

Colorado Wildlife Council

August Meeting
2022



Colorado Wildlife Council

Date Issued:

August 2022

Agenda

- 01 **Exploratory Research Highlights**
- 02 **FY 21/22 Paid Media Recap**
- 03 **FY 22/23 Paid Media Reco**
- 04 **Rockies Partnership Updates**
- 05 **New Spotlights**
- 06 **Action Items**

Exploratory Research

Highlights

Research Updates

Exploratory Research

- Phase 1 (Landscape Re-assessment) is wrapping up, and results will be shared asap.
- Phase 2 (Ethnojournals) is currently kicking-off.

Tracking Survey

- Wave 8 of the ongoing tracking survey will launch in September.
- Review and approval of the tracking survey is currently taking place.

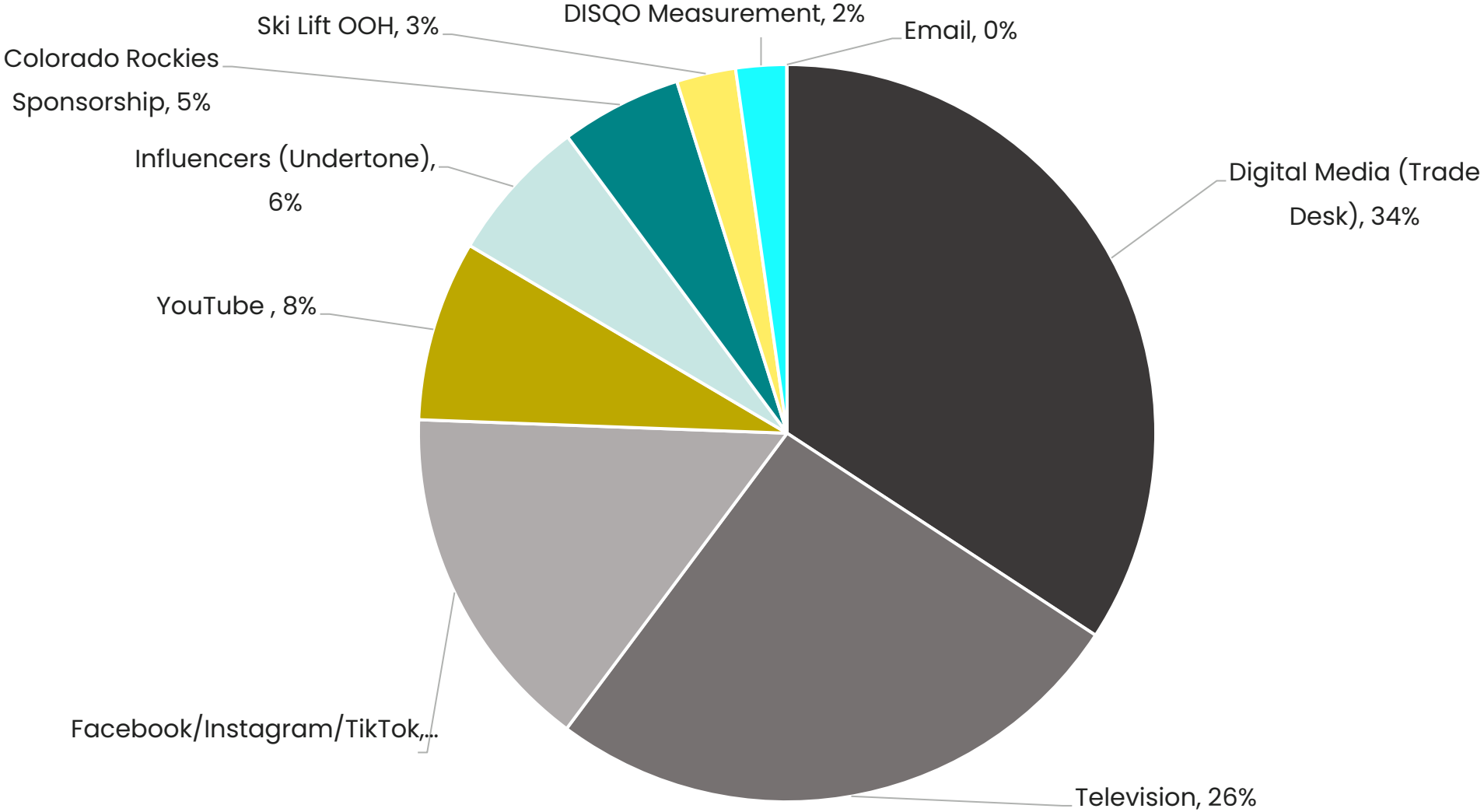
FY 21/22 Paid Media

Recap

FY 21/22 Planning Parameters

BUDGET	\$1,245,540
TIMING	September 13, 2021-June 30, 2022
AUDIENCE	In the Wind (A18-34)
TACTICS	Television Out of Home Sponsorships The Trade Desk YouTube Facebook/Instagram TikTok Email
MEASUREMENT	DISQO

Budget Recap



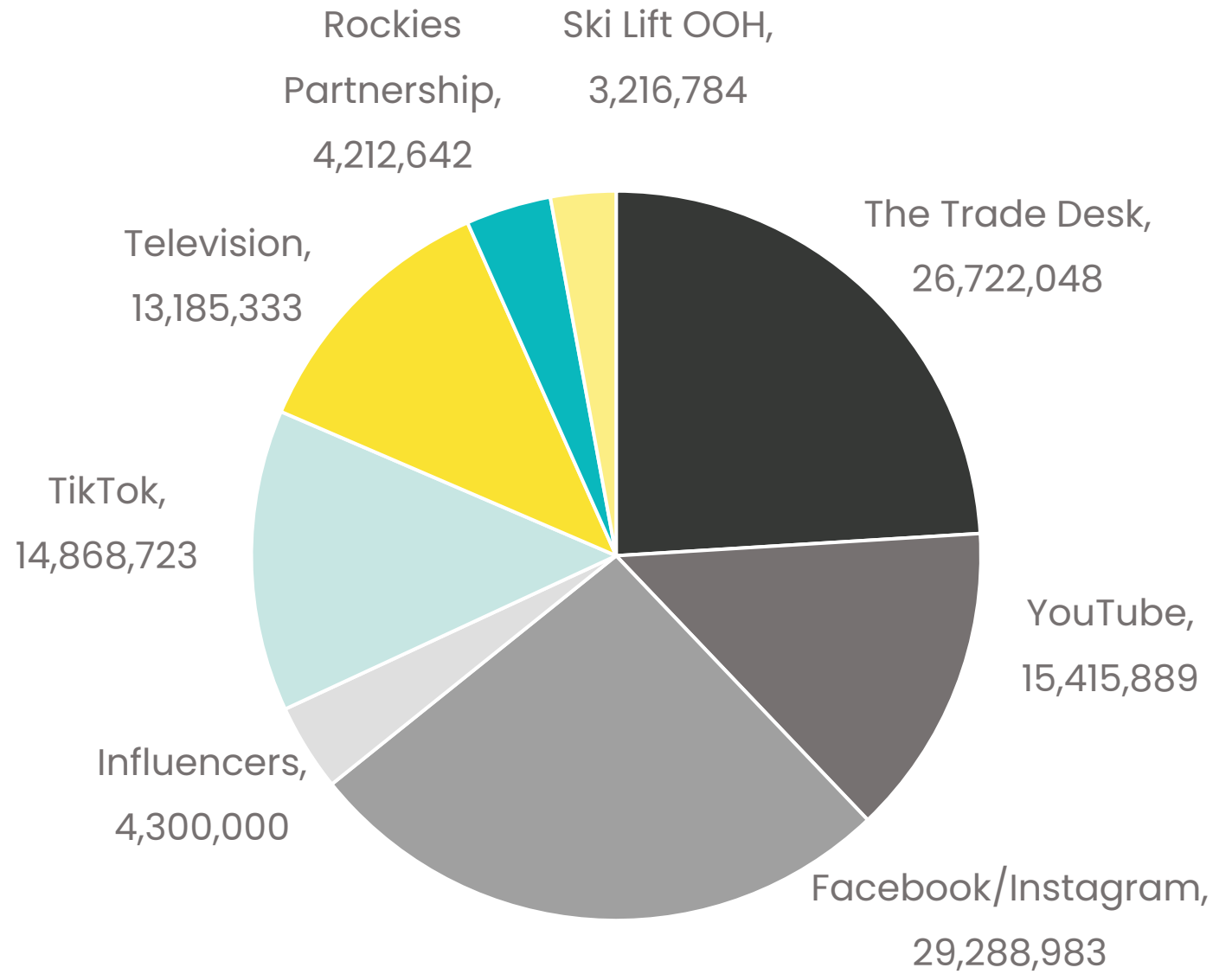
FY 21/22 Media Performance

Campaign Results

111,210,402 total impressions

188,935 total clicks

\$54,534 in added value



Traditional Media

Television

TIMING

Sept. 2021–June 2022

*Flexible buying structure based on opportunity and efficiency

TOTAL SPOTS

240

GEO

Denver DMA

PROGRAM HIGHLIGHTS

Super Bowl, achieved the most impressions for the year at 279,440

Multiple spots in the Stanley Cup Final featuring the Avalanche that achieved a total of 448,147 impressions

AFC and NFC playoff games that delivered a total of 358,519 impressions

NCAA March Madness with a total of 81,232 impressions

Ski Lift Digital OOH

TIMING

December 1, 2021–March 31, 2022
17 Weeks

TACTICS

624 Digital Screens

GEO

Winter Park Resort

IMPRESSIONS

Guaranteed – 2,187,000

Delivered – 3,216,784

Over Delivery – 47% (valued at \$15,355)



Colorado Rockies Sponsorship

2022 Season executions:

- In-game video on jumbotron
- In-park signage
- Statue placement
- Kiosk tables
- Towel giveaway (still to come)
- First pitch (still to come)



In-game video on jumbotron

Average attendance per game (based on 2019): 36,953

Estimated impressions through June 30, 2022: 4,212,642



**COLORADO
WILDLIFE COUNCIL**

COWildLifeCouncil.org



Colorado Rockies Sponsorship



Outfield Wall



Concourse Screens



Statues

Digital Media

Digital Media Tactics – The Trade Desk

Activation Summary	Tactic	Impressions	KPIs	Cost
<p>Captured the ITW audience’s attention within content where they spend time and attention.</p>	Connected TV	2,532,750	97% Completion Rate	\$110,668
<p>Reached the audience with multiple messages with the optimal frequency to keep CWC top-of-mind.</p> <p>Targeting:</p> <ul style="list-style-type: none"> Behavioral: (BT Voters and Outdoor Enthusiasts, excluding Republicans, Gun Advocates and over A35) Contextual: Targeted off of keywords Geo-location: Targeting people who have been to, or are currently at, outdoor locations. Can target ski lifts while we have ads running Retargeting website visitors 	Pre-Roll Video	3,068,217	82% Completion Rate 29,380 Clicks 0.92%CTR	\$93,160
	Audio	3,575,308	96.2% Completion Rate	\$69,817
	Display	13,141,276	38,307 Clicks 0.33% CTR	\$109,439
	Native	4,404,497	21,833 Clicks 0.51% CTR	\$47,282

The Trade Desk Key Learnings

- Strong VCR performance from the CTV and Audio placements. Both performing with a 96%+ VCR compared to a 90% benchmark.
- Best performing creative

Tactic	Creative
Audio	The Toast :15
CTV	The Fox :15
Pre-roll	Coexist :15
Native	Why We Hunt
Display	BikeFish

- Behavioral audiences performed best with Audio, CTV and Native, whereas FSQ geo location targeting was slightly better for Pre-Roll and Display
- Undertone units captured a combined 1.15% CTR with the high impact unit delivering a 2.55% CTR (1.0%-1.5% benchmark) and the social brand reveal unit delivering a 0.40% CTR (0.30%-0.40% benchmark)

