

Colorado Wildlife Council

March Meeting
2022



COLO
WIL
COU

Date Issued:

March 2022

Agenda

- 01 **Subcommittees**
- 02 **Media Update: Tik Tok**
- 03 **Rockies Giveaways**
- 04 **April Meeting Preview**
- 05 **Action Items**

Subcommittees

Review Roles & Assign Teams

Subcommittee Roles

Review Category:	FY 21/22 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	Don Anderson	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer	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)
Qtrly. 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

Media Update: Tik Tok

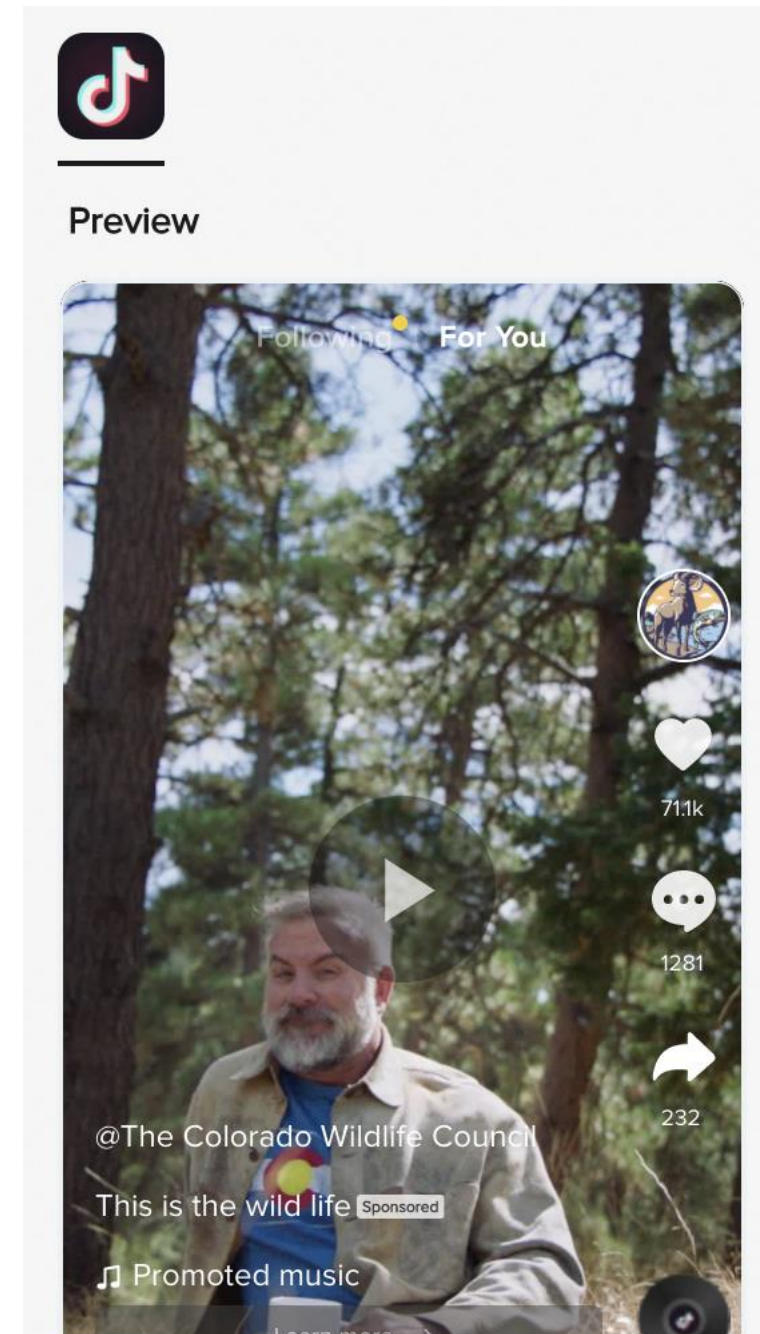
Media Tik Tok

Initial Results

- Outdoor Recreation (Reach):
- CPM: \$2.28-\$3.42
- CTR: 0.28%-0.43%

- Forestry Services (Reach):
- CPM: \$1.73-\$2.60
- CTR: 0.03%-0.04%

- Our performance = .36% CTR



Rockies Giveaways

Rockies Giveaways

Options to Consider

- Headwear (hats, beanies, etc.)
- Bobbleheads (elk, moose, etc.)
- Plushie (stuffed animal)
- Bags (backpack, tote, etc.)
- Outdoors (multi-tool, beach mat, etc.)
- Misc. (stress balls, bottle opener, etc.)

* Minimum production 10k – goal is \$1 - \$3 range/item

April Meeting Preview

April **Preview**

Agenda Items

- FY 21/22 Highlights
- Strategy & Research
- Creative & Activations
- Earned Media
- Paid Media
- Budget & Timeline

Action Items

Action Items

APRIL (retreat 4/4 & 4/5)

- FY 22/23 Recommendations

Thank
You



Thank
Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Group 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

- **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