

Colorado Wildlife Council

March Virtual Meeting
2021



Colorado
Wild
Council

Date Issued:

March 2021

Agenda

- 01 **Media Update – Feb. Reporting**
- 02 **Web Analytics**
- 03 **Council Spotlight**
- 04 **Qualitative Research**
- 05 **Creative Mural**
- 06 **Action Items & Next Steps**

Media Update

February 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.

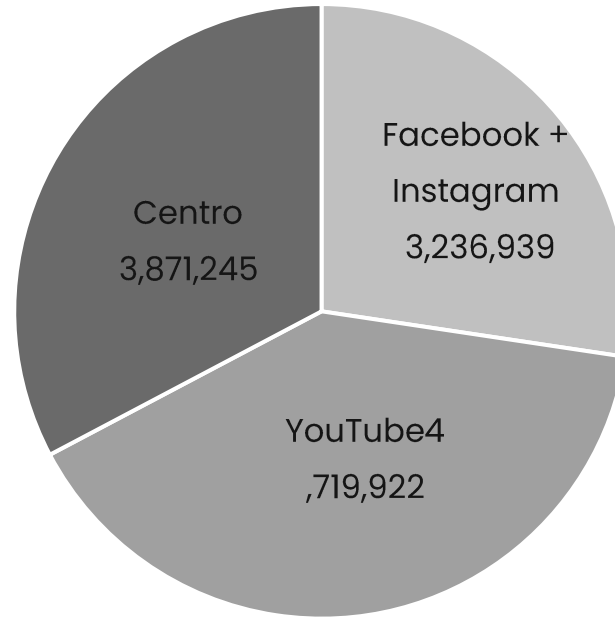
Measurable Goals