Video and Social Media

Tactic	Activation Summary	Impressions	KPI	Cost
YouTube	<ul style="list-style-type: none"> Optimized the Skippable In-Stream campaign toward view-rate with a cost-per-view (CPV) bid method. Targeting included: Outdoor Enthusiasts & Sports Fans. Topics (Hiking, Camping, Local News, College Sports and Sports News), keywords, retargeting site visitors and engagers from past campaigns 	15,415,889	76.2% Completion Rate 3,956,203 Total Views 5,795 Clicks 0.04% CTR	\$96,561
Facebook/Instagram	<ul style="list-style-type: none"> Utilized the platforms' robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data. Implemented geo-targeting around the downtown Denver mural to reach those in the area with the CWC filter. Leveraged look-alike and retargeting audiences based on data from past campaigns and website visitation. Boosted organic content to achieve greater engagement and reach beyond the organic feed 	29,288,983	43,361 Clicks 19,450,949 Video Plays 1,814,858 Post Engagements 0.66% CTR	\$143,522
Influencers	<ul style="list-style-type: none"> Amplified messaging and organically connected with the target audience at one of their frequent media touchpoints Continued partnerships with 2 influencers while adding a new 3rd influencer for fresh content and reach to new audiences In addition to the three influencers' current in-feed content, influencers produced more dynamic content such as IG Reels or IGTV. 	4,300,000	1.6MM Organic & Paid Reach 145,098 Reel Plays 13,352 Likes 3,092 Link Clicks 9.31% Ad Recall Rate	\$79,952
TikTok	<ul style="list-style-type: none"> Drove brand awareness and ad recall among the ITW audience with thumb-stopping video creative. Campaigns focused and optimized to driving overall impression 	14,868,723	0.26% CTR 49,525 Clicks \$0.94 CPC	\$49,949

Video & Social Key Learnings

YouTube:

- Outdoor Enthusiasts, Affinity to Camping & Hiking and Outdoor Recreational Equipment were among the top audience segment for the video completions but Sports Fans had the highest clicks to the website.
- Bumper units had a 94.36% VCR compared to a 90% VCR benchmark and improving year over year (up from 92%)
- :15s Skippable In-Stream Units had a 60.42% VCR improving year over year (up from 18.22%)

Facebook:

- Facebook ran annually and drove an average frequency of 7x throughout the entire campaign
- The Coexist 30 creative generated the most impressions, followed by the Lynx Fridays 15 and the Coexist 15
- The 11.16.21 Evergreen Engagement ad generated the highest CTR of 14.6%

Influencers:

- Campaign delivered 1.4MM Impressions in Fall 2021 and another 2.8MM impressions in the spring
- Overall, Ty's content performed the best in the paid media and generated the highest recall rate of 20.72%

TikTok:

- This is the only platform that did not run as evergreen, with spend focused on March-June of 2022 and proved to be a very cost efficient platform for driving traffic to the website (\$0.94 CPC)
- The Species creative was served to 50% of the total impressions and garnered the highest CTR of 0.29%.
- The Ferret served the next highest total of impressions, but the Bear had a slightly higher CTR.

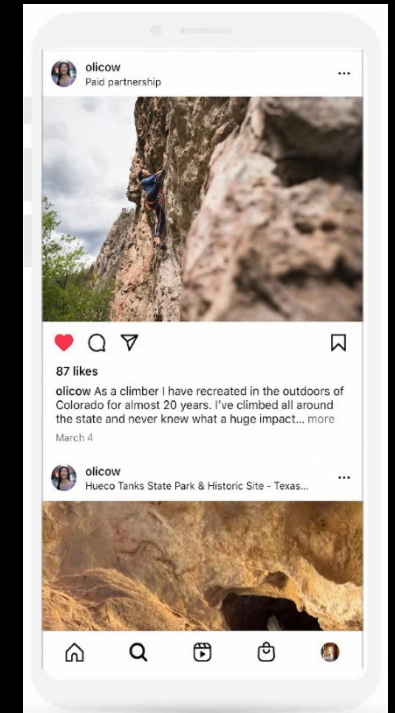
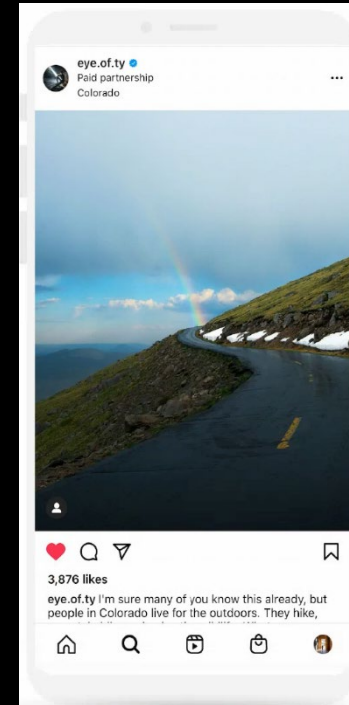
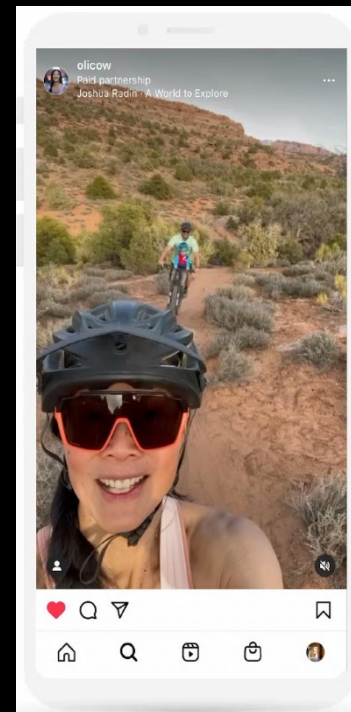
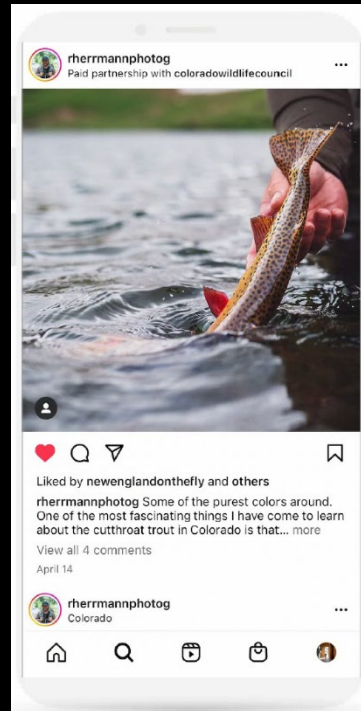
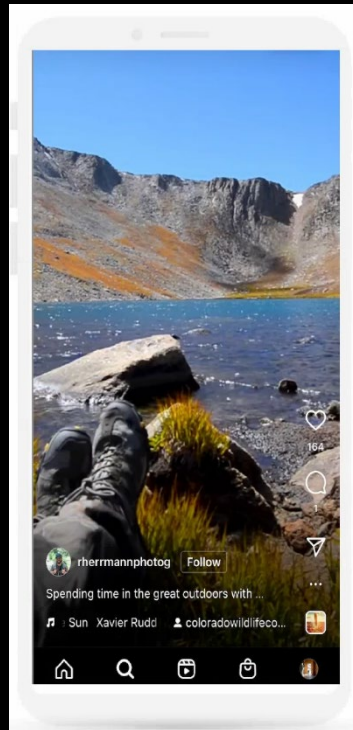
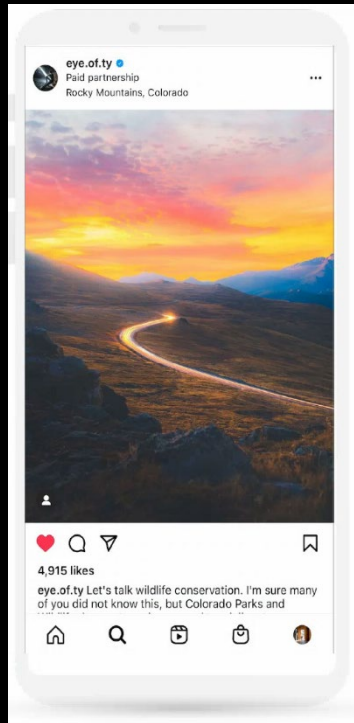
Influencer Engagement

Ty Newcomb 206K Followers	PAID CONTENT	ORGANIC CONTENT																			
 <p><u>Content Deliverables:</u> 2 Instagram Photos 2 IG Story Sets 1 IG Reel</p>	<p>Impressions: 1,888,892</p> <p>Reach: 667,886</p> <p>Link Clicks: 1,387</p> <p>Engagements: 81,665</p> <p>Reactions: 2,596</p> <p>Comments: 28</p> <p>Shares: 78</p> <p>3-Sec Video Plays: 77,558</p>	<p style="text-align: center;">INSTAGRAM</p> <table border="1"> <thead> <tr> <th data-bbox="631 271 917 321">IN-FEED:</th> <th data-bbox="917 271 1243 321">STORY FRAMES:</th> </tr> </thead> <tbody> <tr> <td data-bbox="631 321 917 364">Impressions: 33,401</td> <td data-bbox="917 321 1243 364">Impressions: 7,272</td> </tr> <tr> <td data-bbox="631 364 917 406">Reel Plays: 37,336</td> <td data-bbox="917 364 1243 406">Reach: 6,912</td> </tr> <tr> <td data-bbox="631 406 917 449">Engagement Rate: 6%</td> <td data-bbox="917 406 1243 449">Link Clicks: 22</td> </tr> <tr> <td data-bbox="631 449 917 492">Likes: 12,363</td> <td data-bbox="917 449 1243 492">Sticker Taps: 24</td> </tr> <tr> <td data-bbox="631 492 917 535">Comments: 49</td> <td data-bbox="917 492 1243 535">Shares: 1</td> </tr> <tr> <td data-bbox="631 535 917 578">Reach: 24,063</td> <td data-bbox="917 535 1243 578">Comments: 3</td> </tr> <tr> <td data-bbox="631 578 917 621">Shares: 15</td> <td></td> </tr> <tr> <td data-bbox="631 621 917 664">Saves: 14</td> <td></td> </tr> </tbody> </table>		IN-FEED:	STORY FRAMES:	Impressions: 33,401	Impressions: 7,272	Reel Plays: 37,336	Reach: 6,912	Engagement Rate: 6%	Link Clicks: 22	Likes: 12,363	Sticker Taps: 24	Comments: 49	Shares: 1	Reach: 24,063	Comments: 3	Shares: 15		Saves: 14	
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Rob Herrmann 20.7K Followers	PAID CONTENT	ORGANIC CONTENT																			
 <p><u>Content Deliverables:</u> 2 Instagram Photos 2 IG Story Sets 1 IG Reel</p>	<p>Impressions: 1,670,168</p> <p>Reach: 561,001</p> <p>Link Clicks: 1,372</p> <p>Engagements: 7,418</p> <p>Reactions: 387</p> <p>Comments: 3</p> <p>Shares: 8</p> <p>3-Sec Video Plays: 5,644</p>	<p style="text-align: center;">INSTAGRAM</p> <table border="1"> <thead> <tr> <th data-bbox="1911 271 2204 321">IN-FEED:</th> <th data-bbox="2204 271 2527 321">STORY FRAMES:</th> </tr> </thead> <tbody> <tr> <td data-bbox="1911 321 2204 364">Impressions: 5,559</td> <td data-bbox="2204 321 2527 364">Impressions: 2,287</td> </tr> <tr> <td data-bbox="1911 364 2204 406">Reel Plays: 3,227</td> <td data-bbox="2204 364 2527 406">Reach: 2,268</td> </tr> <tr> <td data-bbox="1911 406 2204 449">Engagement Rate: 3.5%</td> <td data-bbox="2204 406 2527 449">Link Clicks: -</td> </tr> <tr> <td data-bbox="1911 449 2204 492">Likes: 653</td> <td data-bbox="2204 449 2527 492">Sticker Taps: -</td> </tr> <tr> <td data-bbox="1911 492 2204 535">Comments: 13</td> <td data-bbox="2204 492 2527 535">Shares: 2</td> </tr> <tr> <td data-bbox="1911 535 2204 578">Reach: 8,253</td> <td data-bbox="2204 535 2527 578">Comments: 1</td> </tr> <tr> <td data-bbox="1911 578 2204 621">Shares: 43</td> <td></td> </tr> <tr> <td data-bbox="1911 621 2204 664">Saves: 20</td> <td></td> </tr> </tbody> </table>		IN-FEED:	STORY FRAMES:	Impressions: 5,559	Impressions: 2,287	Reel Plays: 3,227	Reach: 2,268	Engagement Rate: 3.5%	Link Clicks: -	Likes: 653	Sticker Taps: -	Comments: 13	Shares: 2	Reach: 8,253	Comments: 1	Shares: 43		Saves: 20	
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Olivia Hsu 19.5K Followers	PAID CONTENT	ORGANIC CONTENT																			
 <p><u>Content Deliverables:</u> 2 Instagram Photos 2 IG Story Sets 1 IG Reel</p>	<p>Impressions: 734,632</p> <p>Reach: 34,470</p> <p>Link Clicks: 330</p> <p>Engagements: 19,037</p> <p>Reactions: 264</p> <p>Comments: 3</p> <p>Shares: 6</p> <p>3-Sec Video Plays: 18,427</p>	<p style="text-align: center;">INSTAGRAM</p> <table border="1"> <thead> <tr> <th data-bbox="1274 853 1592 903">IN-FEED:</th> <th data-bbox="1592 853 1898 903">STORY FRAMES:</th> </tr> </thead> <tbody> <tr> <td data-bbox="1274 903 1592 946">Impressions: 3,561</td> <td data-bbox="1592 903 1898 946">Impressions: 5,261</td> </tr> <tr> <td data-bbox="1274 946 1592 989">Reel Plays: 2,906</td> <td data-bbox="1592 946 1898 989">Reach: 3,658</td> </tr> <tr> <td data-bbox="1274 989 1592 1032">Engagement Rate: 1.7%</td> <td data-bbox="1592 989 1898 1032">Link Clicks: 22</td> </tr> <tr> <td data-bbox="1274 1032 1592 1075">Likes: 336</td> <td data-bbox="1592 1032 1898 1075">Sticker Taps: 24</td> </tr> <tr> <td data-bbox="1274 1075 1592 1118">Comments: 3</td> <td data-bbox="1592 1075 1898 1118">Shares: -</td> </tr> <tr> <td data-bbox="1274 1118 1592 1160">Reach: 6,245</td> <td data-bbox="1592 1118 1898 1160">Comments: 7</td> </tr> <tr> <td data-bbox="1274 1160 1592 1203">Shares: -</td> <td></td> </tr> <tr> <td data-bbox="1274 1203 1592 1246">Saves: 1</td> <td></td> </tr> </tbody> </table>		IN-FEED:	STORY FRAMES:	Impressions: 3,561	Impressions: 5,261	Reel Plays: 2,906	Reach: 3,658	Engagement Rate: 1.7%	Link Clicks: 22	Likes: 336	Sticker Taps: 24	Comments: 3	Shares: -	Reach: 6,245	Comments: 7	Shares: -		Saves: 1	
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Influencer Engagement



