

Colorado Wildlife Council

May Virtual Meeting
2021



Colorado
Wild
Council

Date Issued:

May 2021

Agenda

- 01 **Paid Media – Cookies Info**
- 02 **Creative – Mural/AR Update**
- 03 **Action Items & Next Steps**

Paid Media

Cookies Info

The Cookie Crumbles

Current Situation:

1. Safari and Firefox browsers have default privacy controls on the use of 3rd party cookies
2. Google Chrome announced ending support for 3rd party browser cookies in 2022
3. Apple's iOS 14.5 update requires apps to request permission to track you

What does this mean?

Both audience targeting and conversion attribution are going to have limitations. All platforms (DSP, Search, Social) will be equally impacted.

Environment	Conversion attribution	3rd party audience targeting	Audience targeting by publishers on own site/apps
Web			
Chrome	⚠️ Going away in 2yrs		✅ Supported
Firefox	❌ Not supported		✅ Supported
Safari	❌ Not supported		✅ Supported
Mobile App			
Android	✅ Supported now, expected to change in a few years		✅ Supported
iOS	⚠️ Expected to drop in Jan 2021		✅ Supported

The Cookie Crumbles



blondie wasabi
@blondiewasabi

do british websites use biscuits?

Immediate Solutions/Answers

Targeting options available today include:

- Contextual Targeting
- PMP deal-based audiences: where publishers can use their first party data to package audiences together
- Location based targeting by DMA, ZIP, or City
- Machine Learning Optimization

Audience Targeting:

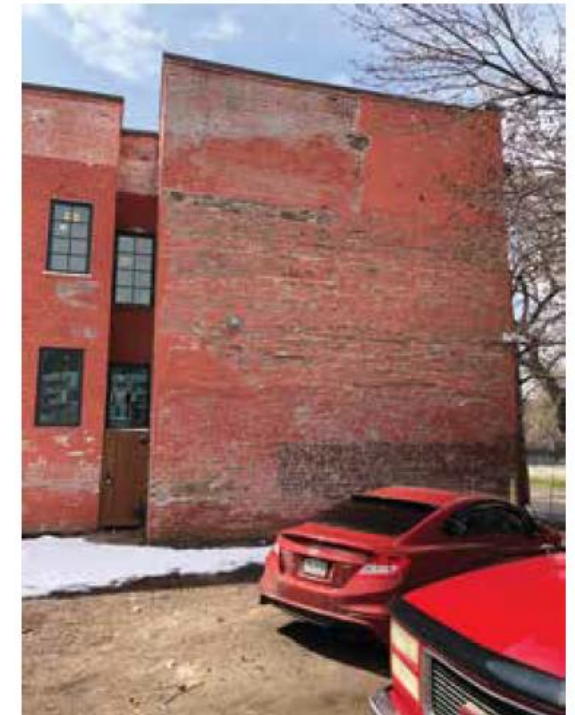
Platform	3rd party audience targeting
All DSPs	✗ Impacted equally on 3 rd party audience targeting
DSP PMP with Publisher Audiences	✓ Not impacted, we expect to see growth here

Creative

Mural/AR Update

Mural & AR Update

- **Location selected:** 1114 Acoma Street
- **Half a block south of the Denver Art Museum – in a parking lot facing north**
- **Building is being renovated to house 25-artist curated AirBnB rooms**
- **Lots of foot traffic for nearby restaurants, coffee shops & bars**
- **Great location to have a kick-off event with a food truck and band**
- **Building owners offered to prep wall for mural install**
- **Not listed as a historic landmark so permitting is smoother process**



Mural & AR Update

Confirmed Details

- **Animals:** Elk, Cutthroat Trout & Sage Grouse
- **Selfie View** approved

Next Steps / Upcoming Actions

- **Sketch of mural**
- **3D models of AR animals**

Action Items & Next Steps

Action Items & Next Steps

JUNE 2021

- Paid media final recap
- Website reporting
- Mural/AR launch
- 6/17/21 – Virtual Meeting

Thank
You



Thank
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Account Director

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Appendix

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

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

- **Spring 2021:** 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