

Colorado Wildlife Council

February Meeting
2022



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Date Issued:

February 2022

Agenda

- 01 **Paid Media Update**
- 02 **Website Reporting**
- 03 **Creative Assets**
- 04 **Earned Media Update**
- 05 **Subcommittees**
- 06 **Action Items**

Paid Media Update

Reporting Highlights

Planning Parameters

TIMING Sept. 13 2021 – June 30, 2022

AUDIENCE In The Wind (A18-34)

TACTICS Television
The Trade Desk
YouTube
Facebook/Instagram

BUDGET \$1,245,540

Paid Media Update

Reporting Highlights

Facebook/Instagram

- Estimated ad recall rate (EARL) performing at a 14.62% compared to the 10% benchmark. Facebook is performing at a 16.53%. Instagram is performing at a 10.05%.
- Cost per result performing at an efficient \$0.16 per EARL.
- The new Coexist creative in both the :15s & :30s are showing strong performance leading in impressions and EARL.

YouTube

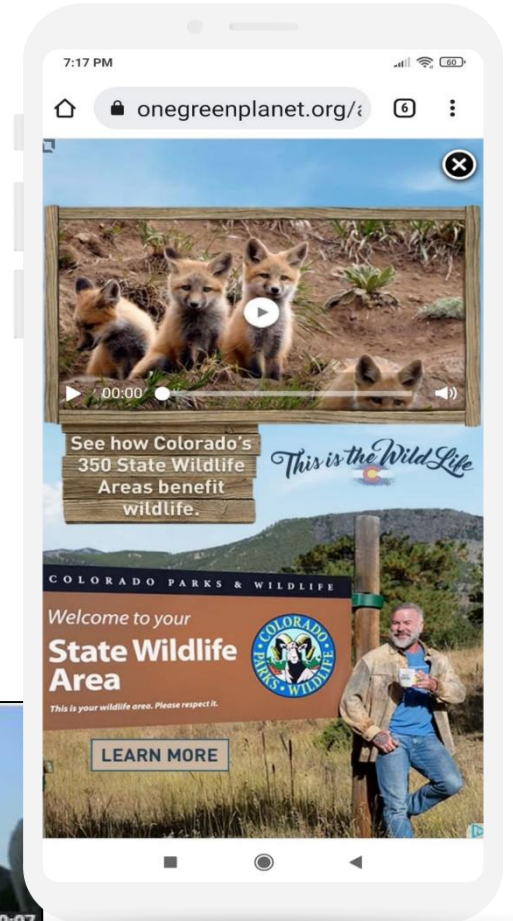
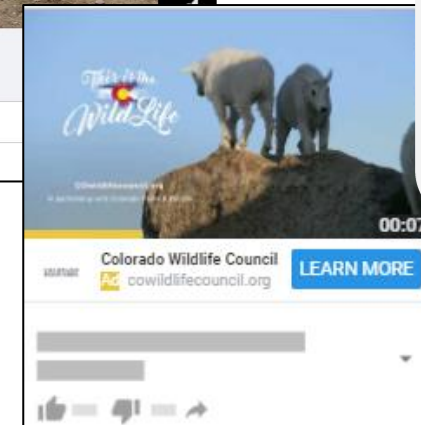
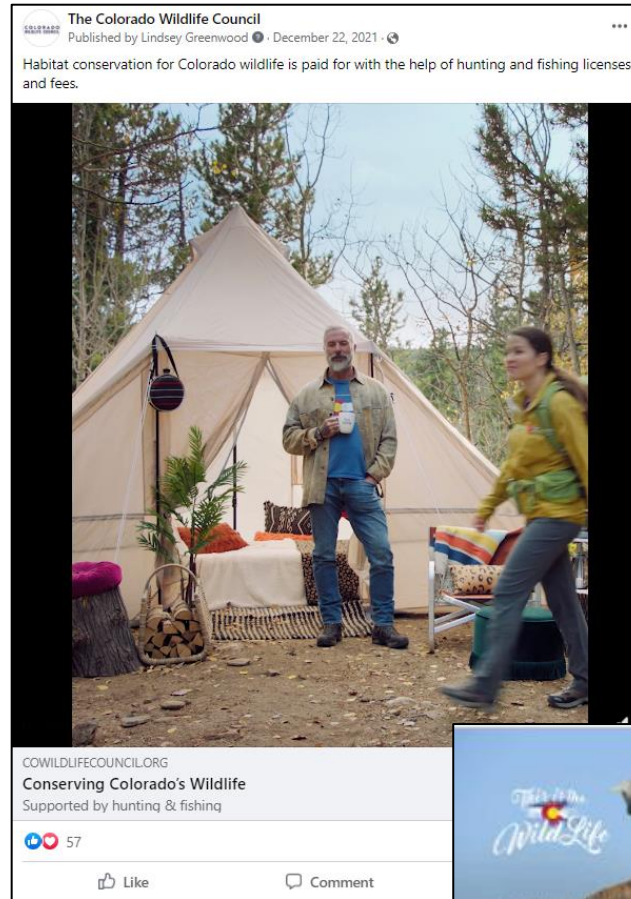
- The TrueView campaign is currently capturing a 59.08% view rate compared to the 40% benchmark.
- The average CPM within the Bumper campaign is performing at a \$3.72 CPM compared to the \$5.50 CPM goal.
- The new Goat :06 bumper is generating the strongest impression volume. Toast :15 is capturing the highest average view-rate.