Email (MailChimp)

TIMING

Once a quarter

TACTICS

MailChimp

AUDIENCE

Collected 16 subscribers

DETAILS

3x Newsletters were deployed this year producing an average open rate of 54.3% and 19.3% CTR.

INSIGHTS

While open rate and CTR prove engagement, the subscriber volume is too low. In the next fiscal, we can support email sign-ups to further nurture this channel.

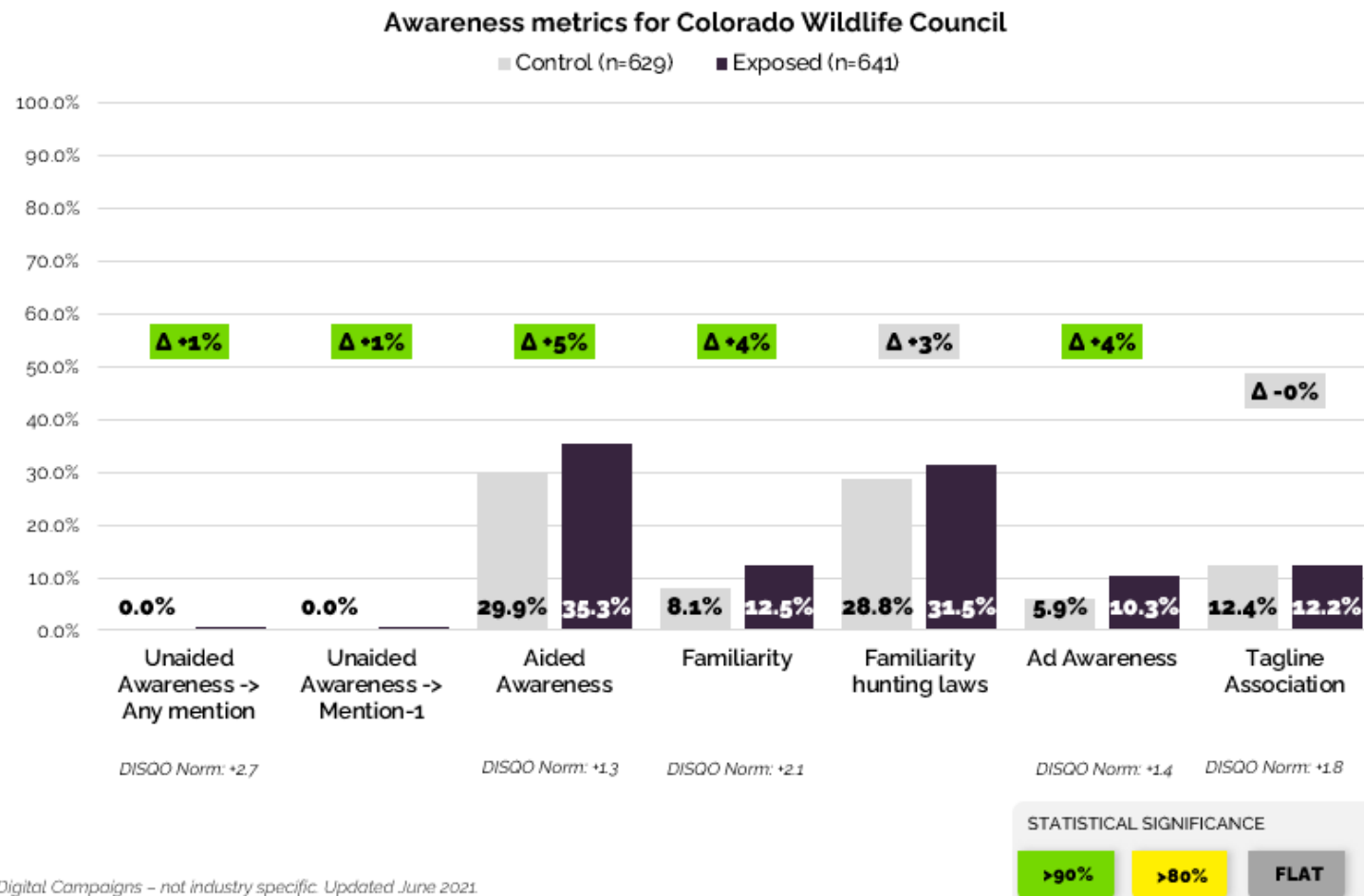
DISQO MEASUREMENT

DISQO Results

Digital impact

OBSERVATIONS

Digital exposure had nearly universal impact to awareness metrics. Nearly all KPIs, including Awareness, Familiarity, and memorability of advertisement were increased at significant levels.



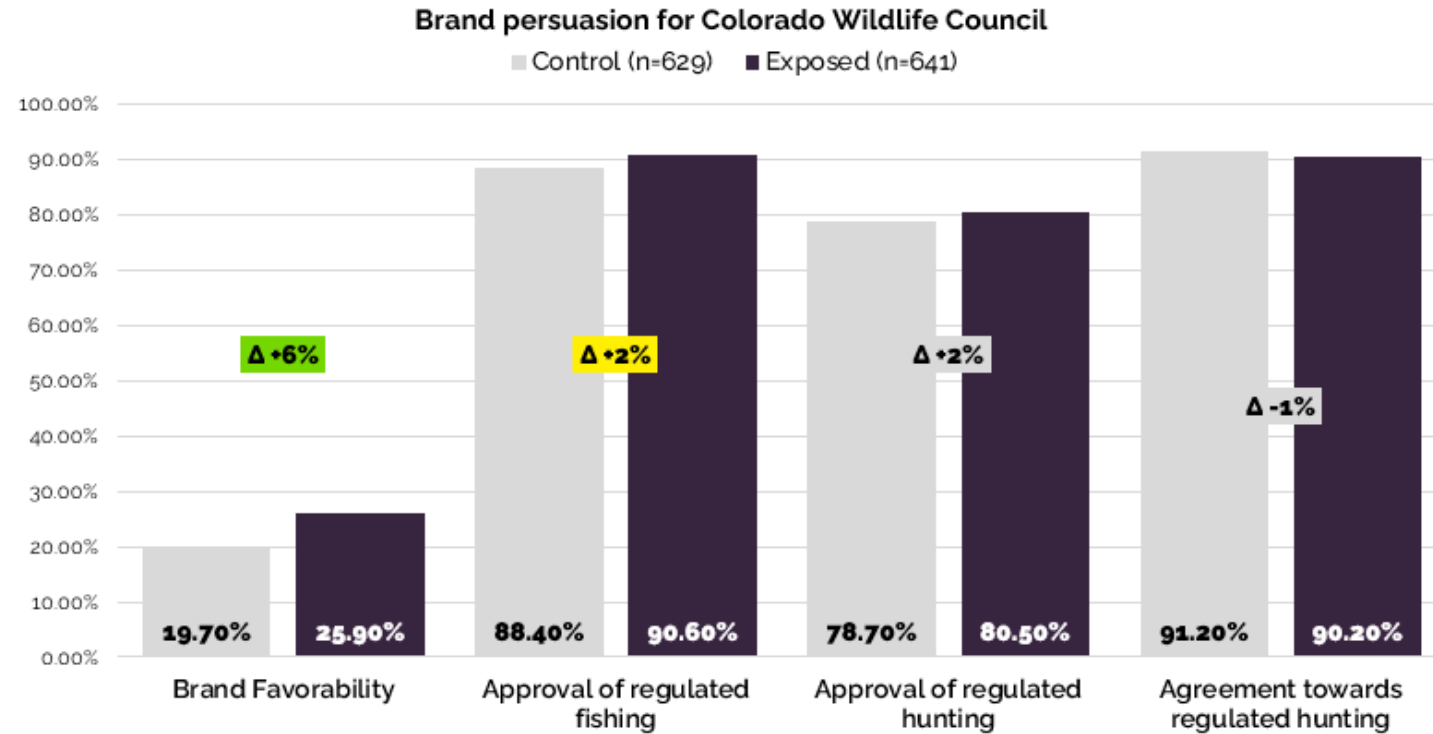
Normative Delta between Control and Exposed among all DISQO Digital Campaigns - not industry specific. Updated June 2021.

DISQO Results

Digital impact

OBSERVATIONS

Favorability towards the Colorado Wildlife Council saw a significant +6% lift, post-exposure to the digital campaign. Additionally, approval of regulated fishing also saw a significant increase among exposed respondents.



DISQO Norm: +2.7

STATISTICAL SIGNIFICANCE

>90%

>80%

FLAT

DISQO Results

Performance by Creative Theme

OBSERVATIONS

Placement themes state wildlife area, fox, coexist, wildlife, winter snowshow + elk, and ferret had the most influence in moving perceptions around regulated hunting.