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

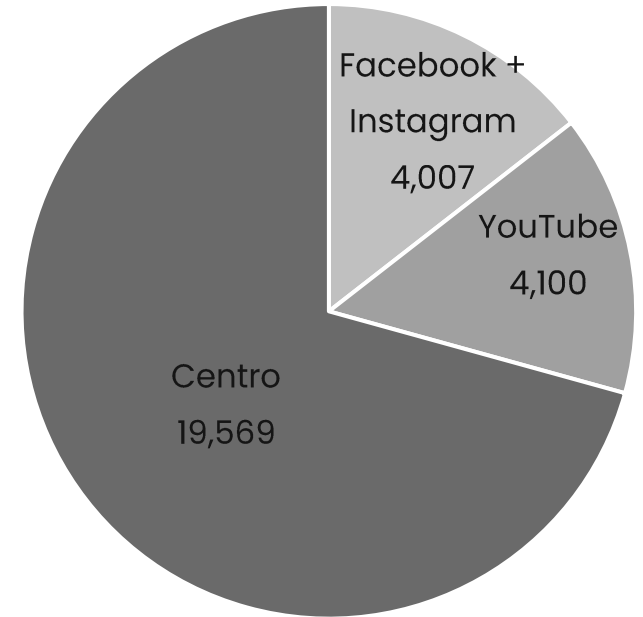
KPIs

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

February Results

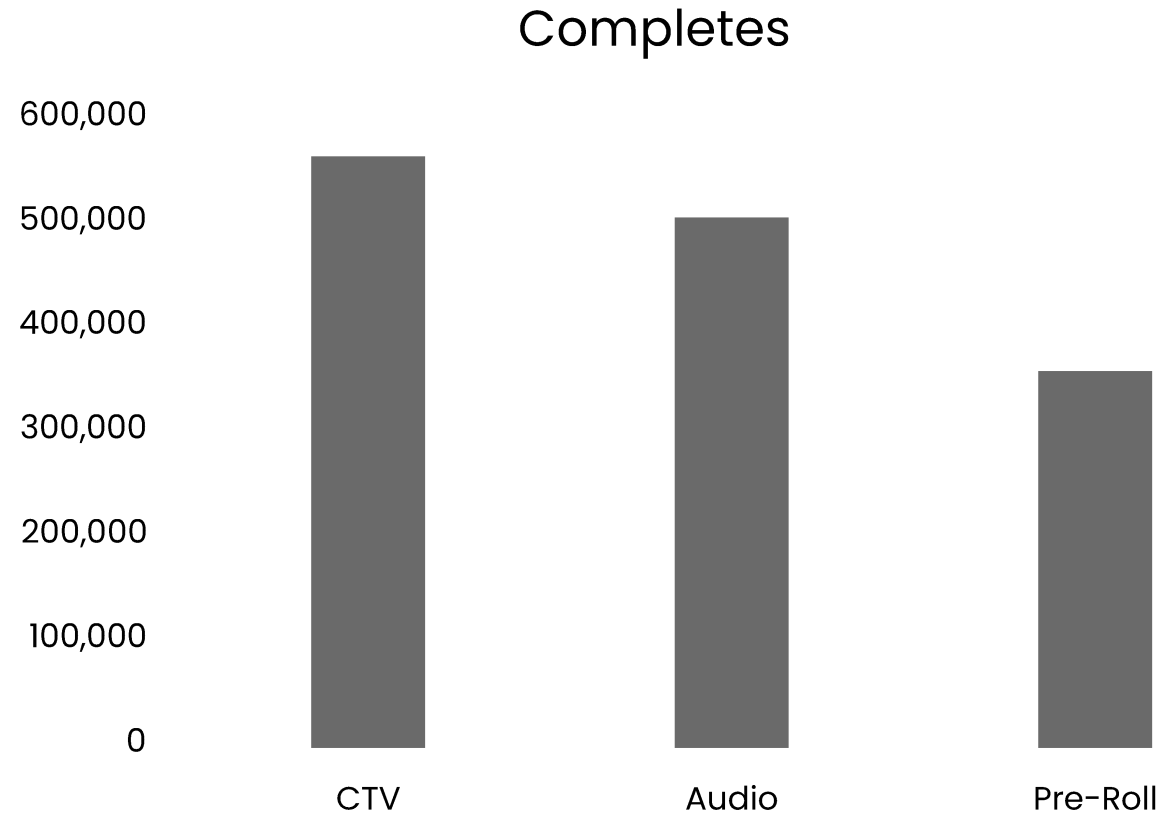


11,828,106
total digital impressions served



27,676
total clicks captured

February Results



1,439,185 completed views within CTV, Pre-Roll & Audio

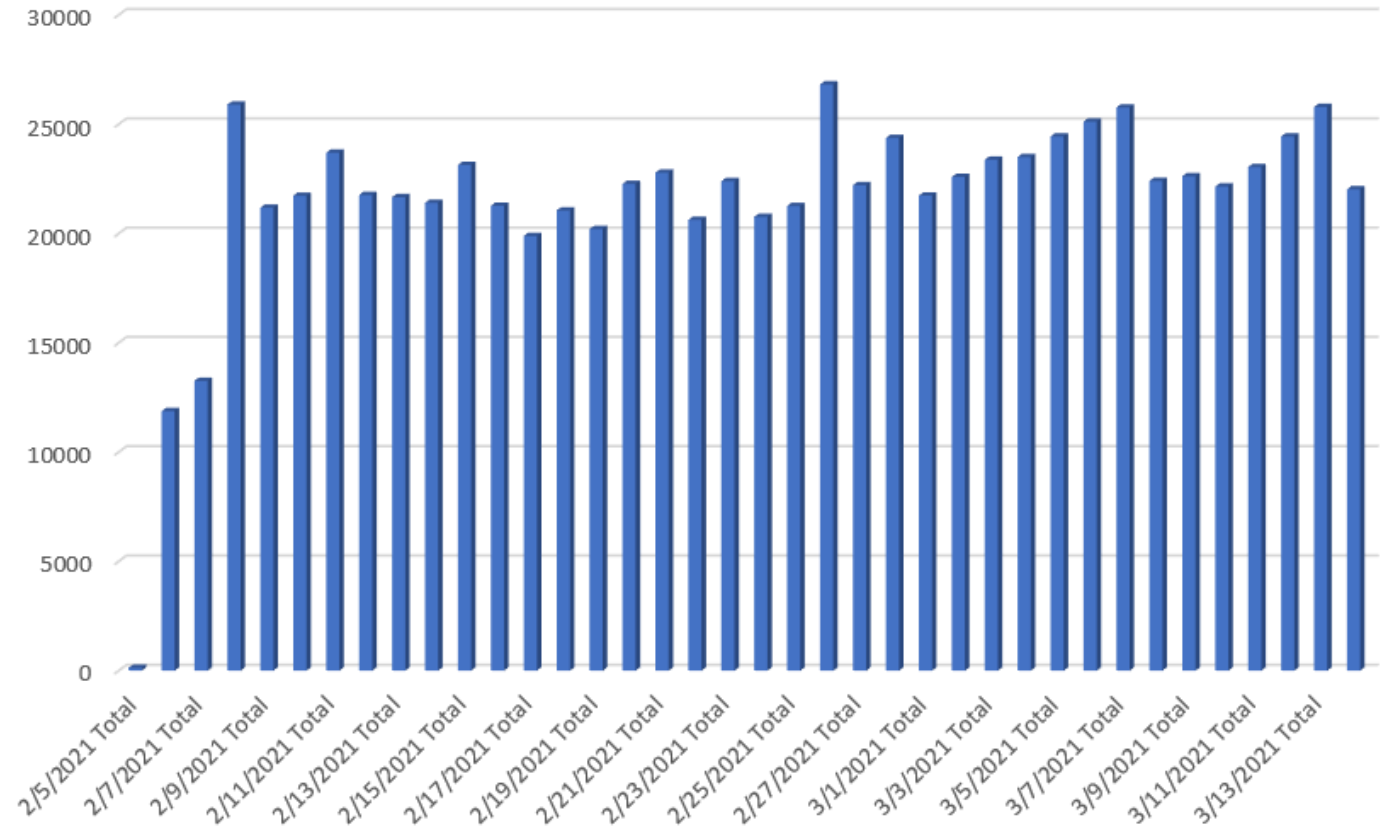
February Results



