

# Colorado Wildlife Council

June Virtual Meeting  
2021



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**Date Issued:**

June 2021

# Agenda

- 01 **Thank You!**
- 02 **Paid Media – Campaign Recap**
- 03 **Paid Media – FY 21/22 Planning**
- 04 **Website Analytics**
- 05 **Creative – Mural/AR Update**
- 06 **Creative – FY 21/22 Planning**
- 07 **Refined Strategy**
- 08 **FY 21/22 Action Items**

# Thank You!

*We are beyond thrilled to have been chosen as your agency to continue with going forward. We are all excited to continue our relationship and growing the CWC brand together.*

# **Paid Media**

*Campaign Recap: 1/4/21 – 5/27/21*

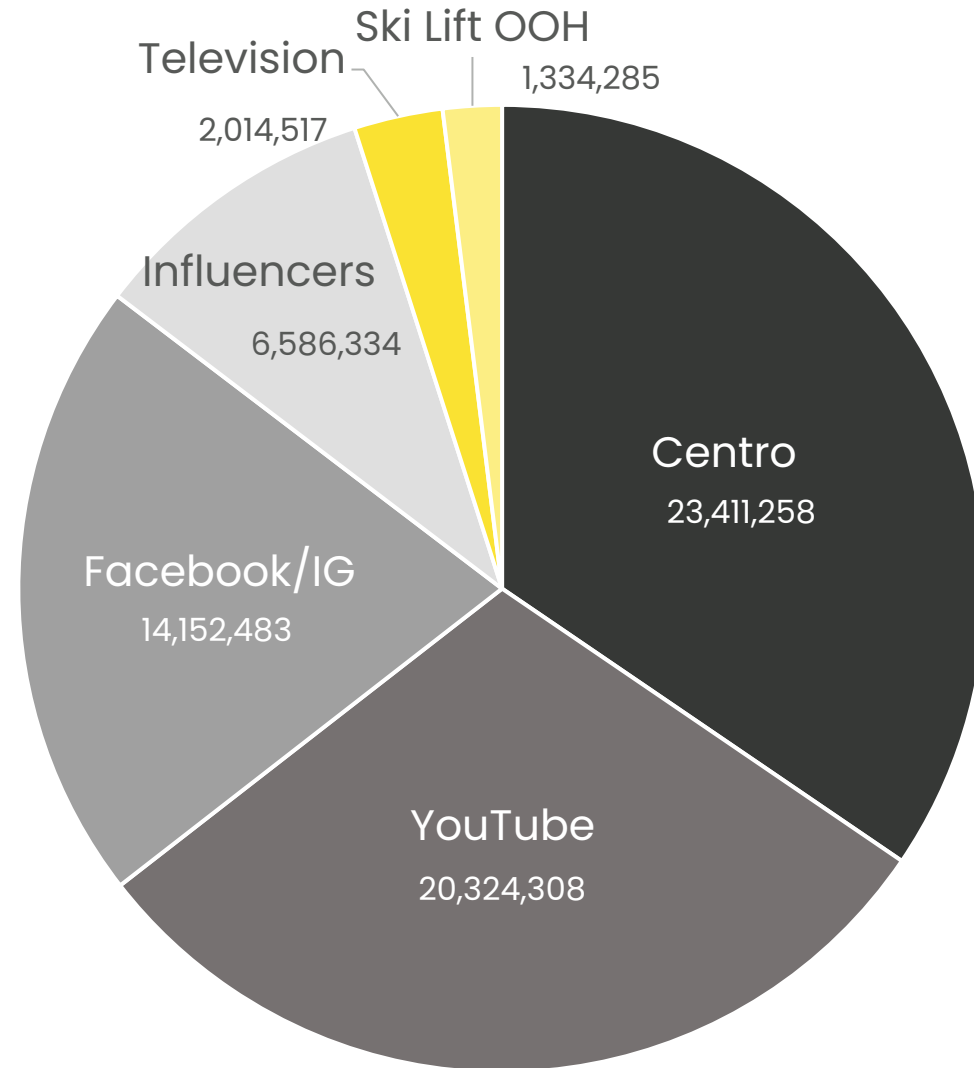
# Campaign Results

67,823,185 total impressions

141,038 total clicks

618,188 social post engagements

\$49,696 total added value



# Key Learnings



## Social:

- Campaign performed at a 0.13% CTR, above the Reach CTR benchmark of 0.11%.
- The IG Story VCR was over 7% higher than campaign average.
- The "ITW" ad sets were the primary drivers of Reach, with "In-Feed" driving nearly 51% of total campaign reach, and "Stories" driving just over 34%.