	Total Campaign		Creative Theme Analysis												
	Control	Exposed	<u>tit</u> wl	bike fish	why we hune native	climber goat	state wildlife area	fox	hiker + sheep	winter ski	toast	coexist	<u>wild life</u>	winter snowsho e + elk	ferret
Awareness Metrics															
Unaided Awareness -> Any mention	0%	0.8%	0%	19%	0%	1%	0.9%	1.8%	12%	0%	0%	2.4%	4.2%	0%	13%
Unaided Awareness -> Mention-1	0%	0.5%	0%	1%	0%	0%	0.9%	0.6%	0.6%	0%	0%	2.4%	2.8%	0%	13%
Aided Awareness	29.9%	35.3%	40%	37.1%	37.8%	39.4%	34.2%	40.2%	34.8%	35.5%	31.1%	40.2%	34.7%	32.8%	32.5%
Familiarity Hunting Laws	28.8%	31.5%	38.9%	38.1%	34.7%	40.4%	32.4%	34.8%	39%	27.4%	46.7%	31.7%	38.9%	28.1%	33.8%
Familiarity	8.1%	12.5%	8.9%	16.2%	17.3%	17.2%	14%	9.8%	14.6%	14.5%	15.6%	18.3%	12.5%	12.5%	15.6%
Ad Awareness	5.9%	10.3%	7.8%	9.5%	12.2%	11.1%	11.3%	7.3%	9.8%	9.7%	8.9%	7.3%	8.3%	9.4%	11.7%
Tagline Association	12.2%	12.2%	18.9%	13.3%	10.2%	15.2%	11.7%	14.6%	11%	14.5%	8.9%	12.2%	11.1%	14.1%	7.8%
Persuasion Metrics															
Brand Favorability	19.7%	25.9%	27.8%	29.5%	29.6%	30.3%	23.9%	26.2%	26.8%	22.6%	28.9%	31.7%	26.4%	23.4%	22.1%
Approval of regulated fishing	88.4%	90.6%	90%	88.6%	91.8%	86.9%	91.9%	92.7%	91.5%	83.9%	93.3%	92.7%	94.4%	90.6%	93.5%
Approval of regulated hunting	78.7%	80.5%	82.2%	76.2%	79.6%	70.7%	83.8%	76.8%	79.3%	85.5%	82.2%	87.8%	72.2%	84.4%	85.7%
Agreement towards regulated hunting	91.2%	90.2%	91.1%	88.6%	92.9%	88.9%	91.4%	89%	91.5%	93.5%	93.3%	96.3%	87.5%	96.9%	94.8%
Unweighted sample (n=)	629	641	90	105	98	99	222	164	164	62	45	82	72	64	77

Statistical Significance:

>90%
>80%
FLAT

Skillit, did you know, undertone page grabber, winter snowboard + moose, undertone high impact, undertone social brand did not meet reportable base sizes

DISQO Results

Performance by Age

OBSERVATIONS

Younger respondents appeared to be more influenced by the campaign, as seen by significant lifts to the 18-44 year old range

	Total Campaign		18-34		35-44		45-54		54-64		65+	
	Control	Exposed	Control	Exposed	Control	Exposed	Control	Exposed	Control	Exposed	Control	Exposed
Awareness Metrics												
Unaided Awareness -> Any mention	0%	0.8%	0%	1%	0%	1.3%	0%	0%	0%	1.1%	0%	0%
Unaided Awareness -> Mention-1	0%	0.5%	0%	1%	0%	0.7%	0%	0%	0%	0%	0%	0%
Aided Awareness	29.9%	35.3%	35.9%	41.9%	26.1%	35.3%	40.2%	33.6%	18.7%	26.3%	21.2%	30.9%
Familiarity Hunting Laws	28.8%	31.5%	35.4%	37.4%	33.3%	34%	28.7%	25.6%	14.3%	27.4%	15.2%	25%
Familiarity	8.1%	12.5%	10.4%	18.2%	11.5%	15.7%	9%	7.2%	0%	8.4%	0%	2.9%
Ad Awareness	5.9%	10.3%	7.3%	14.1%	6.1%	13.7%	8.2%	8.8%	1.1%	4.2%	3%	1.5%
Tagline Association	12.2%	12.2%	15.1%	12.6%	15.8%	13.1%	10.7%	12.8%	6.6%	11.6%	6.1%	8.8%
Persuasion Metrics												
Brand Favorability	19.7%	25.9%	19.3%	30.3%	20.6%	27.5%	28.7%	25.6%	9.9%	18.9%	15.2%	19.1%
Approval of regulated fishing	88.4%	90.6%	85.9%	87.4%	89.7%	88.9%	90.2%	95.2%	91.2%	91.6%	87.9%	94.1%
Approval of regulated hunting	78.7%	80.5%	77.6%	75.8%	80%	85.6%	80.3%	87.2%	79.1%	75.8%	77.3%	76.5%
Agreement towards regulated hunting	91.2%	90.2%	88%	88.4%	91.5%	91.5%	93.4%	92%	92.3%	89.5%	93.9%	89.7%
Unweighted sample (n=)	629	641	203	198	129	153	122	125	99	95	73	68

Statistical Significance:

>90%

>80%

FLAT

DISQO Results

Performance by Gender

OBSERVATIONS

Males appeared to drive most of the KPIs for the Colorado Wildlife Council campaign. Significant lifts were seen among most Awareness metrics as well as Favorability among men.

	Total Campaign		Male		Female	
	Control	Exposed	Control	Exposed	Control	Exposed
Awareness Metrics						
Unaided Awareness -> Any mention	0%	0.8%	0%	1%	0%	0.7%
Unaided Awareness -> Mention-1	0%	0.5%	0%	0.5%	0%	0.5%
Aided Awareness	29.9%	35.3%	29.5%	40%	30.1%	33.1%
Familiarity Hunting Laws	28.8%	31.5%	42%	49%	23.1%	23.6%
Familiarity	8.1%	12.5%	13.5%	25%	5.8%	6.8%
Ad Awareness	5.9%	10.3%	8.3%	17.5%	4.9%	7%
Tagline Association	12.2%	12.2%	13.5%	15%	11.7%	10.9%
Persuasion Metrics						
Brand Favorability	19.7%	25.9%	22.8%	35%	18.4%	21.8%
Approval of regulated fishing	88.4%	90.6%	91.2%	94%	87.4%	89.1%
Approval of regulated hunting	78.7%	80.5%	88.1%	88.5%	74.8%	76.9%
Agreement towards regulated hunting	91.2%	90.2%	92.7%	95%	90.6%	88%
Unweighted sample (n-)	629	641	152	200	477	441

Statistical Significance:

>90%

>80%

FLAT

FY 22/23 Paid Media

Recommendation

Channel Strategy

Target
Primary Audiences



In The Wind

- Adults 18 to 34
- Non-hunting and non-fishing
- Tends to lean left politically
- Often interested in the outdoors



Stakeholder/Advocate

- Hunters and anglers
- Followers of the CWC social pages

Media Consumption Behaviors

Media Quintiles

Internet
 Digital Video Display
 TV
 Radio
 OOH
 Mall Media
 Newspaper

In The Wind

Stakeholder

Internet	Heavy (140+)	Moderate (85-139)
Digital Video Display	Heavy (140+)	Moderate (85-139)
TV	Light (<84)	Light (<84)
Radio	Light (<84)	Heavy (140+)
OOH	Moderate (85-139)	Heavy (140+)
Mall Media	Heavy (140+)	Moderate (85-139)
Newspaper	Light (<84)	Moderate (85-139)

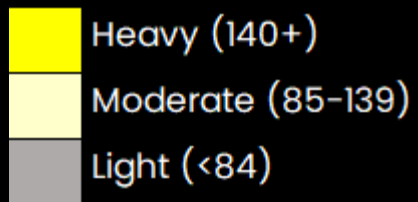
Platform Specifics

Amazon Prime Video
 Facebook
 Google
 Hulu
 iHeart Radio
 Instagram
 Pandora
 Pinterest
 Reddit
 Snapchat
 Spotify
 TikTok
 Twitter
 Whats App
 YouTube

In The Wind

Stakeholder

Amazon Prime Video	Moderate (85-139)	Moderate (85-139)
Facebook	Moderate (85-139)	Moderate (85-139)
Google	Moderate (85-139)	Moderate (85-139)
Hulu	Heavy (140+)	Moderate (85-139)
iHeart Radio	Light (<84)	Moderate (85-139)
Instagram	Moderate (85-139)	Moderate (85-139)
Pandora	Moderate (85-139)	Moderate (85-139)
Pinterest	Moderate (85-139)	Moderate (85-139)
Reddit	Heavy (140+)	Moderate (85-139)
Snapchat	Heavy (140+)	Moderate (85-139)
Spotify	Heavy (140+)	Moderate (85-139)
TikTok	Moderate (85-139)	Moderate (85-139)
Twitter	Moderate (85-139)	Moderate (85-139)
Whats App	Moderate (85-139)	Moderate (85-139)
YouTube	Moderate (85-139)	Moderate (85-139)

