

Colorado Wildlife Council

October Meeting
2021



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Date Issued:

October 2021

Agenda

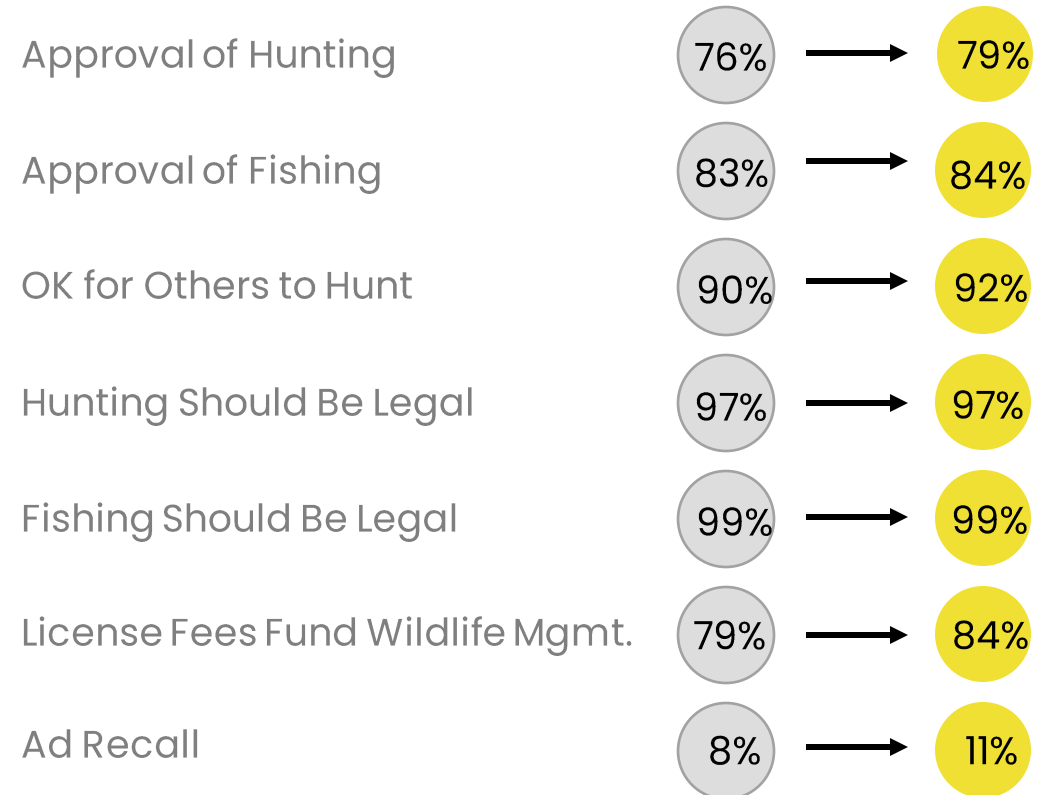
- 01 **Quant Research Study**
- 02 **5-Year Strategic Plan**
- 03 **Creative Production Update**
- 04 **Paid Media Update**
- 05 **Sub Committees & Action Items**