As added value, the team secured an March Madness NCAA tune-in promo with CBS.

February Results

Winter Park- CWC 820,611 Ad Plays



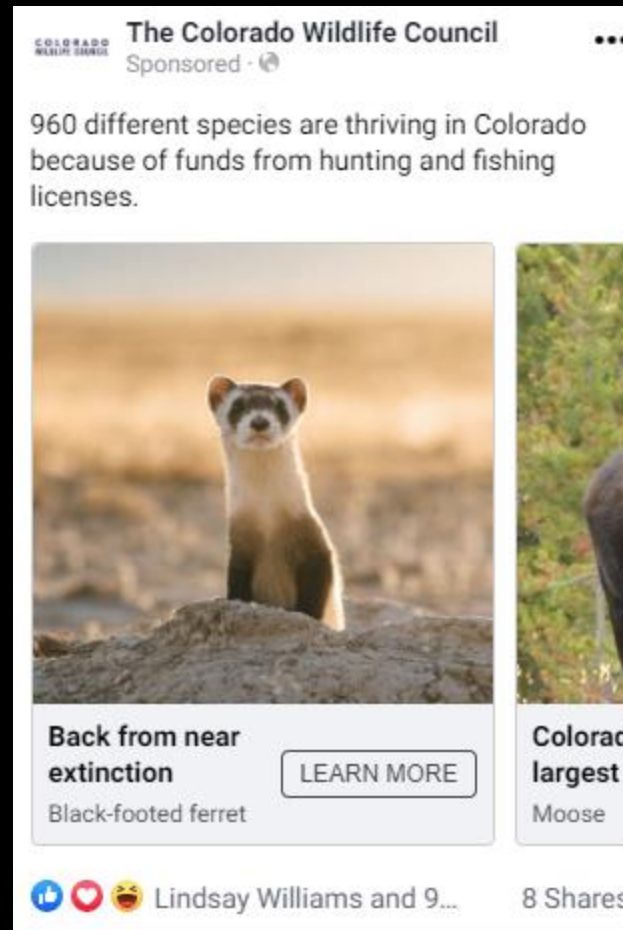
Ski Lift digital ads are slated to over deliver on impressions. As of 3/13, the placement has served 820,611 impressions.

February Results



Bumper ads have captured 61% of YouTube's total impression delivery with 2,231 clicks. The "Fish" Bumper ad has generated the most interactions with 1,928 clicks.