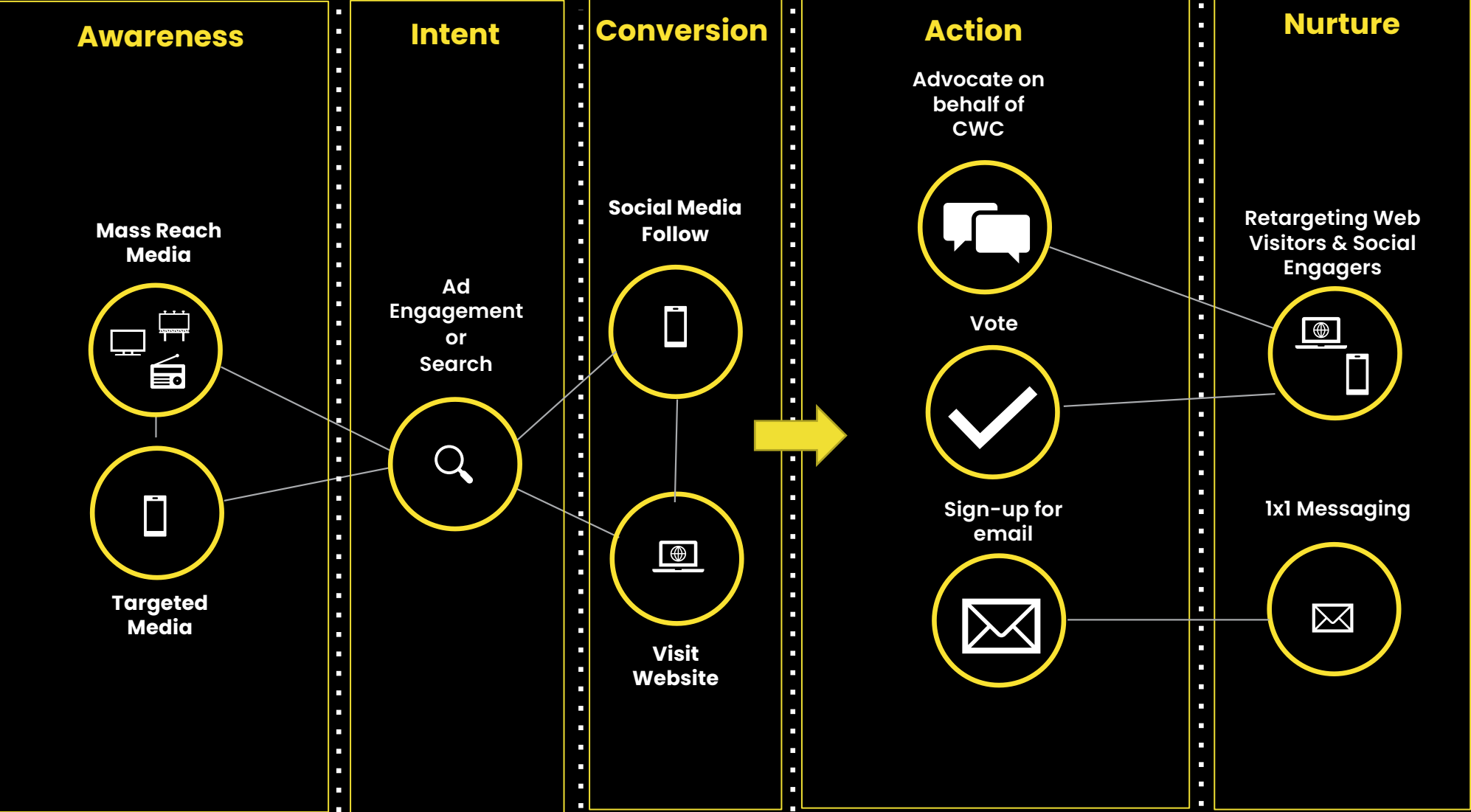


Audience Journey

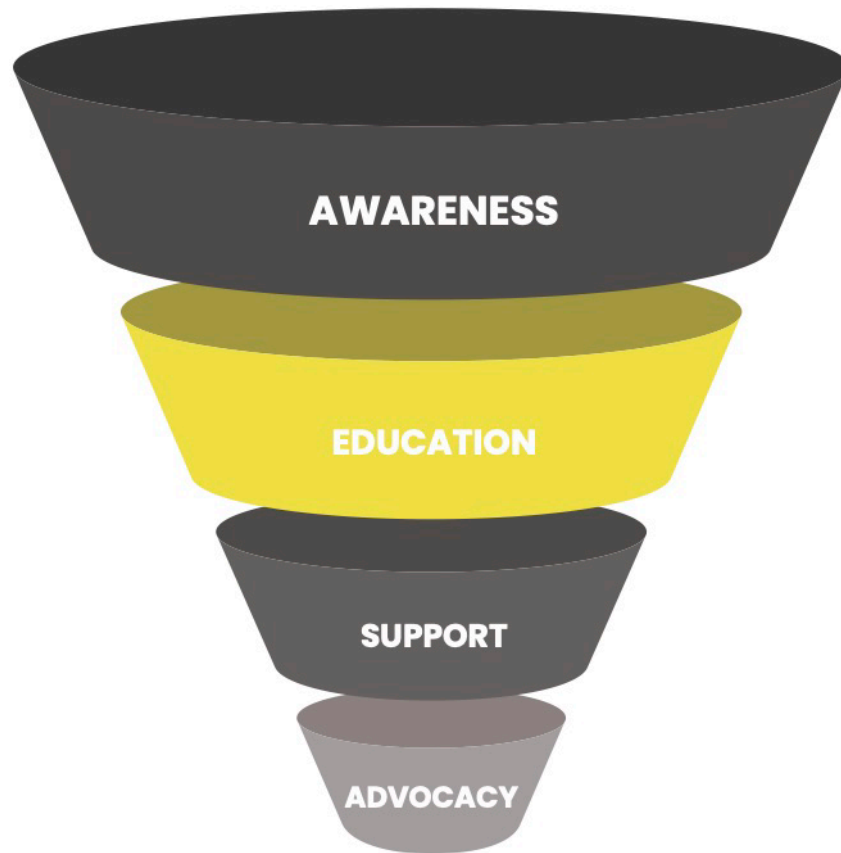
In The Wind

Objective:

Through traditional and digital media channels, increase awareness among the "In The Wind" audience, paving the way for them to become advocates.



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 22/23 Paid Media

Recommendations

Planning Parameters

BUDGET	\$1,052,550 – Option 1 \$1,302,200 – Option 2
TIMING	July 1, 2022 – June 30, 2023
AUDIENCE	In The Wind (Adults 18–34)
TACTICS	Television OOH The Trade Desk YouTube Facebook/Instagram Reddit TikTok Email

Media Audiences:

Build Upon Foundational Audiences

- **Adapting ITW:** The ITW audience is growing and changing. As this audience changes, it's important to be mindful of their changing needs, and flexibly adapt to the shifts in media consumption.
 - **Diversity & Inclusion:** Integrate specific BIPOC data segments into the media plan that reach diverse audiences that fall within the 18-34 demo.
 - **New to Colorado:** Target those who fall within the ITW audience but are new to Colorado.
 - **Outdoor:** Continue to target those who are interested in outdoor activities, but do not participate in hunting or fishing.
 - **Geo-targeting:** Target those near our mural, those in the vicinity of outreach events, and people within the outdoors.
- **Stakeholder inclusion:** Remain visible among CWC's key stakeholders to ensure that we're remaining top-of-mind for our advocates. Reach them specifically within paid media efforts such as TV, OOH, events, social influencers, evergreen social and earned efforts.
- **Growth:** Leverage lookalike and retargeting audiences based on data from past campaigns.

Traditional Media

Television

TIMING

January 2023 – June 2023
*Flighted to avoid the political window for the General Election

TACTICS

75% Sports
25% Prime Programming

GEO

Denver DMA

SAMPLE PROGRAMS

Live CO Sporting Events,
Saturday Night Live, Masked
Singer, Bachelor

Colorado Rockies Sponsorship



TIMING

July 1, 2022 – October 5, 2022*

*Remainder of the 2022 Season

EXECUTIONS

- In-game video on jumbotron
- In-park signage
- Statue placement
- Kiosk table
- Towel giveaway
- First pitch

Average attendance per game (based on 2019): 36,953

Ski Lift OOH

TIMING

Dec. 1, 2022 – March 31, 2023
4 Months

TACTICS

65 Chairs

GEO

Winter Park Resort*

*Option 2 includes Keystone, as well.



Email

Email (MailChimp)

TIMING

Once a quarter

TACTICS

MailChimp

AUDIENCE

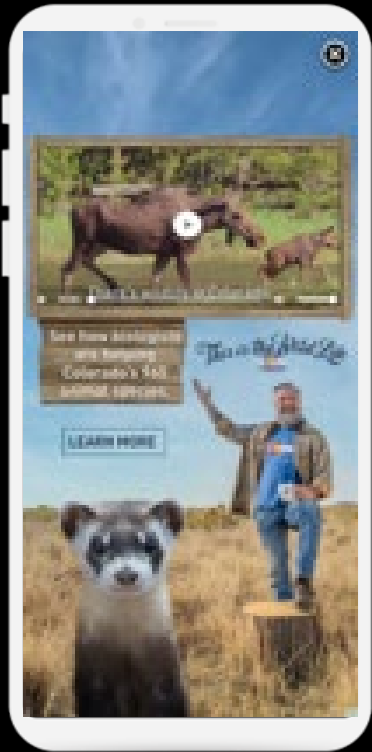
Collected email addresses

DETAILS

Newsletter sent once a quarter with any Council and news updates.

Digital Media

Digital Media



TIMING

September 12 – June 30*

*Note that some tactics are flighted for a shorter period

CHANNEL

The Trade Desk, Spotify, Undertone

GEO

Colorado

TACTICS

Streaming Audio

Connected TV

Pre-Roll Video

Display (Standard & Native)

Rich Media

STUDY

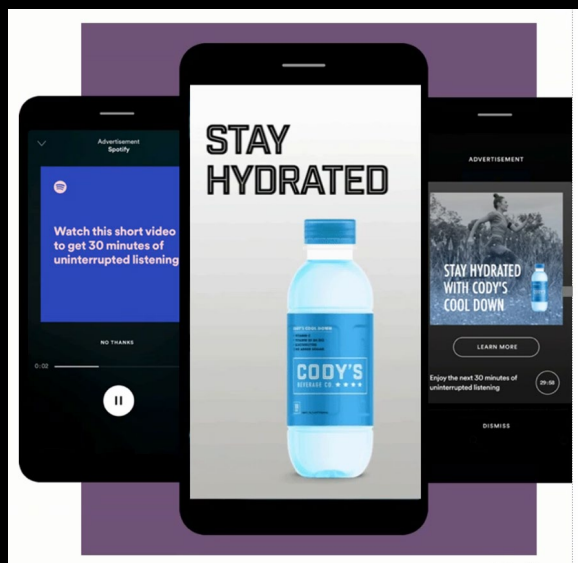
Inferred Brand Impact Study through TTD

Digital Media Targeting

Adapting ITW: The ITW audience is growing and changing. As this audience changes, it's important to be mindful of their changing needs, and flexibly adapt to the shifts in media consumption.

- **Diversity & Inclusion:** Integrate specific BIPOC data segments into the media plan that reach diverse audiences that fall within the 18-34 demo.
- **New to Colorado:** Target those who fall within the ITW audience but are new to Colorado. Utilize life event of recently moved to identify new Coloradoans.
- **Outdoor:** Continue to target those who are interested in outdoor activities, but do not participate in hunting or fishing.
- **Geo-Targeting:** Target those near our mural, those in the vicinity of outreach events, and people within the outdoors.
- **Growth:** Leverage lookalike and retargeting audiences based on data from past campaigns and website visitation.
- **Targeting:**
 - Demographic
 - Behavioral
- **Targeting:**
 - Behavioral
 - Contextual
- **Targeting:**
 - Behavioral
 - Contextual
 - Geography
- **Targeting:**
 - Geography
- **Targeting:**
 - Retargeting
 - Lookalike

Spotify Streaming Audio



TIMING September 12 – June 30

TACTICS :15s Video + Companion Banner

GEO Colorado

STRATEGY Using a brand awareness objective, reach the ITW audience by rewarding them for watching the “This Is The Wild Life” video.

TARGET Target those that are interested in outdoor activities, but do not participate in hunting or fishing.

YouTube

TIMING

September 12 – June 30

TACTICS

:06s Video

:15s Video

GEO

Colorado



YouTube Targeting

- **Custom Affinity/Intent:**

Define users that we want to reach based on the user's interests.

- **Sample Segments:**

- Outdoor Enthusiasts
 - CPW Website
 - Keywords

- **Platform Segments:**

Use YouTube's robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data.

- **Sample Segments:**

- Lifestyle & Hobbies:
 - Outdoor Enthusiast
 - Sport Enthusiast
- Sports & Fitness:
 - Camping & Hiking Equipment
 - Outdoor Recreational Equipment

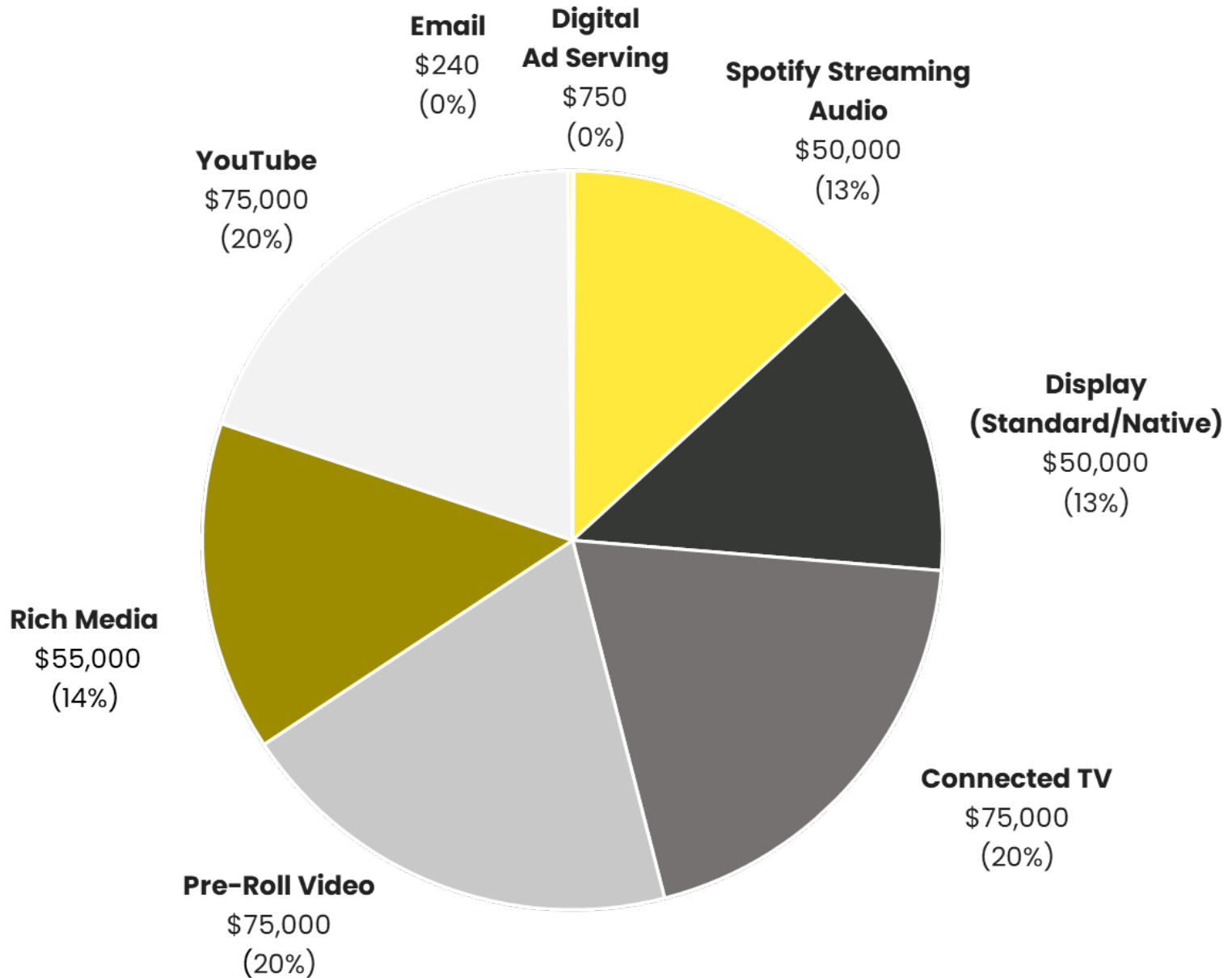
- **Lookalike & Retargeting:**

Leverage lookalike and retargeting audiences based on data from past campaigns and website visitation.