The Trade Desk

- Pre-roll video is performing at a 85% VCR compared to the 60% VCR benchmark. The tactic is one of the strongest performing in terms of CTR with a 0.72%.
- Digital display is slightly below benchmark with a 0.09% CTR compared to the 0.15% CTR benchmark. However, the high-impact display is capturing a 1.41% CTR.
- Native is performing at a 0.44% CTR compared to the 0.15% benchmark. The new "SWA" creative is capturing the strongest performance.

Broadcast

- The "Coexist :15s" spot aired during the Super Bowl



Important Dates

Influencers

- 2/21: Influencer content submitted for review
- **2/22-2/27: CWC to provide any edits**
- 2/28-3/6: Influencers to post first round of in-feed/stories
- 3/14-3/20: Influencers to post IG Reel
- 3/25: Influencer content submitted for review
- **3/26-4/3: CWC to provide any edits**
- 4/11-4/17: Influencers to post second round of in-feed/stories

Website Reporting

Google Analytics – Q4 2021

Website Stats

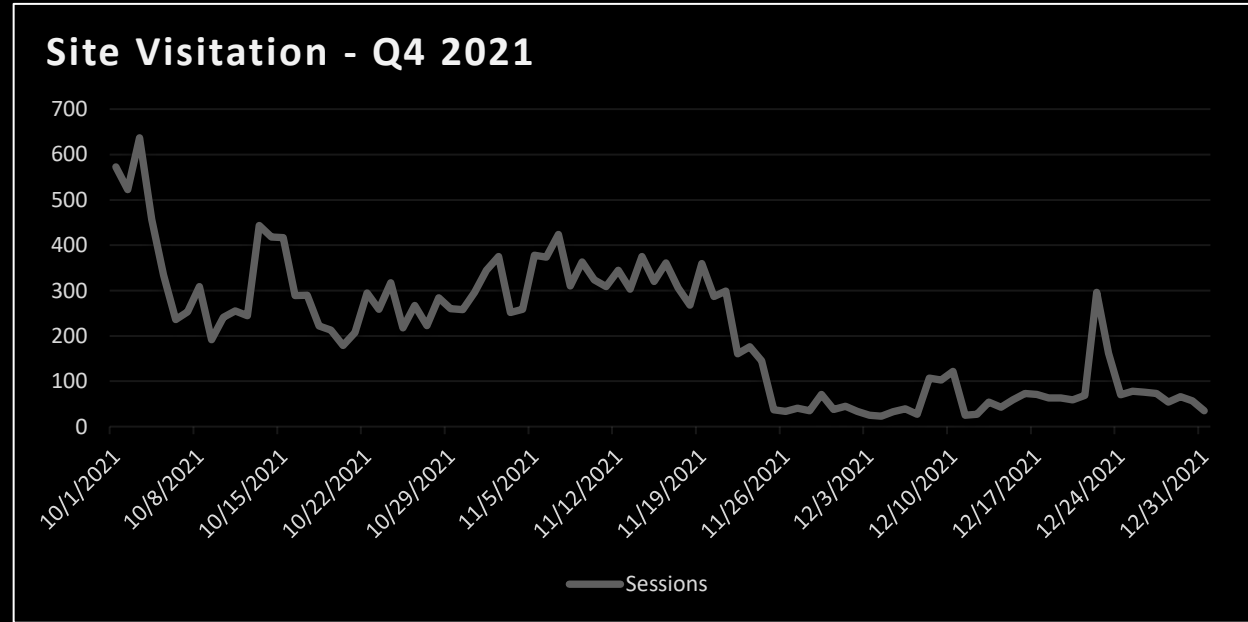
- Sessions: 19,147
- Users: 16,051
- New Users: 15,788
- Pageviews: 25,258