February Results



Facebook & Instagram reached 649,599 users at an average frequency of 4. During February, post generated 127,742 engagements.

Optimizations

- Bids: Shifted daily budget toward top-performing tactics. Adjusted tactic bids based on performance and scale.
- Audiences: Paused lowest performing ad groups within YouTube and Facebook/IG.
- Creative: Rotated creative across tactics on 3/1. Will continue to optimize between the top performing creative segments.
- DSP: Paused domains and exchanges with low VCR/CTR performance. Decreased bids to strategically lower the overall CPM giving the campaign extra reach.

Influencer Update



rherrmannphotog • Following

Paid partnership with coloradowildlifecouncil



rherrmannphotog #ad Absolute beauty. If there is one species of fish in Colorado that gets me excited, it is undoubtedly the cutthroat trout. I find their choice of home water, their fairytale colors, and their aggressive tendencies to be plenty enough to draw me to them. One of the most fascinating things I have come to learn is that wild spawning operations collect and fertilize cutthroat eggs directly from wild populations. These eggs are cared for at a fish hatchery until they are mature enough to be stocked into select Colorado waters, further increasing their rising numbers. Biologists are hopeful that continued assistance and stocking will bolster Colorado's



Liked by bigfootwrangler and 464 others

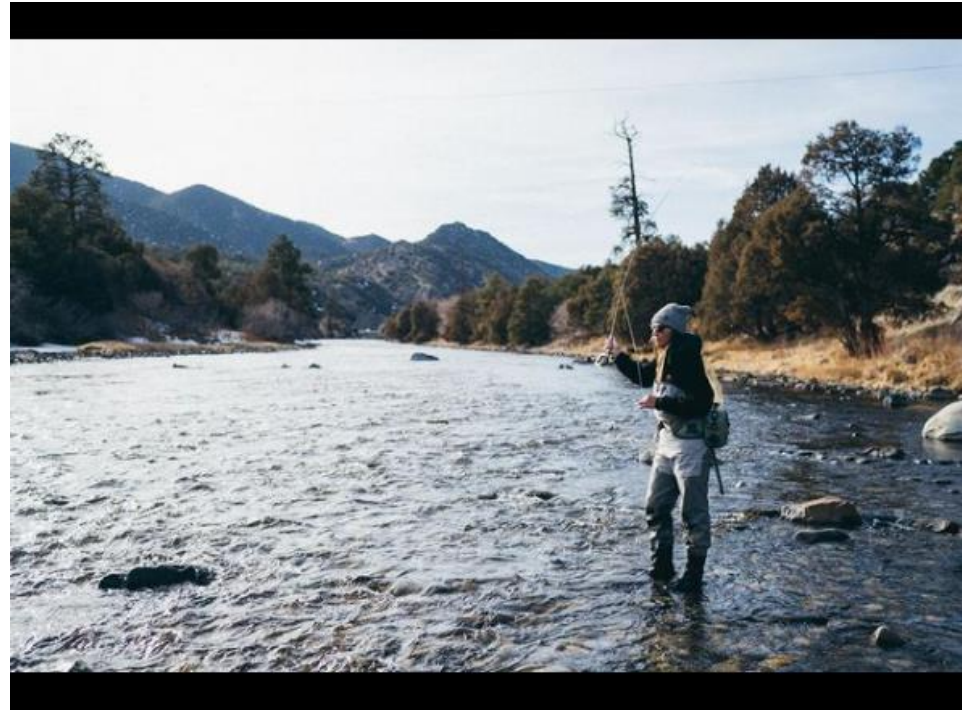
FEBRUARY 18




Add a comment...

Post

Influencer Update



 **maddiebrenneman** • Following
Paid partnership with coloradowildlifecouncil

 **maddiebrenneman** This past year in Colorado, the outdoors experienced a lot of traffic given the increase of people spending more time outside during the pandemic. #ad It's great to see more people out exploring and enjoying our state's natural and wild places, but it's also important to recognize that we share the outdoors with wildlife and the habitat they rely on. When I purchase a fishing license

   
1,050 likes
FEBRUARY 19

 Add a comment... Post

Influencer Update



tj_skis • Following

Paid partnership with coloradowildlifecouncil**
Carbondale, Colorado



tj_skis Travel on Durable Surfaces. (#ad) Traveling in the backcountry in winter is fun and exciting. The views are incredible and the opportunities given the right conditions, endless. One of the best things about on-snow travel is it's one of the least invasive ways to explore the backcountry. It's minimally invasive to habitats and wildlife, since the snow provides a protective layer above any foliage. That means any damage done by the traveler is almost always superficial, meaning the plants and wildlife below the surface of the snow go unaffected.