## YouTube:

- Sports Fans were among the top audience segment for the campaign. Followed by "Custom Affinity-Outdoors" and "Outdoor Enthusiasts".
- Bumper units had a 92.72% VCR compared to a 90% VCR benchmark.
- :15s Skippable In-Stream Units had a 18.22% VCR.
- The Fox :15s creative had the greatest reach of any unit.

## DSP:

- Strong VCR performance from the CTV and Audio placements. Both performing with a 97% VCR compared to a 90% benchmark.
- Undertone units captured a 1.28% CTR.
- Ski Lift creative was among the top performing for display, pre-roll and CTV.

# Forward Thinking

**Targeting:** Test CWC-owned data & engagement segments within platforms.

**Geo-location:** Partner with geo-location partner, Foursquare, to expand the live targeting segment within the DSP to reach people who are actively at outreach events and the AR Mural.





**Video:** Within YouTube, optimize the Skippable In-Stream campaign toward view-rate with a cost-per-view (CPV) bid method.

**Seasonal:** Continue to identify seasonal opportunities and activations to reach people within the Colorado outdoors.





**Influencers:** In addition to their current in-feed content, have influencers produce more dynamic content such as IG Reels or IGTV.

**Audience:** Implement greater audience segmentation to expand the reach of the campaign.

# Social Engagement

-  **carrot\_flowers\_z** Yay wildlife! CFWS does incredible research on elk in the roaring fork valley!  
15w · 1 like · Reply
-  **lefridgephotos** Oh man that's fantastic bro  
18w · 1 like · Reply
-  **clbarnett** Strong message! We are truly lucky to call Colorado home. Proper conservation is the least we can do in return! 🙌  
16w · 1 like · Reply
-  **theczar35** CPW does great work, and even though hunting and fishing may not be for everyone, there are other ways to financially support research, restoration, and conservation in Colorado. Purchasing state habitat stamps, making donations, or even picking up a fishing/small game license to ensure our state agency gets some funding are all ways to add to Colorado's conservation piggy bank.  
15w · Reply

-  **microcosmcoaching** So important!  
13w · 2 likes · Reply
-  **schwietzy** Oh wow I didn't know all of that, that's awesome! Those are some incredible fish. Never did chase them enough when I lived out there, bummer!
-  **kimmypugel** Ahh that's really cool, good to know! Thanks TJ!  
5w · Reply
-  **joshkean** Good info, thanks holmes!

-  **pierreduski** Being from Utah there has always seemed to be an odd rivalry with Colorado, but that being said I will definitely be getting a non-resident fishing license in Colorado this year. I am constantly in awe every time I cross that boarder.
-  **schwietzy** Well said! 🙌  
13w · Reply
-  **rockoutloud101** Absolutely, agreed  
13w · 1 like · Reply
-  **rockoutloud101** | Fly Fish and Conventional Fish so I do agree that either licenses for hunting and fishing that people who hunt or fish purchase, keep the trails looking clean and control the population from spiraling out of control and harming other species.

