

# Colorado Wildlife Council

April Planning Retreat  
2023



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**Date Issued:**

April 2023

# Day 1

# Agenda

- 01 **FY22/23 Recap & Highlights**
- 02 **Strategy & Insight**
- 03 **Creative**
- 04 **Paid Media Channel Strategy**
- 05 **Public Relations**
- 06 **Rockies Partnership**
- 07 **FY23/24 Budget & Timeline**

# FY22/23

Recap & Highlights



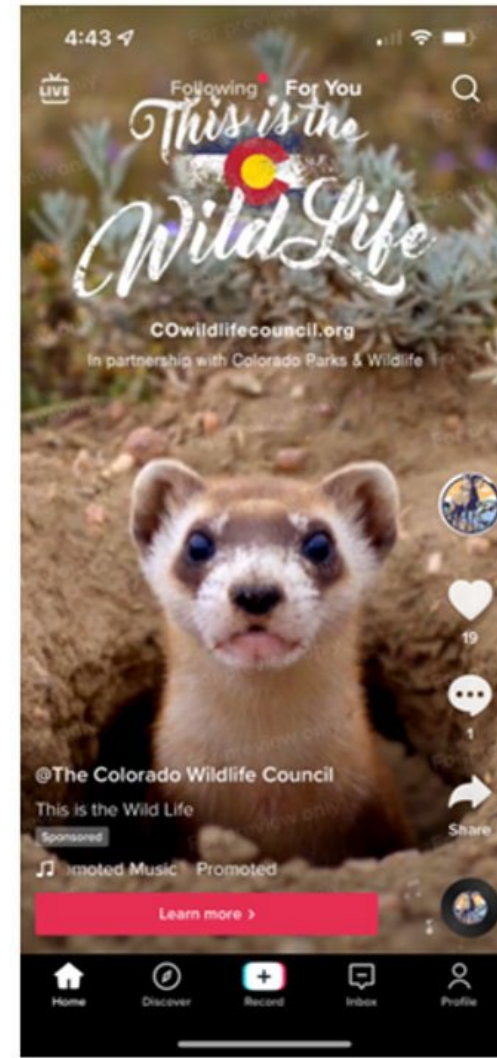
# Recap & **Highlights**

- Seventh year working together!
- Executed robust exploratory research including quantitative and qualitative
- Final year of the *This Is The Wild Life* campaign
- Successful first-year partnership with the Colorado Rockies MLB team
- Successful earned media activations
- Updated the CWC 101 video



#WONANADDY

The "Ferret Pop-up" TikTok won a silver ADDY at the American Advertising Awards!



# Strategy & Insight

# Annual Tracker

# Annual Tracker **Updates**

## Timing

- September/October

## Methodology

- SMS Text to web

## Sample

- Increase from  $n=1,000$  to  $n=1,400$
- We propose a base size of  $n=1,000$  Colorado registered voters, which will allow us to collect robust samples of hunters and anglers.
- Additionally, we propose an oversample to reach a total of  $n=400$  Adventurous Environmentalists. This larger base size of the primary target will allow for subgroup analysis.

## Length of survey

- Length will increase to include the segmentation questions needed to identify our target audience (e.g., Adventurous Environmentalists), as well as to include the questions asked specifically of the hunters and anglers audiences.

# Exploratory

*Recap & Phase 4 Findings*

# Research Plan

1

## Phase 1: Quantitative Landscape Update

Phase one's quantitative re-assessment developed a detailed understanding of how attitudes have changed, why they have changed, and who they have changed with. We looked particularly closely at "In the wind" voters to evaluate whether they're still the optimal audience to communicate with, and we explored additional audience segments that the CWC should focus on in the future.

2

## Phase 2: Qualitative Ethnojournals with Adventure Environmentalists and Hunter Adjacents

In phase two we collected detailed in-depth responses from qualitative ethnojournals which allowed us to explore underlying emotional and values-based perceptions that Coloradans hold when it comes to hunting and fishing in the state. This approach allowed us to begin to craft the contours of the CWC's overarching messaging framework by allowing Coloradans to tell us – in their own words – what resonates with them on these issues most.