- **Sample Segments:**

- Visitation:
 - The Trade Desk
 - Facebook
 - Instagram

Digital Media Budget

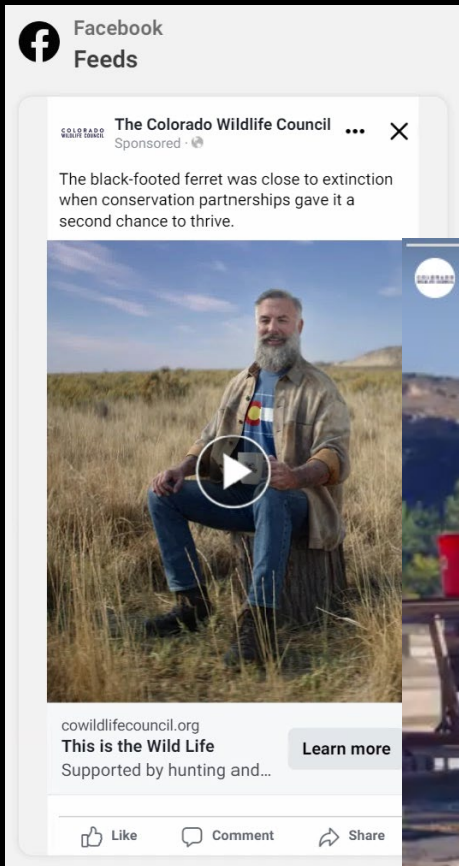


Social Media

Social Targeting

- **Platform Segments:**
Utilize Facebook and Instagram's robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data.
- **Geo-Targeting:**
Implement geo-targeting around the downtown Denver mural to reach those in the area with the CWC filter.
- **Lookalike & Retargeting:**
Leverage lookalike and retargeting audiences based on data from past campaigns and website visitation.
- Sample Segments:
 - Outdoor Enthusiasts
 - Diverse Audiences
- Website Visitation
 - Social Engagers
 - Video Watchers

Facebook/ Instagram



TIMING

September 12 – June 30*

*Note that some tactics are flighted for a shorter period

TACTICS

Stories

Newsfeed

GEO

Colorado

STRATEGY

Using a brand awareness objective, reach the ITW audience year-round with the "This Is The Wild Life" message.

Promoted Posts

TIMING

July 2022 – June 2023

TACTICS

Facebook & Instagram Newsfeed

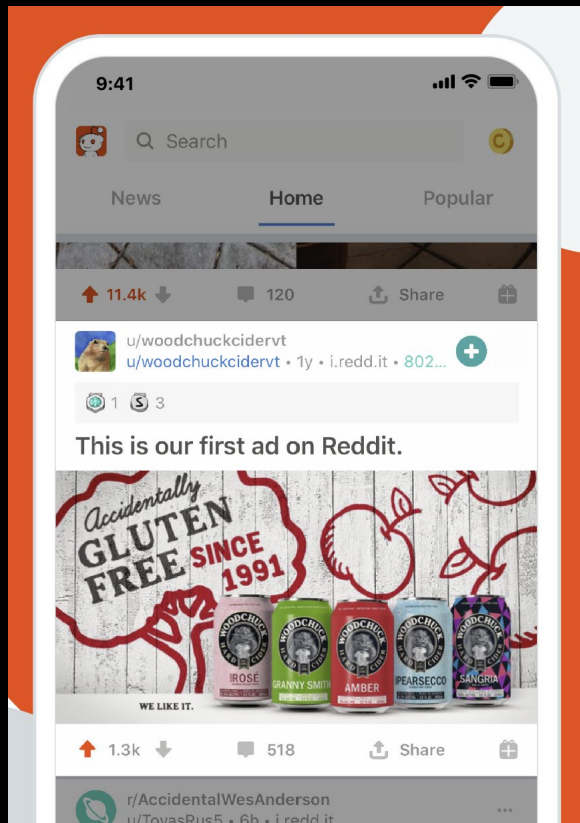
GEO

Colorado

STRATEGY

Boost organic content to Stakeholder and ITW audiences to achieve greater engagement and reach audiences beyond the organic feed.

Reddit - NEW



TIMING

January 1 – June 30

TACTICS

Promoted Video

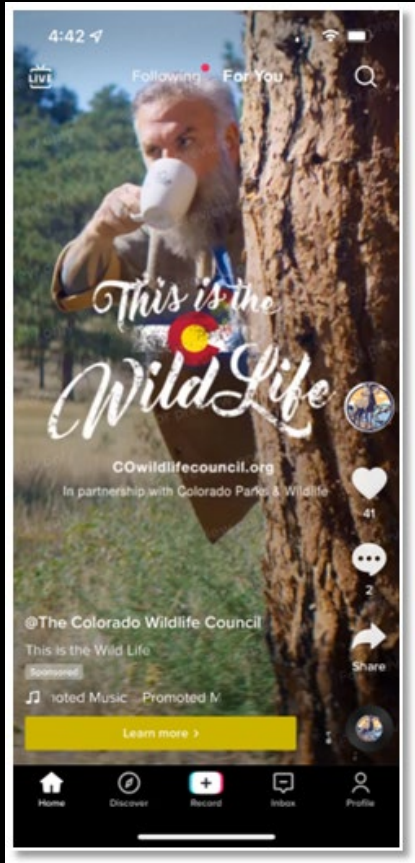
GEO

Colorado

STRATEGY

Drive brand awareness and ad recall among the ITW audience with thumb-stopping video creative.

TikTok



TIMING

January 1 – June 30

TACTICS

In-feed & Discover

GEO

Colorado

STRATEGY

Drive brand awareness and ad recall among the ITW audience with thumb-stopping video creative.

Mural/AR



TIMING

September 2022 – June 2023

TACTICS

Instagram Stories
Instagram Newsfeed

GEO

Colorado with an emphasis on targeting a geo-fenced, ~2-mile radius around the mural location & Rockies games

STRATEGY

Promote the CWC mural and drive local users to use the AR effect

Influencers (Undertone)

TIMING

October 1 – November 27
February 1 – May 31

TACTICS

Instagram Stories
Instagram Newsfeed

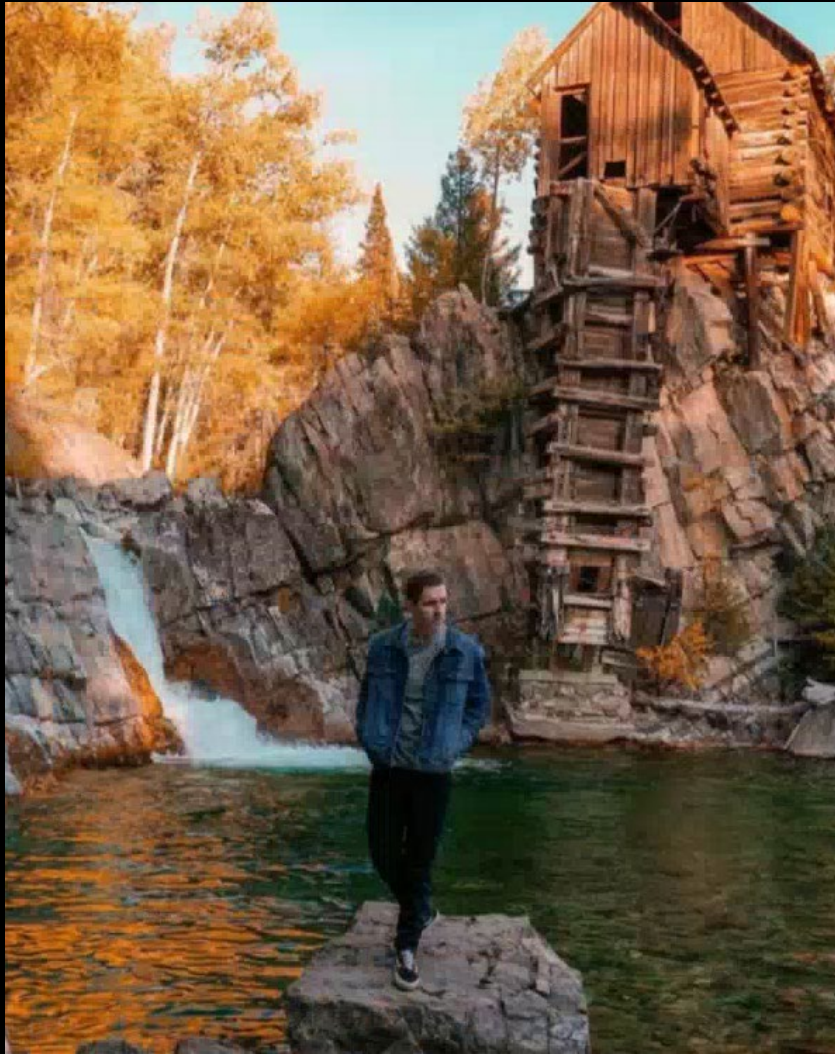
GEO

Colorado

DETAILS


2-3 Influencers
2 IG Posts
2 IG Reels
2 IG Stories
• (2-4 Segments each)
1 IGTV

RECOMMENDED UNDERTONE INFLUENCERS



**TY
NEWCOMB**

[@eye.of.ty](https://www.instagram.com/eye.of.ty)

 228,059 Followers

Ty is a professional photographer based out of Boulder with a verified IG account. He's been a recent influencer partner and consistently delivers beautiful content highlighting wildlife, mountains, sunsets, and more.

Top producer in the Spring 2022 campaign.

RECOMMENDED UNDERTONE INFLUENCERS



**ROB
HERRMANN**

[@rherrmannphotog](https://www.instagram.com/rherrmannphotog)

 20,710 Followers




Rob is a local Coloradoan, avid fisherman and shoots wildlife content. He's been an influencer partner on the last few campaigns and continues to resonate with the ITW message.

NEW UNDERTONE INFLUENCER OPTION



**NINA
WILLIAMS**

[@sheneenagins](#)

 215,130 Followers


Nina is a Colorado-based professional climber, board member of America Alpine Club, mindset coach, and TEDx speaker. She also has a verified Instagram account.