Most Visited Pages

- Homepage: 82.35% of page views
- Who We Are: 5.29%
- Where the Wildlife Roam: 3.66%

Top Traffic Drivers

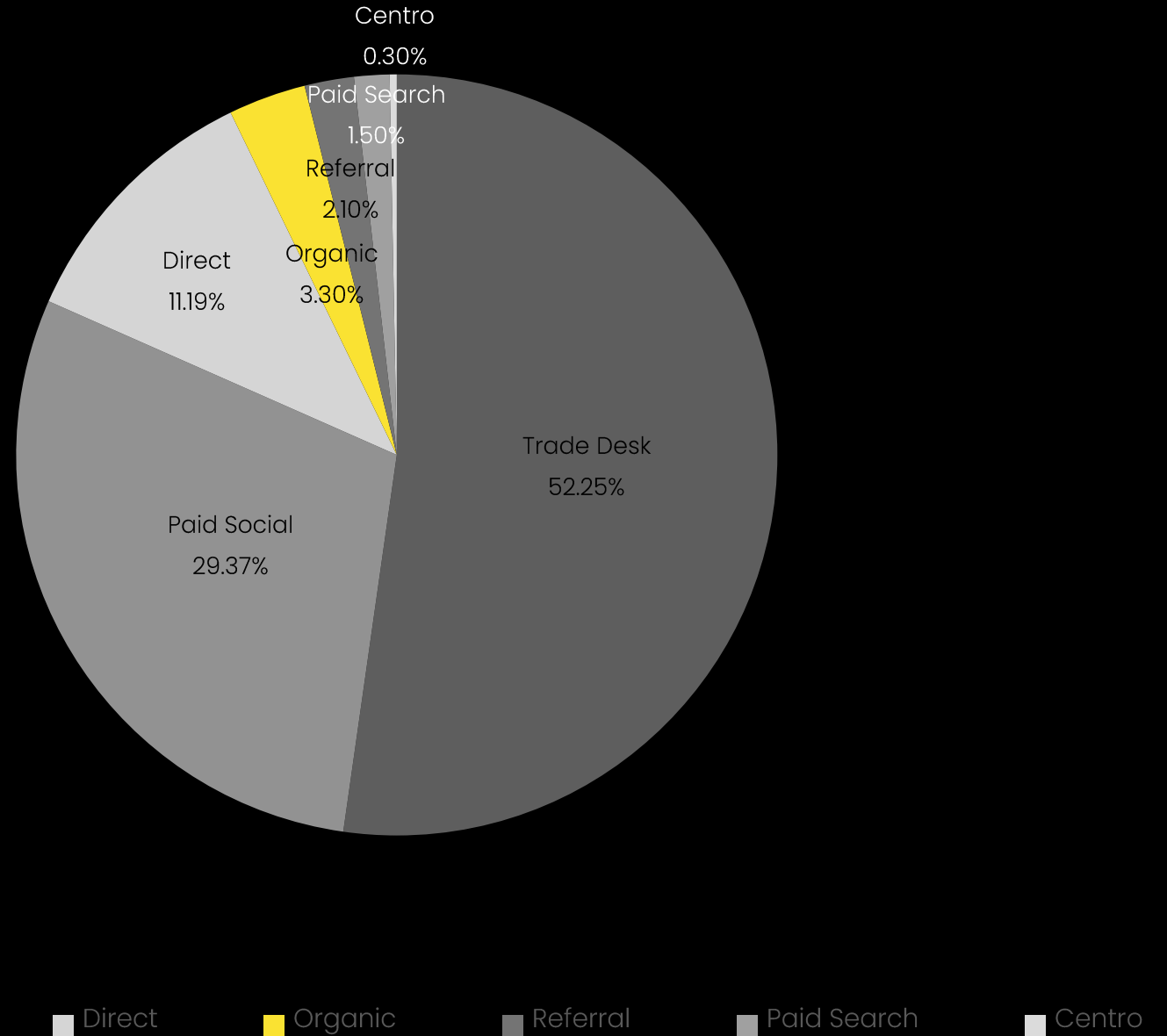
- Trade Desk: 52.3% of sessions
- Facebook (Paid): 29.4%
- Direct: 11.2%



Q4 traffic to the CWC site peaked in early October, before falling and tapering off just before the week of Thanksgiving, in line with our paid media flight.