When traveling in the backcountry without snow, always stick to pre-established paths and trails to ensure



211 likes

FEBRUARY 19



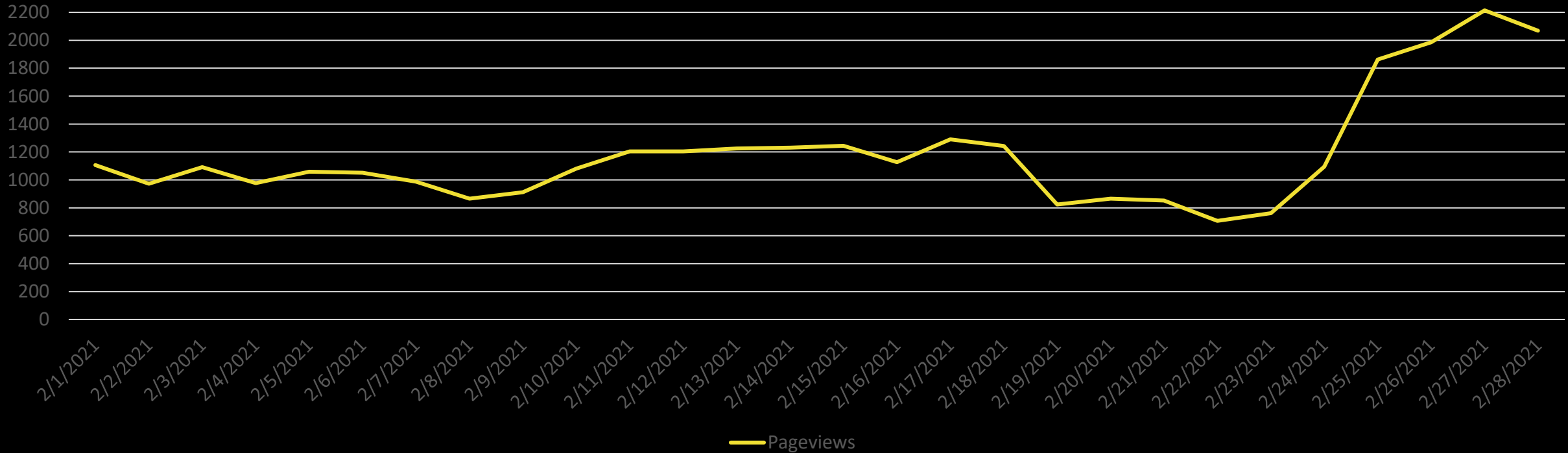
Add a comment...