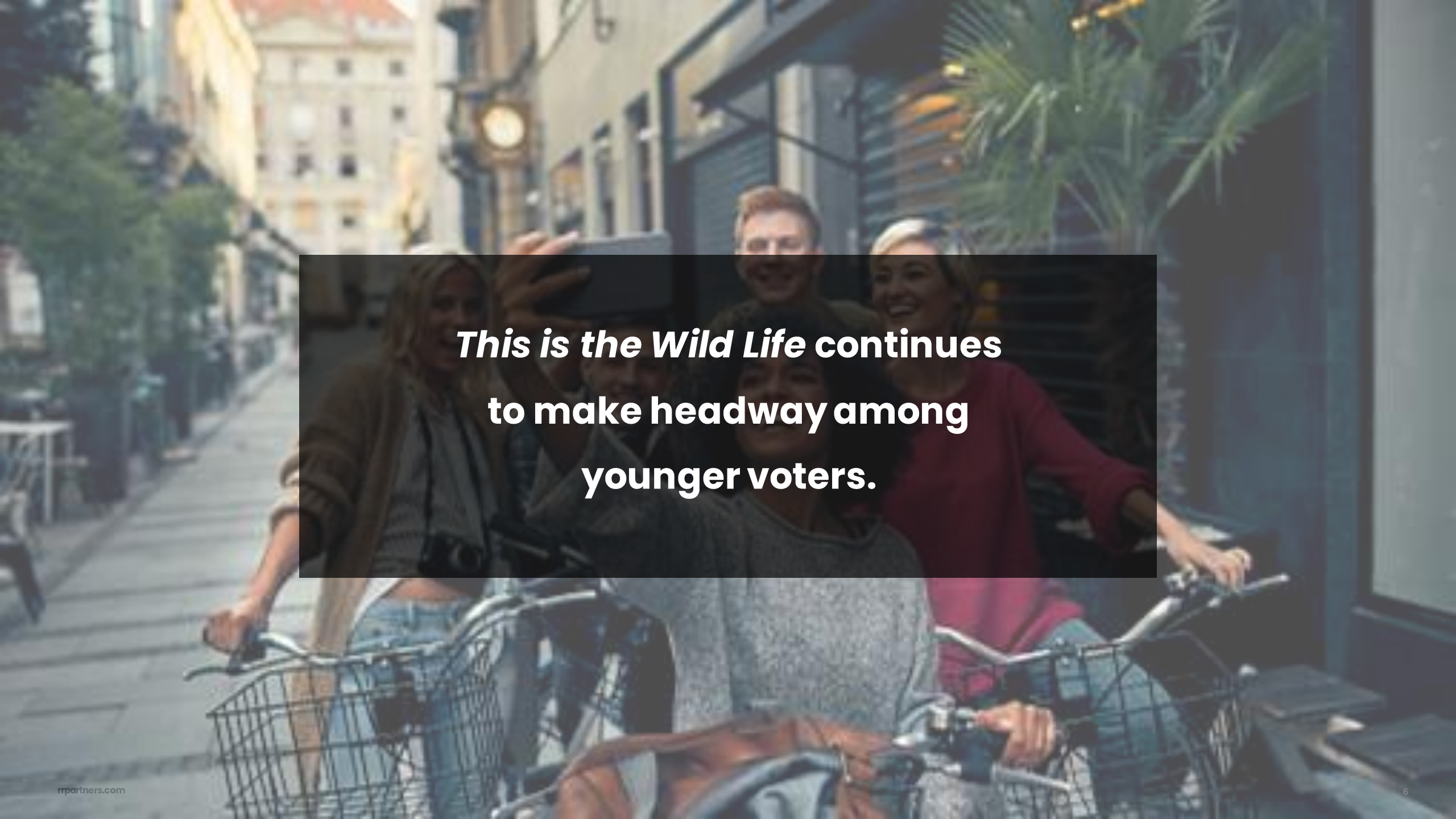
Quant Research Study

Wave 7 highlights.

Executive Summary & Implications

This is the Wild Life
remains a strong
brand platform and
is effective in
driving the
message home.



A group of five young people are riding bicycles on a city street. They are all smiling and looking towards a smartphone held up by one of the riders, as if taking a selfie. The background shows a city street with buildings, trees, and a street lamp. The scene is brightly lit, suggesting daytime.

***This is the Wild Life continues
to make headway among
younger voters.***

Messages focused on conservation and wildlife management have broad appeal.

Younger voters resonate the most with funding statements.



**Jobs/Economy and
Health Care**

**Top issues in Colorado are starting to shift;
This is the Wild Life messaging aligns with the
electorate's priorities.**

**Jobs/Economy and
Environment/
Sustainability**

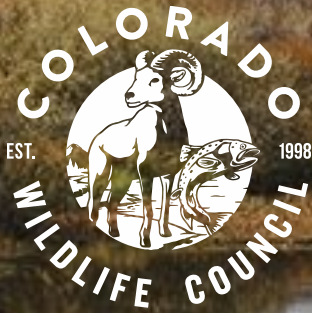
Though the campaign is currently working, research is needed to ensure future momentum.



5-Year Strategic Plan

Snapshot of full plan.

Why a Five-Year Plan?



Why a Five-Year Plan?

CWC

- Strategic road map: integrated, multiyear campaign strategy
- Evaluate campaign methods, targets, goals and objectives
- Appropriately managed timeline and budgets



Objectives

CWC

- **Business objective:** Colorado Wildlife Council's objective is to support favorability toward hunting and fishing in Colorado through increased awareness among Colorado voters of the benefits that hunting and fishing license fees bring to Colorado.
- **Marketing objective:** Build support for hunting and fishing in Colorado by increasing the number of those who would be against ballot initiatives and laws restricting hunting annually.