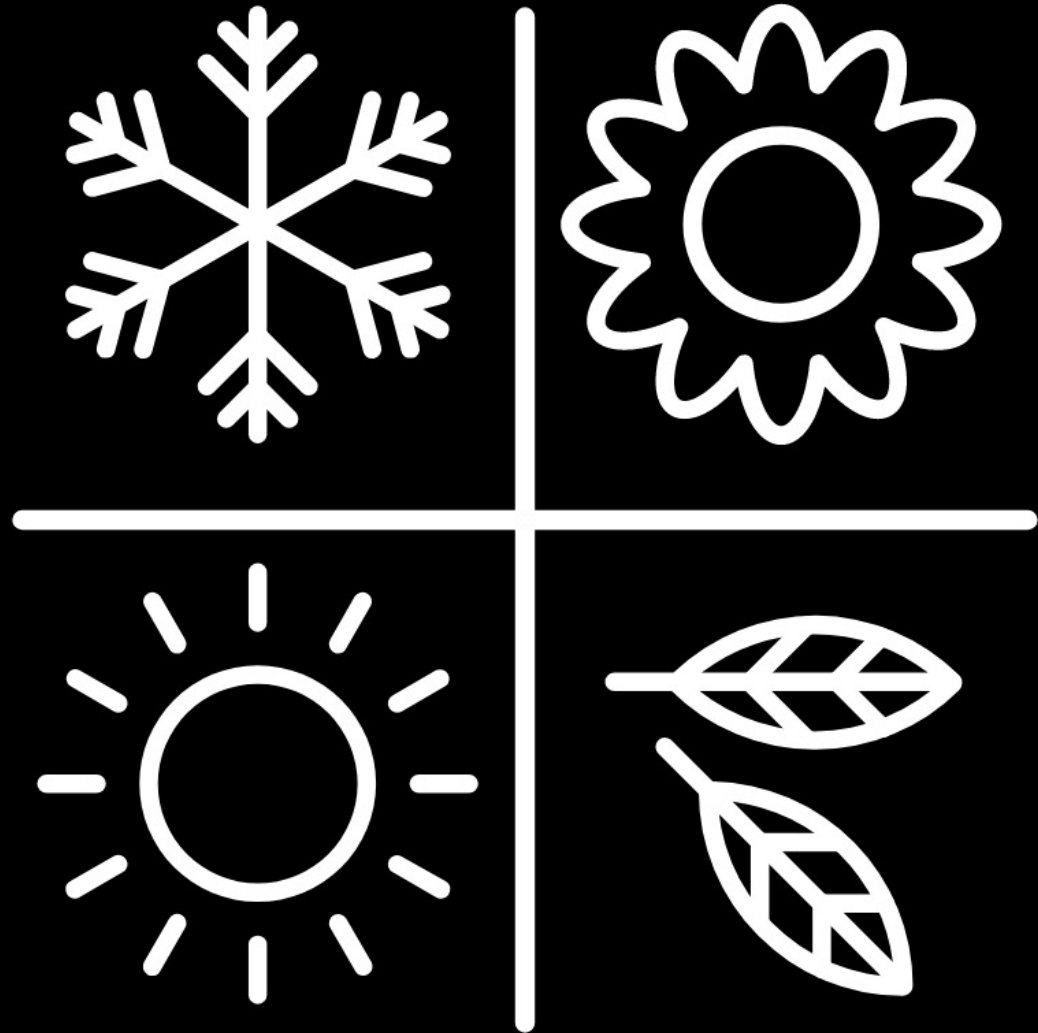


# **Paid Media**

*FY 21/22 Planning & Channel Considerations*

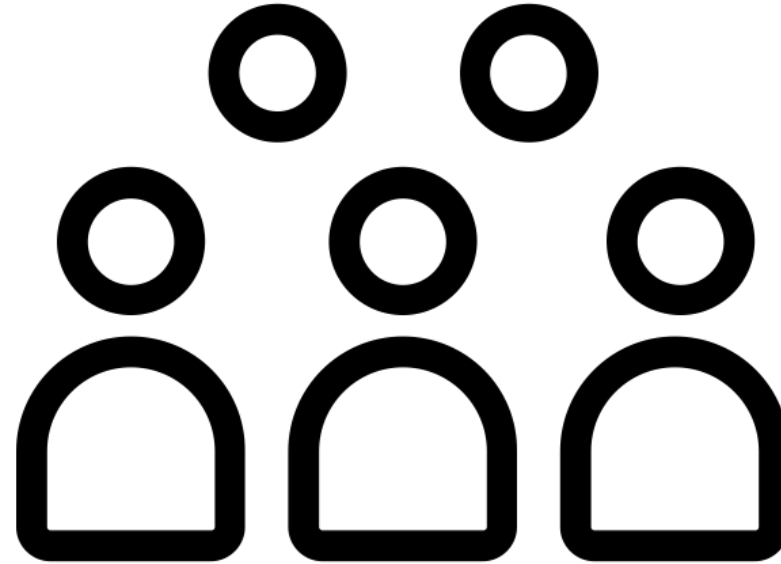
# Media Flight:

*Build upon foundational campaigns*



# Media Audience:

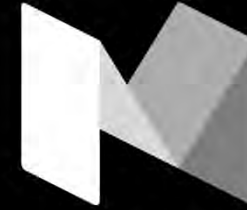
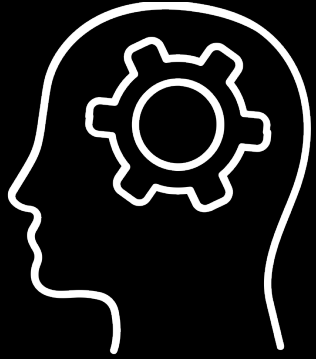
*Build upon foundational  
audience*



- **Insight:** Continue to develop audience learnings so that we can lean deeper into contextual targeting and new opportunities to reach them.
- **Growth:** The ITW audience is growing and changing, we need to find new ways to reach them authentically, and be mindful of their changing needs. As more people move into the state, and as this demo changes in beliefs, we should flexibly shift as well.

# Media Channels:

*Build upon core platforms*



- **Experiential** CWC has made fantastic headway in leaning into outdoor events and experiences via the outreach team, statues, and the upcoming AR project. The media plan will seek to bolster these events wherever possible including dedicating media funds to promoting the opportunities.

- **Outdoor Recreation** Given the massive increase in outdoor recreation across Colorado we would like to expand targeting into summer activities such as hiking, biking, rafting, endurance races, etc. We will explore new partnerships with advertising to this very specific outdoor audience.

- **TikTok:** With growing popularity, TikTok has taken over the attention of a diverse audience, capturing SOV from other social platforms. While advertising opportunities are a bit more nuanced, TikTok could be an opportunistic platform for CWC influencers to explore as content creators.

- **Medium** serves as a platform for hosting articles similar to the native content that we host on the CWC site. By hosting the articles via Medium grants CWC added exposure to reach interested audiences.

- **Tumblr** This channel encompasses both social and blogging. Recently, we've seen increased popularity of the app. Sponsored posts within the platform can be targeted on gender, location and interest. The channel is recommended to test for greater visibility for CWC.

# Media Efficiencies:

*Build Strategy via 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. We will continue to utilize A/B and Multi-Cell testing across all applicable digital platforms to gain efficiencies by improving our campaigns via actionable data.
- **FB SOV:** In order to increase our strategic social plan, we will deliver a Facebook sponsored (added value) industry competitive Share Of Voice report. This will 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.