Traffic Channels Q4 2021

- Trade Desk was the largest traffic driving source in Q4 driving 52.25% of total sessions and was the strongest paid source in terms of engagement metrics.
- The organic channels showed the highest levels of engagement, with organic search being the strongest source of traffic in Q4.
- This performance trend highlights the strong intent to engage with the site from users who are searching for CWC or highly relevant terms.



Campaign Visitation

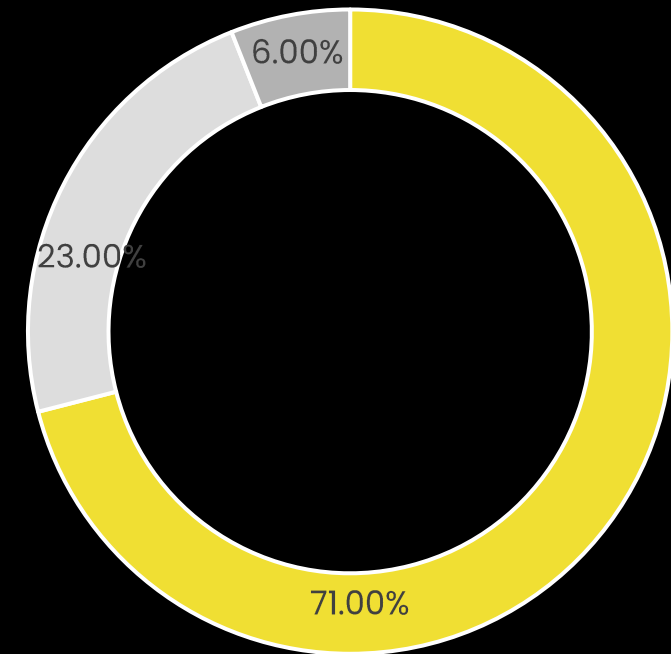
Q4 2021

Users by City (Top 10)

- Denver – 30.8%
- Colorado Springs – 7.9%
- Aurora – 4.8%
- Lakewood – 1.9%
- Thornton – 1.8%
- Fort Collins – 1.85%
- Greeley – 1.3%
- Pueblo – 1.3%
- Grand Junction – 1.4%
- Arvada 1.3%

While most of the traffic last quarter came from mobile devices, users from desktop typically had the highest engagement with the highest pages/session, longest session duration and second lowest bounce rate.

Device Category



■ Mobile ■ Desktop ■ Tablet

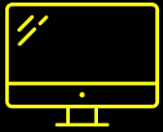
Top 5 Landing Pages

Q4 2021

Landing Page	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Homepage	17,128	88.2%	83.93%	1.27	20
Who We Are	944	4.9%	87.08%	1.18	23
Wildlife	387	2.0%	34.37%	3.11	255
Benefits	218	1.1%	82.11%	1.33	40
Areas Everyone Can Enjoy with a License	209	1.1%	94.26%	1.12	14
Total	19,417	-	82.24%	1.32	27

- While the homepage was the most popular landing page last quarter accounting for 88.2% of sessions, the Wildlife page showed by far the strongest engagement rates with the lowest bounce rate, highest pages/session and longest session duration.

Site Redesign Impact 2020 v. 2021



Total Sessions: 40.6%
2020: 93,948
2021: 131,441



Bounce Rate: -8.8%
2020: 88.81%
2021: 81.01%



Pages/Session: 4.1%
2020: 1.23
2021: 1.28



Average Session Duration: 19%
2020: 15 seconds
2021: 18 seconds

- Following the site re-design in 2020, the CWC site saw strong improvements across all engagement metrics along with a 40.6% increase in total traffic. Bounce rate lowered 8.8%, pages/session increased by 4.1% and session duration increased 19%.

Creative Assets

Videos: TikeTok & Long Form

Videos



Will share in meeting: Long Form & Tik Toks

Earned Media

Pitch Partner Update

Earned Media Update

Coffee Shop Partnership

- Devil Dog Brew will create a private label for the special blend and use CWC's logo and mission on the label
- CWC would get 15% of the total sale for wildlife initiatives and payment would be sent to CWC quarterly
- Devil Dog Brew would push out the new blend on all social media channels including monthly emails



Subcommittees

Review Roles & Assign Teams

Subcommittee Roles

Review Category:	FY 21/22 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	OPEN	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	OPEN	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	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	.25 hours per quarter	Review copy and images for quarterly email newsletter

Action Items

Action Items

MARCH (virtual meeting on 3/17)

- PR updates
- Paid media campaign updates
- Rockie's partnership update

APRIL (retreat 4/4 & 4/5)

- FY 22/23 Recommendations
- Exploratory Research Reco
- Budget Review & Discussion

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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

- **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