Campaign Target Audiences
CWC



In the Wind



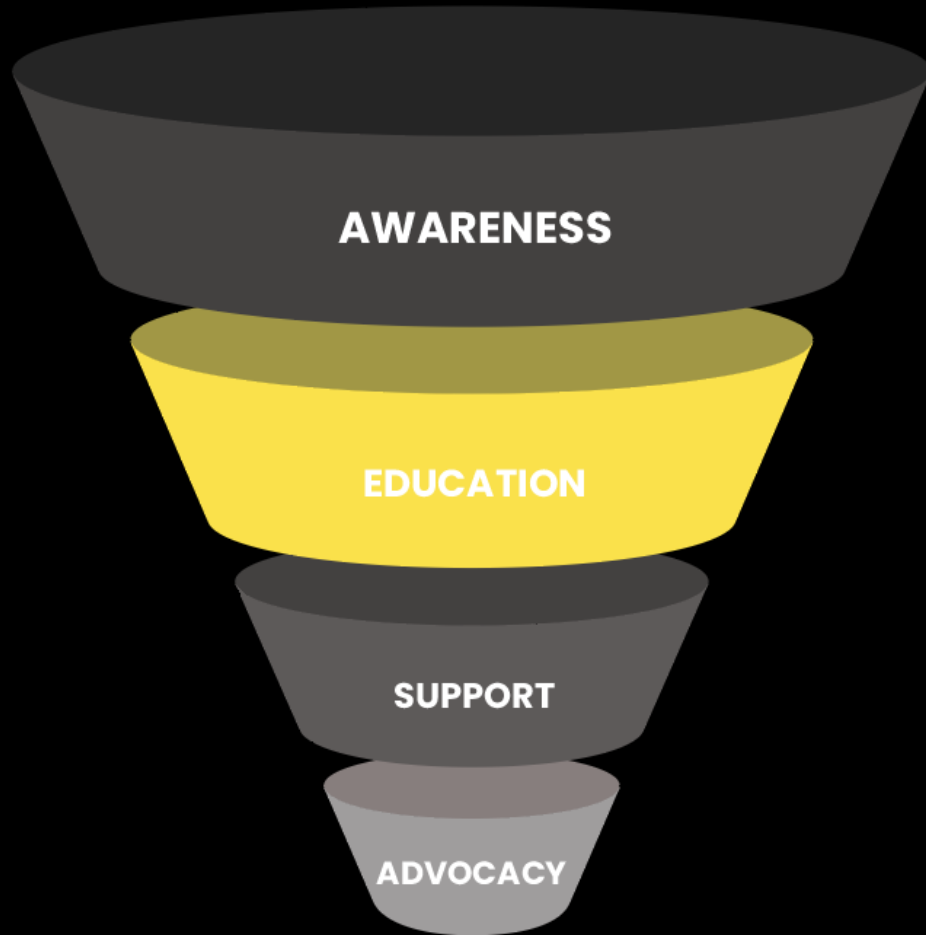
Stakeholders

Current Situation

CWC

- **A growing population:** Colorado has added 1 million new residents since 2010.
- Influx of new residents from out of state
- Evolving political ideology statewide that makes educating Coloradans on the benefits of legal hunting and fishing more important than ever before





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, earned

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

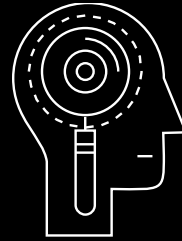
- Message: I would not support further restricting hunting and fishing in Colorado.
- Touchpoints: legislative outreach
- KPIs: annual survey report

Advocacy/Badge

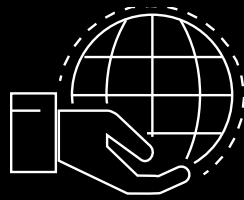
- Message: I know that hunting and fishing benefit all Coloradans. Do you?
- Touchpoints: email, merch, UGC social
- KPIs: email metrics, social shares/reposts, merch sales



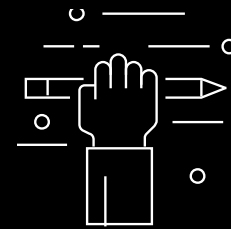
Strategic Approach & Campaign Toolbox



Research



**Public
Relations**



Creative



Website



Paid Media

- Important to continue to monitor changes in KPIs and consistently field the tracking survey each year
- Directly influences campaign creative and messaging
- Uncover the most salient messages
- Conduct further exploratory research



- Telling our story
- Creating credibility
- Technology AR and VR
- Experiential opportunities



- Adapting paid media to changing audience habits
- Emerging platforms
- Testing
- Sports partnerships
- Influencers





coloradowildlifecouncil

Follow



11 posts

1,870 followers

297 following

Colorado Wildlife Council

CWC's mission is to educate the public about the benefits of wildlife, wildlife management, & wildlife-related recreational opportunities in Colorado.

cowildlifecouncil.org/who-we-are

Followed by kdub_lewis, patrickbuller, kendra.tang +5 more

Organic Social



Council



Outdoors



CO Wild Life



Events 🌲



Advocates...