# Website Analytics

*Reporting*

# Campaign Visitation 1/4 – 5/30



**Overall Campaign Visitation:**  
131,801 Pageviews

**Top Traffic Drivers:**  
Centro – 73.7%  
Facebook (Paid) – 12.5%  
Google (Paid) – 6.7%

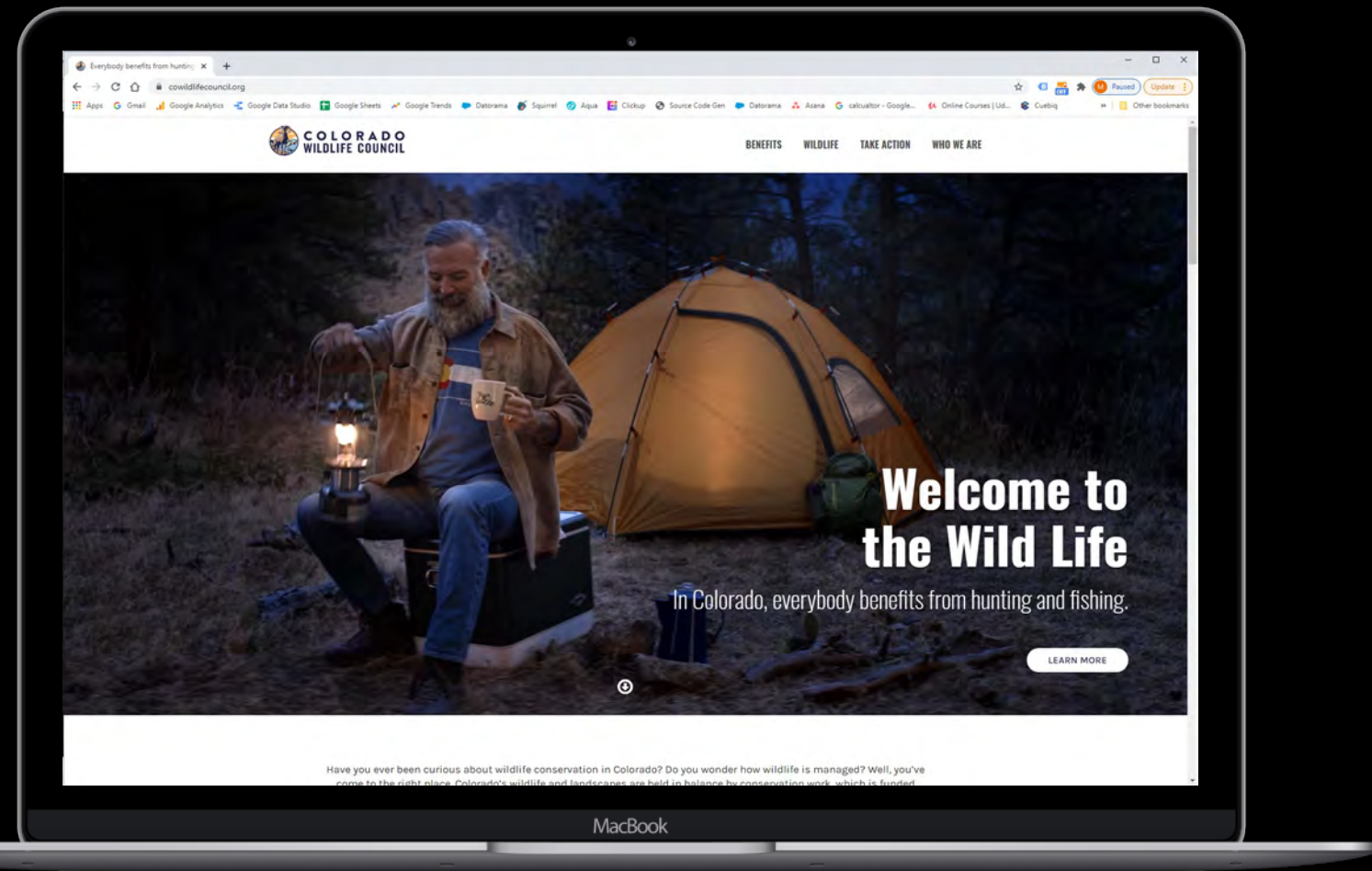
**Most Visited Pages:**  
Homepage – 89.1% (117,373)  
Why We Hunt – 6.7% (8,883)  
Benefits 1.0% (1,368)

# Campaign Visitation

## 1/4 – 5/30

Website Source	Sessions	Share of Sessions
<b>Paid</b>		
Centro	76,766	73.67%
Paid Social	14,838	14.24%
Paid Search	6,927	6.65%
Trade Desk	41	0.04%
<b>Organic</b>		
Direct	2,650	2.54%
Referral	1,847	1.77%
Organic Search	753	0.72%
Organic Social	385	0.37%

Most Visited Pages	Pageviews	Started on Page	Avg. Time on Page (s)
Homepage	101,055	79.71%	55
/why-we-hunt/	8,882	77.87%	30
/benefits/	1,348	24.55%	120
/who-we-are/	975	35.38%	165
/wildlife/	937	27.64%	61





# Comparing Campaign Visitation

Campaign Period	Bounce Rate	Pages / Session	Avg. Session Duration (s)
<b>Spring 2019</b> (2/18 - 3/22)	94.14%	1.07	4
<b>Fall 2019</b> (8/12 - 10/31)	91.83%	1.11	10
<b>Spring 2020</b> (2/10 - 3/31)	90.71%	1.12	12
<b>Summer 2020</b> (7/1 - 8/31)	88.30%	1.25	14
<b>Spring 2021</b> (1/4 - 5/30)	80.61%	1.26	15

- Bounce rates across campaign periods over the past three years have been gradually improving.
  - We are continuing to see a reduction in bounces compared to previous campaign windows.
    - Given that most of the traffic came from Centro (73.7%), this increase in engagement can be attributed to the performance and optimizations within that specific platform.
  - Other key behavioral metrics (pageviews per session and average session durations) have been gradually improving as well, with each campaign period outperforming the previous.
    - During this campaign period, we experienced the best engagement across all tracked engagement metrics.