Post

Web Analytics

February Reporting

February Visitation 2/1 – 2/28



Overall Campaign Visitation:
33,107 Pageviews

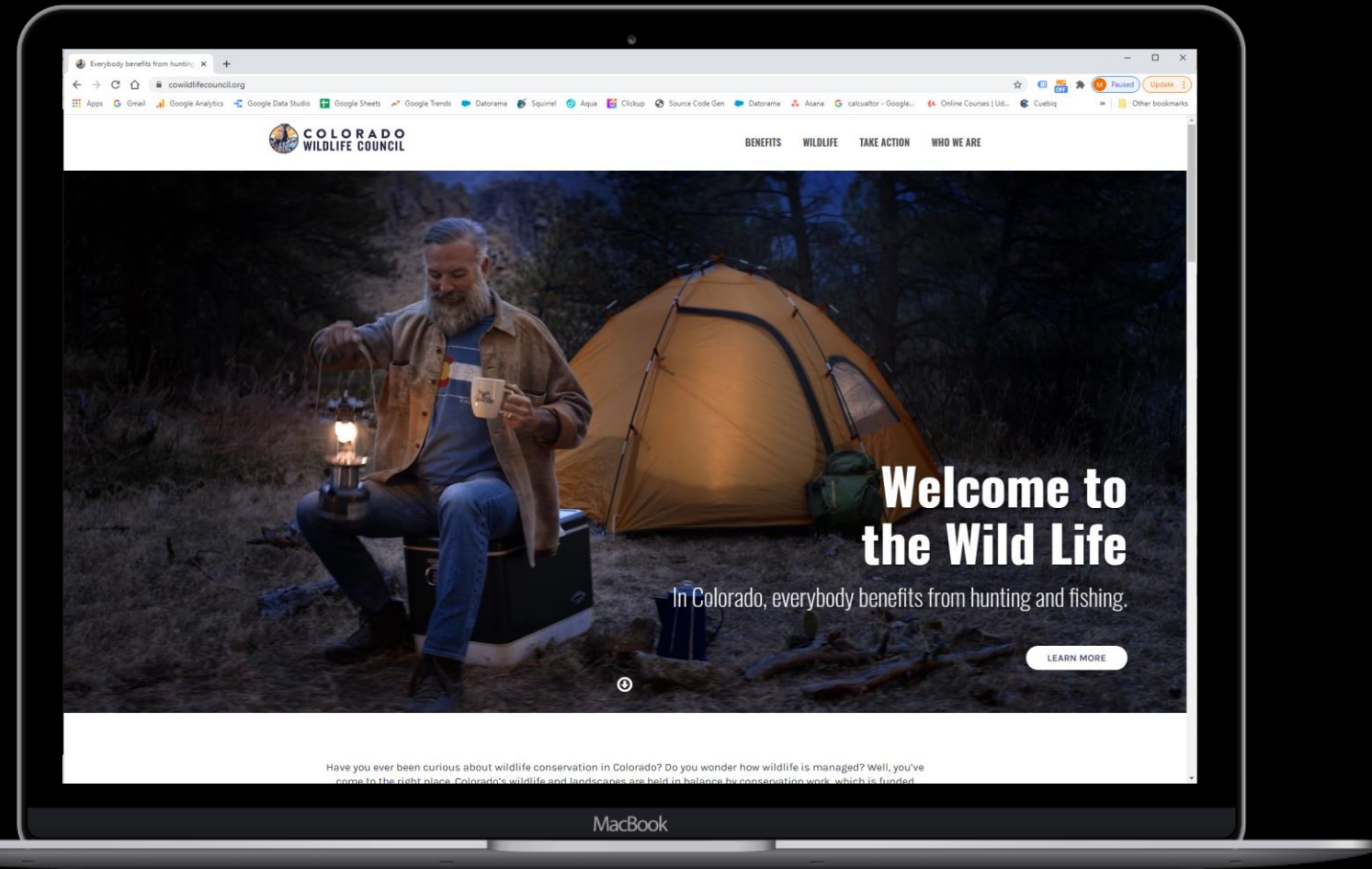
Top Traffic Drivers:
Centro – 77.9%
Facebook (Paid) – 10.3%
Google (Paid) – 6.9%

Most Visited Pages:
Homepage – 90.2% (29,863)
Why We Hunt – 6.5% (2157)
Benefits 0.9% (288)

February Visitation 2/1 – 2/28

Website Source	Sessions	Share of Sessions
Paid		
Centro	20,576	77.87%
Paid Social	3,418	12.93%
Paid Search	1,809	6.85%
Trade Desk	4	0.02%
Organic		
Direct	411	1.56%
Organic Search	109	0.41%
Referral	51	0.19%
Organic Social	47	0.18%

Most Visited Pages	Pageviews	Started on Page	Avg. Time on Page (s)
Homepage	29,863	81.98%	56
/why-we-hunt/	2,157	80.34%	58
/benefits/	288	13.19%	112
/wildlife/	194	14.43%	51
/who-we-are/	159	23.27%	152



Comparing Campaign Visitation

Campaign Period	Bounce Rate
Spring 2019 (2/18 - 3/22)	94.14%
Fall 2019 (8/12 - 10/31)	91.83%
Spring 2020 (2/10 - 3/31)	90.71%
Summer 2020 (7/1 - 8/31)	88.30%
February 2021 (2/1 - 2/28)	81.99%

- 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.
 - This month, we experienced an increase in the bounce rate compared to January. Bounce rates last month were 78.54%, a 3.45 percentage-point increase MoM.
 - This increase was driven by traffic from Centro (primarily from pagegrabber traffic) as well as paid search.
 - Pageviews per session decreased slightly MoM, from 1.3 to 1.25. Average session durations remained unchanged compared to January (17 seconds).