Advocates

POSTS

TAGGED



- Our brand resource center
- Continuous optimizations
- Increase time on page
- Content updates



- Additional education platform
- Garner earned media coverage
- Draft and distribute press materials



FY21/22

- Introduction of public relations efforts
- Introduction of email marketing
- Exploration of launching merchandise for sale

FY22/23

- Exploratory research: July – September 2022
- New creative campaign concepting: October – December 2022
- Qualitative focus groups – concept testing: January 2023
- New creative campaign production: February – April 2023
- New campaign launch: May 2023

FY23/24

- Qualitative research – if warranted
- Creative experiential production

FY24/25

- Qualitative research – if warranted
- Creative production

FY25/26

- Qualitative research – if warranted
- Creative experiential activation

Creative Production

Highlight from shoot; Oct. 7th – 9th

Golden Gate Canyon State Park



Behind the Scenes



Paid Media

Campaign Recap: 9/13/21 – 10/10/21

Campaign Update



(Left: 15s cougar video within social. Below: 15s Fox video within YouTube)



Social:

- Campaign is performing at a 17.16% estimated ad recall rate (EARL). The EARL benchmark is 10%.
- The retargeting ad group is the top performing in terms of EARL. This is likely the case as the retargeting ad group consists of people within the "ITW" audience who have already engaged with a Fall 2021 social ad.
- Currently, there is no clear creative winner. Although, the "Cougar :15s" video seems to be taking the lead.

YouTube:

- Overall, the view-rate is currently 55.36% at an efficient \$0.02 CPV. The view-rate benchmark for CWC is 37%.
- Topics capturing the most views include "sports news", "local news" and "hiking & camping".
- Bumper ads currently have the most efficient CPM with an average of \$5.61 compared to \$11.59

TTD:

- Within the reporting time frame, TTD has served 1.2M impressions.
- Pre-roll is generating the strongest CTR at a 2.26% CTR with a 73% VCR. Benchmark for pre-roll VCR is 60%.
- CTV and streaming audio are performing above the designated completion rate benchmarks at 95% for audio and 97% for CTV compared to a 90% benchmark for both.

Campaign Update



Broncos Game:

- On 9/19, CWC's Fox :15s spot aired within the Denver Broncos game.
- Resulting in 668,282 estimated impressions with good ratings against the target demo at 14.08 for 18-34.

Position Posting Campaign:

- To help capture applications for the open positions in 2022, \$600 was allocated to advertise the posts to potential candidates.
- As of 10/11 posts captured:
 - 55 shares
 - 21 post saves
 - 61 link clicks
 - 23,984 impressions

Mural Campaign:

- The Mural/AR effect campaign has generated 2,847 opens and 959 captures with the effect. The effect has continued to gain traction being shared by users within social over 300 times and counting.

Campaign Update: Influencers



Rob Herrmann



Meredith Drangin



Ty Newcomb

Campaign Update: Rockies

Option 1 (\$145,000):

- Logo rights in market
- Promo day / First pitch contest
- :30s spot to play on jumbotron before all 81 home games
- Wildlife in-game drop-in during 40 Rockies games
- L-bar integration across all of Coors Field
- Four (4) on-site kiosk and tabling opportunities
- Mutually agreed upon community integration



Campaign Update: Rockies

Option 2 (\$375,000):

- Logo rights in market
- Wildlife trigger program
- Brewfest presenting sponsorship
- Promo day / First pitch contest
- One TV-visible outfield wall sign at 81 Rockies games
- L-bar integration across all of Coors Field
- Six (6) on-site kiosk and tabling opportunities
- Digital activation with promotion within Rockies channels and eblasts to Rockies database
- Mutually agreed upon community integration
- Mutually agreed upon fountain/forest activation



Sub Committees & Action Items

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

Action Items

NOVEMBER (call on 11/10)

- Post-Production of Assets

DECEMBER (meeting on 12/16)

- Launch of new assets

Thank
You



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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

www.rrpartners.com

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

- **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 6:** 9/2/20–9/13/2
- **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