# Centro Campaign Performance

Source / Medium	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Centro / Pagegrabber	32,982	88.2%	1.14	6
Centro / Preroll	19,529	78.7%	1.34	29
Centro / Display	7,344	72.1%	1.41	11
Centro / Native	6,901	73.8%	1.29	9
Centro / Socialreveal	5,343	72.2%	1.30	7
Centro / Audio	1,644	87.5%	1.15	22
Centro / CTV	1,596	73.6%	1.37	31
Centro / Display Animated	1,427	70.2%	1.59	6
<b>Total</b>	<b>76,766</b>	<b>81.2%</b>	<b>1.25</b>	<b>14</b>

- Comparing Centro performance across the multiple mediums, there were several mediums that showed significantly higher user engagement.
  - While pagegrabber visits accounted for 43% of all traffic from Centro, it was the worst at getting users to engage with the site by staying on and clicking to an additional page.
  - Other traffic sources such as preroll, display, native, etc., all had significantly higher user engagement.
    - Preroll performed well with users staying on the site for almost 30 seconds and on average 1.34 pageviews per session.
    - Display also performed well, with an average of 1.41 pageviews per sessions.
    - Both audio and CTV performed well in getting users to stay on the site for longer. CTV had the longest session duration compared to any other medium.

# Creative

*Mural/AR Update*

# Final Mural Sketch





# Mural Progress









# AR Progress



# AR Progress





# AR Progress



Old



New



Reference



Reference

# Mural & AR Update

## **Next Steps / Action Items**

- Mural painting wrapping up
- AR in development
- Tease mural project on social
- Working with outreach team on materials with QR code and an event

# Creative

*FY 21/22 Planning: Revisit Concepts*



# 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.

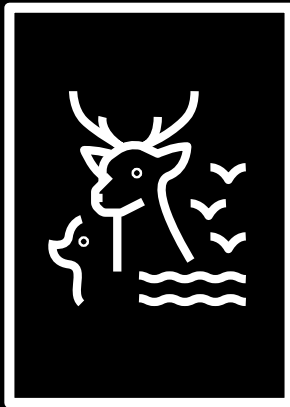
Continuing the success from our **This is the Wild Life** campaign, we will further educate our **In the Wind** audience on the benefits of hunting and angling.

We are going to continue highlighting wildlife conservation stories.

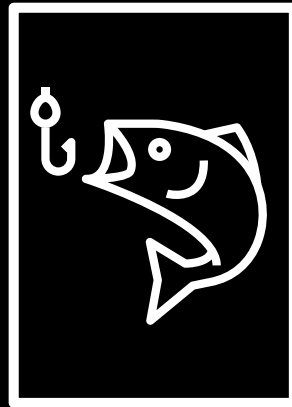


# Content

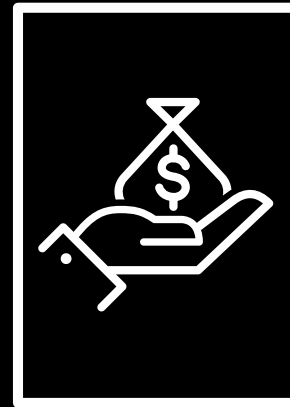
## Pillars



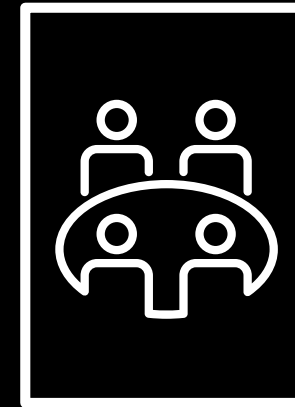
Wildlife



Conservation



Economic  
Growth



The Council



# 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.





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.





This is  
how we  
*Wild*





# 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







# Nontraditional Opportunities



# **FY 21/22 Refined Strategy**

# 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

# **FY 21/22 Action Items**

# FY 21/22 Planning

## **JULY (call on 7/7)**

- R&R to share plan of action for new fiscal
- R&R to refine the paid media channel strategy

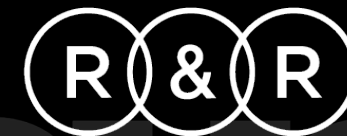
## **AUGUST (meeting on 8/19: in-person!)**

- R&R to present the refined channel strategy & paid media recommendation
- R&R to present refined creative for approval

## **SEPTEMBER (call on 9/16)**

- Creative pre-production (production will take place late Sept./early Oct. with new assets ready by Dec.)

**Thank**  
You



Thank  
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**Prepared by:**  
R&R Partners

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**Jacqueline Meason**  
**Account Director**

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