NEW UNDERTONE INFLUENCER OPTION



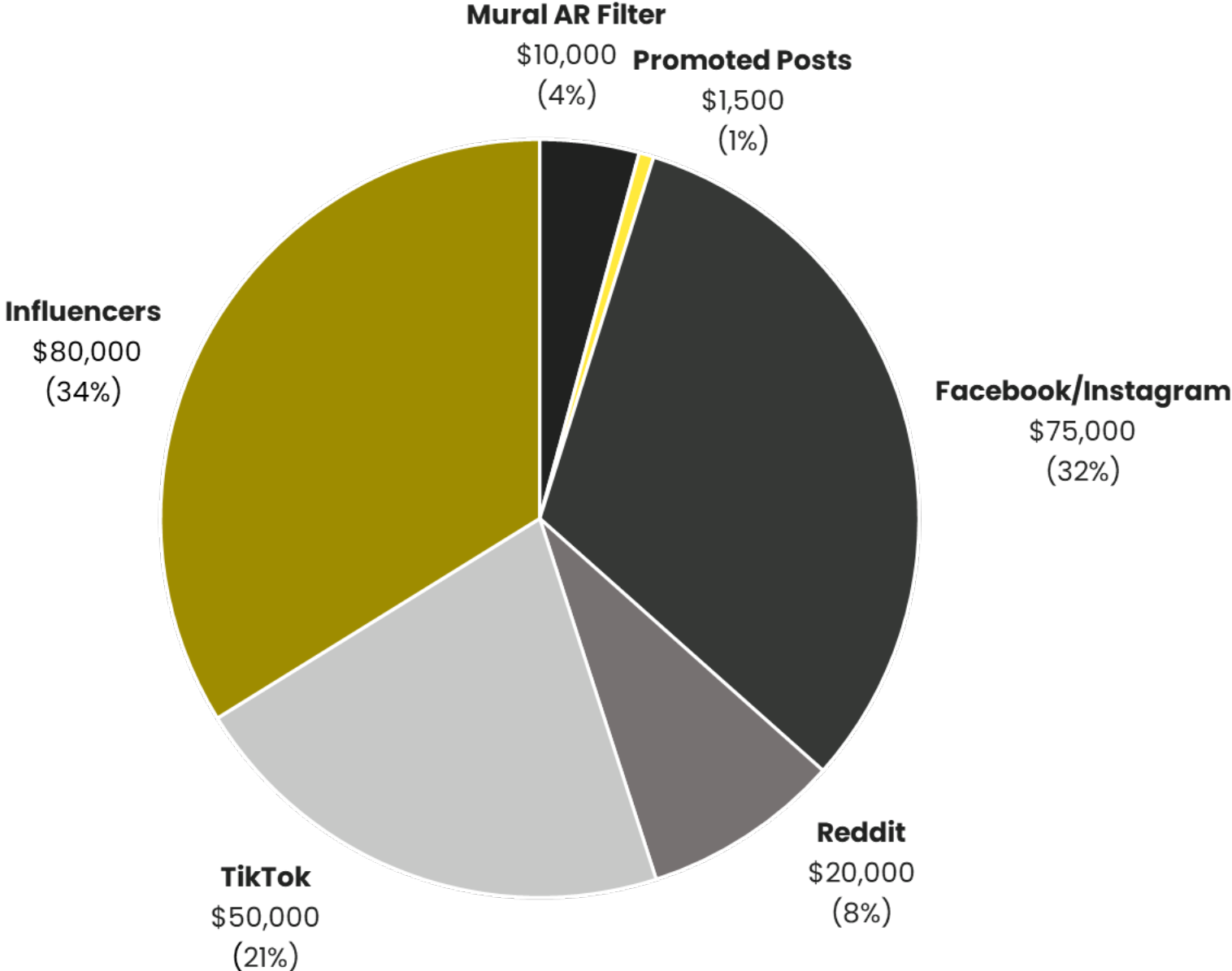
**ADAEZE
BRINKMAN**

@adaezenoelle

 31,864 Followers

Adaeze (Uh-Day-Zee) is a Colorado-based creator with a love for the outdoors. She's always adventuring in the mountains, hiking, paddle boarding, and capturing the beautiful scenery along the way.

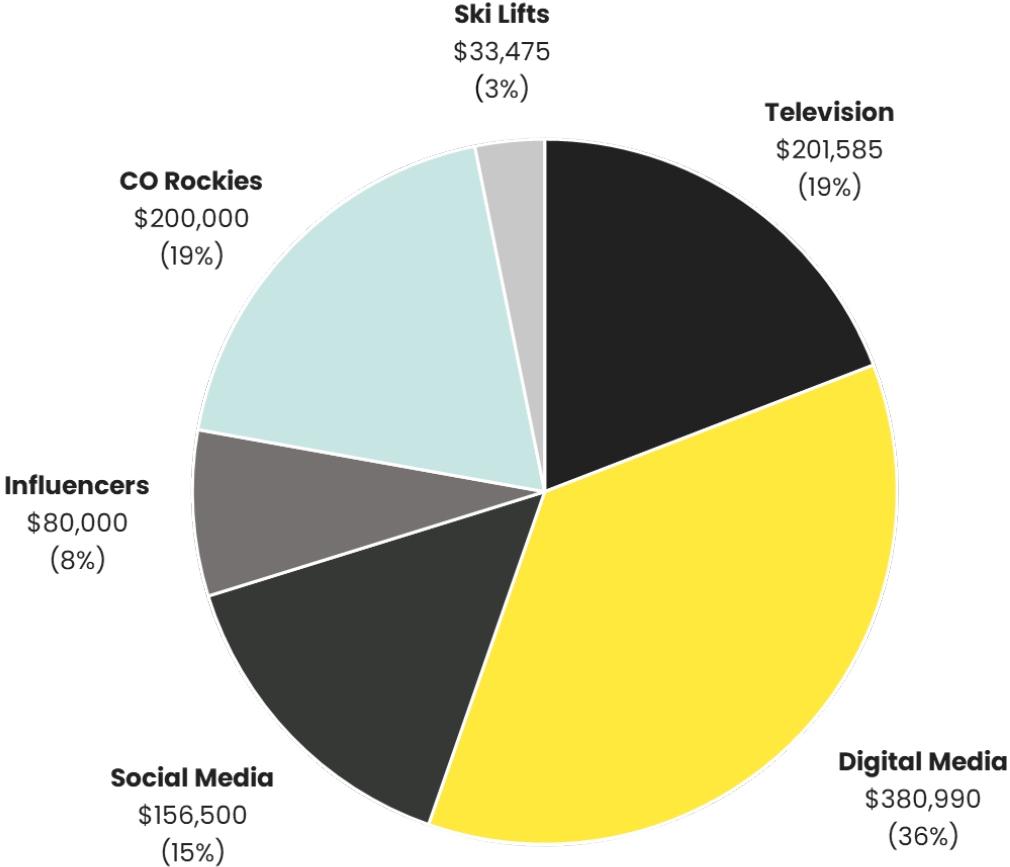
Social Media Budget



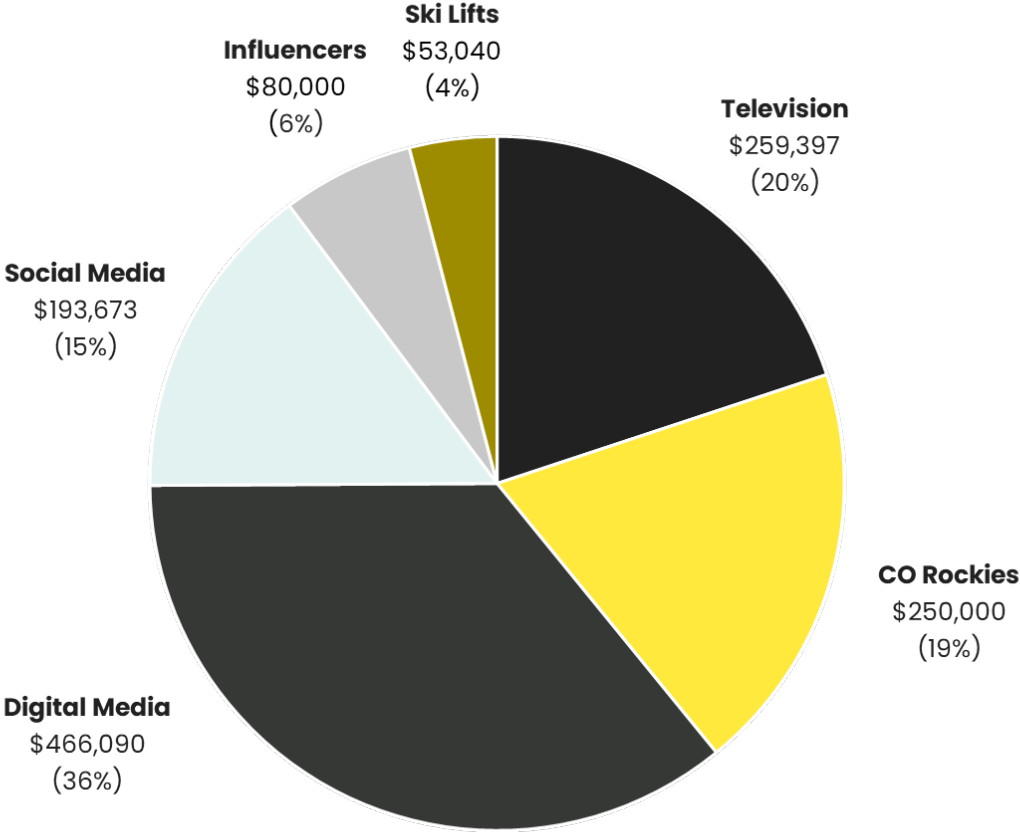
Budget Allocation

Planned Budget Allocation – Option 1 vs. Option 2

OPTION 1



OPTION 2



Budget Comparison

Budget Comparison	Option 1	Option 2
Television	Light	Moderate
CO Rockies	2022 Season	2022-2023 Seasons
Ski Lifts	Winter Park	WP + Keystone
Digital Media	Moderate	Heavy
Influencers	2-3 Influencers	2-3 Influencers
Social Media	Moderate	Heavy

Flowchart – Option 1



R&R Partners
 Colorado Wildlife Council
 2022-2023

	Jul				Aug				Sep				Oct				Nov				Dec				Jan				Feb				Mar				Apr				May				Jun				Cost	% of Total					
	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26		
Option 1																																																							
SPOT TV / CABLE - Denver DMA																																																							
:15s/:30s A18-34, English																																																							
Watermark + Traffic																																																							
Spot TV / Cable Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$40,004	\$40,004	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$30,394	\$201,585	19%												
OUT-OF-HOME																																																							
CO Rockies Sponsorship																																																							
Ski Lifts																																																							
OOH Total	\$100,000	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$11,538	\$7,313	\$7,313	\$7,313	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$233,475	22%												
DIGITAL																																																							
Email - MailChimp																																																							
Facebook/Instagram - AR Filter																																																							
Facebook/Instagram - Promoted Posts																																																							
Spotify Streaming Audio																																																							
Digital Ad Serving																																																							
The Trade Desk DSP																																																							
Display - Native/Standard																																																							
Video - Connected TV																																																							
Video - Pre-Roll																																																							
Undertone																																																							
Influencers																																																							
Rich Media																																																							
Digital Ad Serving																																																							
Unified Partnerships																																																							
Social - Facebook/Instagram																																																							
Social - Reddit																																																							
Social - TikTok																																																							
Video - YouTube																																																							
Digital Total	\$145	\$145	\$23,742	\$60,673	\$60,673	\$9,092	\$68,281	\$81,614	\$81,614	\$81,614	\$81,614	\$81,614	\$81,614	\$81,614	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$68,281	\$617,490	59%												
MEDIA TOTAL	\$100,145	\$100,145	\$23,742	\$60,673	\$60,673	\$20,630	\$115,597	\$128,931	\$119,321	\$112,009	\$112,009	\$112,009	\$112,009	\$112,009	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$98,675	\$1,052,550	100%												

* Political Window

Additional Considerations

Should the Budget Allow

OOH

Mall Ads

SOCIAL

Pinterest

Snapchat (previously tested)

Rockies

Partnership Updates

Rockies

Update

Partnership Details

- September 25, 2022 – Sunday at 1:10PM vs. Padres – CWC day!
- CWC towels to be handed out – 11k total
- All council members to attend (if available)
- Council members to take turns at kiosk table – schedule in next slide
- Join on the field for intro before 1st pitch: meet at 12:30 pm
- CPW mascot Elbert to attend (field + kiosk)
- R&R to provide ticket and parking logistics closer to the game

