 75.33% VCR above the 60% VCR.
- The strongest performing creative for the prospecting campaigns was the Fox :15s creative with the highest VCR at 82.39%. This creative was also top performing within social.
- The top performing audience was the “In the Wind” audience in terms of VCR and CTR. BIPOC and Hispanic segments were tested in the Fall campaign and show strong potential for the future. Both segments performed above the VCR benchmark and served over 1.7M impressions across tactics.

Future Implementation:

- Implement geotargeting ski resorts in Colorado including Winter Park where CWC has OOH running.
- Continue to monitor BIPOC audiences with a full launch of the Hispanic segment in the Winter.
- Scale back on Foursquare audiences within TTD as performance wasn't as strong as the other segments.

YouTube Results

3,585,235 total impressions

1,385 total clicks

54.23% view-rate

\$0.02 CPV

\$7.97 CPM

YouTube Insights:

- Compared to the Spring 21 campaign, the Fall YouTube campaign saw a large increase in view-rate. This change is a direct result of the TrueView :15s ads being optimized toward views vs. CPM.
- The “Sports Fan” audience captured the most impressions. While the “Outdoor” segments generated the strongest view-rate.
- The majority of views and impressions came from mobile devices. Fall 21 saw an increase TV screen usage with the device capturing 39% of the views and impressions.
- The Fox :15s video continues to be a top performer as it captured the strongest view-rate. The Fish Story Bumper was the top performing :06s video.

Future Implementation:

- Implement winter sport interests and topic targeting for the Winter 21 campaign.
- Continue to optimize TrueView videos toward views vs. CPM as the TrueView ads are showing efficient CPVs and strong view-rates.

FY 21/22 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	900	\$117,000	\$0	\$117,000
2 Travel Expenses	n/a	n/a	\$15,000	\$15,000
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

Media Flights

- **Always On 21/22:** Sept. 13 – June 30, 2022 (\$1,245,540)
- **Spring 2021:** March 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – March 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 – March 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** March 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

Quant Studies

- **Wave 7:** 8/30/21 – 9/10/21
- **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

Subcommittee Roles

Review Category:	FY 21/22 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	Gary Melcher	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Robin Brown	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Andy Neinas Erin Crider	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Bob Shettel Dan Gates	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Qtrly. Newsletter	Tony Bohrer, Robin Brown, Gary Melcher	.25 hours per quarter	Review copy and images for quarterly email newsletter