Council Member Spotlight

New Post


BOB SHETTEL – WEST SLOPE ANGLING REPRESENTATIVE

March 2, 2021

COUNCIL SPOTLIGHT

- **How did you first hear about the CWC?**
I believe it was through the board of Colorado Backcountry Hunters and Anglers.
- **What is your role on the CWC?**
West Slope Angling Rep.
- **Tell us about your background when it comes to conservation?**
Lordy, where to start? My parents got me out of doors very early. With a lot of hiking and backpacking background, it was only natural that I joined and have maintained membership in a variety of conservation organizations. I've been a decades-long member of the Sierra Club, the Wilderness Society, National Resource Defense Council, and National Parks Conservation Association. Adding to that list is Backcountry Hunters and Anglers, where I sit on the state leadership team.
- **Why are you so involved with conservation?**
I'm old enough to remember when Silent Spring was published. It was a wakeup call, even for an 11-year-old. I was old enough to see and grasp what Rachel Carson was talking about.
- **What is your favorite wildlife species and why?**
Love 'em all: bears always impress me; mountain lions are the epitome of "cool"; and, of course, as an angler, I must mention California golden trout, a species for which I hold several line class world records dating back to 1987.
- **What is your favorite thing about living in Colorado?**
The opportunities for outdoor recreation.
- **What do you wish Coloradoans knew about the council or wildlife?**
That wildlife is a resource we should treasure and, because we humans have such a (usually detrimental) impact on wildlife populations, we need to use the best science and best practices available to manage our wildlife populations.
- **What types of outdoor recreation do you partake in?**
Hiking, backpacking, cross-country skiing and road biking
- **What is your most memorable story about wildlife or being out in the wild?**
Bivouacking during a freak June 21-22 blizzard deep in the Fitzpatrick Wilderness in Wyoming in 1989. We had our dogs with us and wound up in a two-person tent telling cat jokes for two days. We'd step out every now and again to knock the snow from the tent, and when it was all said and done, we were in the middle of three feet of snow. The day after dawned crystal clear, and we had the finest fishing for golden trout the world has ever seen.

Qualitative Research

Exploratory Intercepts

Qual Research

- Use local partner to conduct 1x1 intercepts of video.
- Partner taking all COVID precautions.
- Convert \$10k in production hard costs to cover hard costs; we will receive video footage of the participants that can be used for future creative content.

Creative Mural

Production



ABOUT

AJ Davis is a multi-disciplinary artist from Denver, CO, specializing in mural production, casting, and metal fabrication. AJ graduated with a BFA in Sculpture from the University of Colorado Boulder in 2013. In 2016 he founded Project Street Gold and has worked alongside internationally renowned artists including Nychos, Mike Giant, and Fabian 'Bane' Florin to create limited edition series of cast metal sculpture. Outside of the US, AJ has painted walls in Europe, Indonesia, and Central America and is always seeking opportunities to challenge his knowledge of painting and sculpture.



Mural Production

- R&R creative team to work directly with AJ to create the mural artwork. Collaborative creative process.
- AJ will help identify a wall in Denver and negotiate the terms.
- Projected hard costs: \$10 - \$15k
- Install before June 30, 2021 fiscal year deadline.
- Augmented reality (AR) component can be added in next fiscal and triggered using a QR code.
- AR will feature interesting educational facts/data about wildlife.

<https://projectstreetgold.com/ajdavisart/>

Action Items & Next Steps

Action Items & Next Steps

APRIL 2021

- Thur, 4/15 & Fri, 4/16 – Virtual Planning Retreat

MAY 2021

- Current paid media flight ends
- Thur, 5/20 – Council Meeting/Call

Thank
You



Thank
Thank
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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