9/25 Rockies Game Kiosk Schedule

Kiosk Schedule		
Time Start	Time End	Person 1
10:45	11:00	Dani (set-up)
11:00	11:40	
11:40	12:20	
12:20: All council members + Elbert meet for first pitch		
12:20	1:20	Dani (first pitch)
1:20	2:00	
2:00	2:40	
2:40	3:20	

Council Attending: Tim, Brittini, Dan, Don, Lani
Haven't heard from: Robin

Factor in time for parking and security

New Spotlights

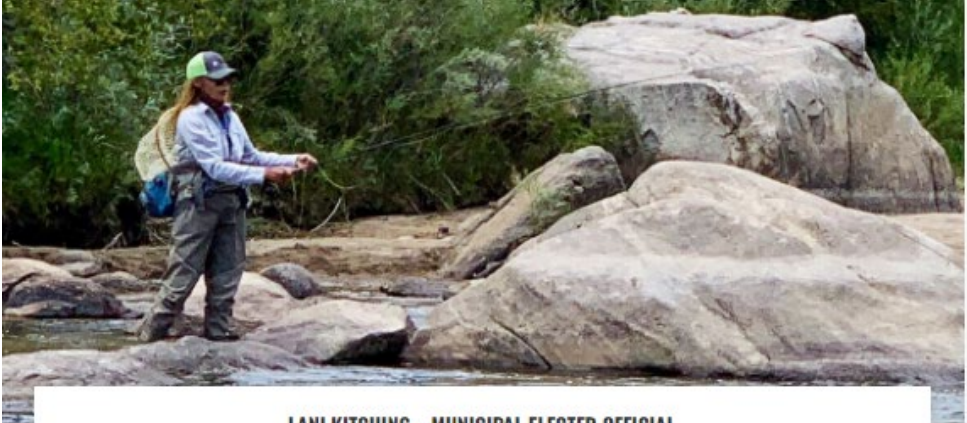


EELAND STRIBLING – EAST SLOPE ANGLER REPRESENTATIVE

July 19, 2022

COUNCIL SPOTLIGHT

- **How did you first hear about the CWC?**
Working as the Outreach Team leader in 2021.
- **What is your role on the CWC?**
East Slope Angler Representative
- **Tell us about your background when it comes to conservation.**
I have a degree in fish, wildlife and conservation biology with a focus in wildlife conservation. I work with nonprofits to help diverse communities connect, enjoy and conserve our natural places.
- **Why are you so involved with conservation?**
My gramps was a wildlife biologist for the division of wildlife. He inspired me to be lover of nature and protect and enjoy it. And be unapologetically Black while doing it.
- **What is your favorite wildlife species and why?**
Cedar waxwing, it's the first bird I could ID without my gramps coaching me.
- **What is your favorite thing about living in Colorado?**
The possibilities of activities and fresh air.
- **What do you wish Coloradoans knew about the council or wildlife?**
The wildlife was here first and needs to be protected as best as possible while also giving people the opportunity to enjoy and be a part of wildlife. The council does not represent the ever growing and changing outdoor recreation industry and we have a lot of work to do. Internally, for the citizens and most importantly for the wildlife.
- **What types of outdoor recreation do you partake in?**
Hiking, camping, trail running, foraging
- **What is your most memorable story about wildlife or being out in the wild?**
Bear that broke into a dispensary and ate a lot of edibles. That's Colorado in a gluten-free nutshell.



LANI KITCHING – MUNICIPAL ELECTED OFFICIAL

July 26, 2022

COUNCIL SPOTLIGHT

- **How did you first hear about the CWC?**

My local CPW area manager and state representative brought the opening to my attention. I'd been recommended in a prior year by one of our West Slope wildlife commissioners and also a Front Range philanthropist. At the time, the role didn't fit with my existing obligations.

- **What is your role on the CWC?**

As a municipal elected official in Carbondale, Colo., and an avid outdoors person, I'm the municipalities representative for Colorado's 278 statewide jurisdictions.

- **Tell us about your background when it comes to conservation.**

Being a Colorado resident who lives our everyday rugged lifestyle that misses metropolitan conveniences, I developed a healthy respect for the richness of the Rocky Mountain ecology that holds me here and instilled the desire to protect and conserve its unspoiled character.

- **Why are you so involved with conservation?**

Delighting in the attributes of an untouched wilderness provides a special sense of awe and tranquility that only the natural environment can convey and, for me, makes it critical to defend.

- **What is your favorite wildlife species and why?**

I love all wildlife but especially the chance critters that allow me to look into their wise eyes as if to silently connect with a shared understanding.

- **What is your favorite thing about living in Colorado?**

One of my favorite things is to still be able to find scarcely traveled two-lane blacktop roads that take me to remote scenic spaces.

- **What do you wish Coloradoans knew about the council or wildlife?**

I wish Coloradoans and visitors alike recognized the hard work that goes into keeping their personal access to outdoor recreational amenities easily accessible and widely available. Neither the council nor the wildlife agencies it represents were established to inhibit public enjoyment of natural resources by imposing protective restrictions or modest maintenance fees. These necessary measures are meant to keep the surroundings and experience they provide memorable.

- **What types of outdoor recreation do you partake in?**

I love alpine skiing, gardening, and hiking as local alternative activities to the outdoor outfitting I do daily on a seasonal basis. Anything, including an occasional round of golf or tennis match, that allows me to breathe in the fresh mountain air and leaves me with a well-earned sense of fatigue.

- **What is your most memorable story about wildlife or being out in the wild?**

There are lots! Laughing at my mistakes with like-minded companions is always the best. Most recently while refreshing my fly-casting rig by straightening the line behind me, the fly on the water attracted a sizeable acrobatic wild rainbow trout that I had no idea had been caught. My buddies' whooping and hollering only added to the commotion and the trout deservedly won that fight. A startling episode we still recount hysterically.



SHYANNE ORVIS – WEST SLOPE ANGLER REPRESENTATIVE

August 10, 2022

COUNCIL SPOTLIGHT

- **How did you first hear about the CWC?**

I first learned about the CWC about four years ago. I had the pleasure of partnering with the Colorado Wildlife Council through a social media collaboration in hopes to create content and spread awareness on the benefits of hunting and fishing licenses. Through that collaboration, I was able to gain a better understanding of the council and its mission.

- **What is your role on the CWC?**

My role within the CWC is the West Slope angler representative. This position allows me to offer insight and education to the greater public on the benefits of advocating for public lands; balancing wildlife populations; protecting threatened and endangered species; and why we should purchase hunting and fishing licenses, habitat stamps and state parks passes.

- **Tell us about your background when it comes to conservation.**

As my angling career progressed, I watched our resources become negatively impacted and I felt it was important to become more involved with organizations that are making a positive impact in conservation. It's been a journey of learning opportunities and immersing myself into experiences that allow me to advocate for the resources that I love. In recent years, I've been able to work toward lowering and offsetting my carbon footprint to become a carbon neutral fly-fishing guide in the state of Colorado, as well as working with nonprofits on various projects with a focus on restoration efforts, habitat improvements and other initiatives. I'm excited to continue educating myself on conservation and to find more ways to be involved with the hope of helping to protect the resources we love.

- **What is your favorite wildlife species and why?**

As an angler, it only feels fitting to say cutthroat trout. Not only are they vibrant and beautiful, but they can be found in some of the most remote settings. You truly have to get out there and explore in order to find them.

- **What is your favorite thing about living in Colorado?**

My favorite thing about living in Colorado is the abundance of activities to participate in and the number of people who are passionate about protecting our beautiful state.

- **What types of outdoor recreation do you partake in?**

Besides fishing, I absolutely love floating down the river, hiking to high alpine lakes, and snowboarding during the winter months!

- **What is your most memorable story about wildlife or being out in the wild?**

I don't have a single, most memorable moment about being out in the wild. Every experience has offered its own lesson and has given me a profound opportunity to appreciate nature, wildlife, and this beautiful place we call home.



DON ANDERSON – AGRICULTURAL REPRESENTATIVE

August 10, 2022

COUNCIL SPOTLIGHT

- How did you first hear about the CWC?**
During a Larimer County HPP Committee Meeting, Justin Foster (CPW) mentioned that there was an opening for an CWC Agricultural Representative.
- What is your role on the CWC?**
I am the Agricultural Representative and serve as the conduit to represent Colorado's farmers, ranchers and agriculture producers on the Council and its initiatives.
- Tell us about your background when it comes to conservation.**
I have been involved in hunting and fishing since an early age. Pursuing both big game in the backcountry and elusive trout in mountain streams continue to be passions of mine.
My career has allowed me to be involved in Colorado agriculture and beef production for the last 45 years. I have had the benefit of building relationships with stockmen and farmers across the state while working to understand the opportunities and challenges they all face in their quest to feed the world. One of my mentors, W.D. Farr provided knowledge and understanding of Colorado's watershed and why we need to build the infrastructure to meet the needs of future generations.
- Why are you so involved with conservation?**
I am committed to the conservation of all our natural resources in an attempt to leave the outdoors a better place than when I was first introduced to it. Wildlife habitat conservation is key and maintaining as much of the historical migration corridors as possible is paramount. If I can help to improve the understanding about wildlife conservation across all segments of our population, we will continue to secure these resources for my children, their children, and their children.
- What is your favorite wildlife species?**
The Rocky Mountain Elk.
- What is your favorite thing about living in Colorado?**
Any opportunity to hike the backcountry. Whether it is chasing bugling bulls in September or casting a fly line in a beaver pond when the ice melts.
- What do you wish Coloradans knew about the council or wildlife?**
A better understanding of how hunting and fishing license fees help to maintain current state parks and recreation sites. The individuals who do not hunt fish continue to utilize our state-wide venues for their personal enjoyment.
- What types of outdoor recreation do you partake in?**
Other than hunting and fishing, I enjoy camping, riding snow machines and ATV's and hiking.
- What is your most memorable story about wildlife or being out in the wild?**
Sitting in a high mountain meadow on a misty morning in September with two of my daughters listening to bull elk bugle as they moved their harems through the dark timber.

Spotlights

To be finalized/developed:

- **Robin Brown**
- **Brittini Erhart-Gemmil**

Action Items

Action Items

Actions

- Submit/approve spotlights
- Confirm 9/25 attendance w/ Dani
- Discuss and finalize kiosk schedule

Upcoming

- September: 9/15 meeting – zoom
- Op-Ed Article

Thank
You



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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Corporate Director - Brand

www.rrpartners.com

Appendix

FY 22/23 Timeline

Colorado Wildlife Council FY: 2022-2023 Timeline

	July	August	Sept.	October	November	December	January	February	March	April	May	June	July
R&R Scope of Work													
Research: Quant Survey													
Research: Exploratory													
Research: Qual Focus Groups													
Research: Competitive Analysis Report													
Creative Concepting													
Creative Pre-Production													
Creative Production													
Creative Asset Development													
Paid Media (always on approach)													
Website Maintenance													
Social Media Community Management													
Public Relations / Earned Media													
Brand & Project Management													
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.													
** New campaign would launch late August/early Sept. 2023													

FY 22/23 Budget (\$2,075,000)

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	972	\$126,360	\$0	\$126,360
2 Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:	972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>				\$11,780

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,098	\$142,740	\$330,000	\$472,740
4 Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5 Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:	1,454	\$189,020	\$330,400	\$519,420

RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7 Exploratory Research	100	\$13,000	\$207,000	\$220,000
8 Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9 Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	354	\$46,020	\$249,350	\$295,370

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
11 Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,052,550	\$1,118,850
SUBTOTAL:	510	\$66,300	\$1,052,550	\$1,118,850

GRAND TOTAL**:	3,290	\$427,700	\$1,647,300	\$2,075,000
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FY21/22

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

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

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 2/23 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Eeland Stribling	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	Shyanne Orvis	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	Dan Gates Tim Twinem	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)
Quarterly Newsletter	Robin Brown Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

* Brittni Ehrhart-Gemmill will oversee/participate on all subcommittees