3

## Phase 3: Online Focus Groups for Concept Testing (via Remesh)

For phase three we will leverage Remesh to conduct online chat-based focus groups – powered by AI – to test creative content, uncover which messages and creative concepts work best (and why), and what concepts could or should be refined. It will allow us to understand the language Coloradans use when they talk about hunting and fishing in the state, and specifically which language builds consensus.

4

## Phase 4: Quantitative Creative Concept Testing

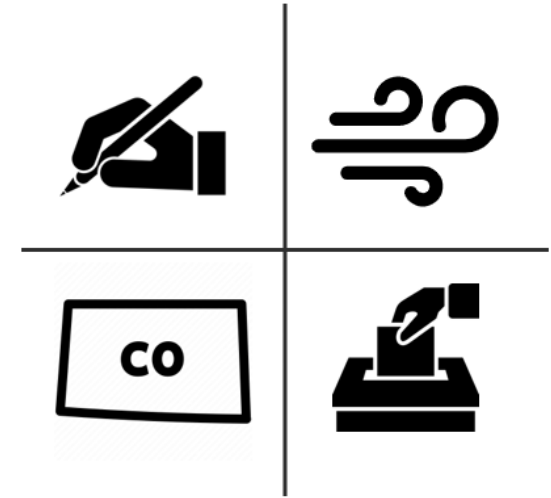
In phase four, after gauging reactions to messaging and creative content in phase three, we will then conduct a quantitative concept test to finalize the CWC's messaging framework. BSG's creative concept-testing approach uses monadic experimentation to quickly and effectively test up to three separate high-finish concepts in a methodologically rigorous way. This research will help identify the optimal creative content to deploy and provide guidance on which content resonates among which audiences.

# Phase 1: Methodology

Benenson Strategy Group conducted a 20-minute multimode survey among 1,319 registered Colorado voters and 429 “In the Wind” voters from July 18 to August 1, 2022.

## “In the Wind” Voters

- ✓ Registered Colo. Voter
- ✓ Ages 18-35
- ✓ Neither strongly support nor oppose hunting/fishing
- ✓ Tend to be less politically engaged and have household income <\$75k



The margin of error for the total sample (n=1,748) is  $\pm 2.34\%$  at the 95% confidence level  
**N= 1,319 Colorado Voters** (MoE  $\pm 2.70\%$  at the 95% confidence level)  
**N= 429 In the Wind Voters** (MoE  $\pm 4.73\%$  at the 95% confidence level)



# Adventurous Environmentalist

## (Primary Target)



Environmentalists are an outdoorsy target who enjoy hiking, fishing and camping. While they love enjoying the outdoors, they are not hunters and often have strong morals that support animal welfare and gun culture. However, they are indifferent toward hunting. Messaging that directly addresses issues around hunting humanely are most convincing; nevertheless, they struggle with understanding how hunting contributes to how they experience Colorado's wildlife.

### Demographic Skew:



More likely to be female



Lean democratic and liberal



Fall into a higher income bracket



College educated

17% ITW

### Attitudes Toward Hunting

- Are indifferent towards hunting
  - Have never been hunting and would never try
- Have certain moral issues with hunting specifically around hunting for "sport"
- Struggle to fully understand how hunting contributes to maintaining a healthy ecosystem in Colorado
- Do not believe that restrictions on hunting would impact them personally

### Attitudes Toward Colorado Lifestyle

- Primary reason for moving to Colorado was for the outdoors lifestyle
- Strongly feel that the Colorado lifestyle is defined by enjoying nature and the outdoors
- Strongly disagree that firearms are an important part to Colorado's culture



Have high levels of trust for Colorado Parks and Wildlife and Animal Welfare Organizations



These targets have fewer people in their immediate circle who hunt and have little knowledge of hunting regulations in Colorado.

### Hobbies:



Camping



Hiking



Winter sports



Cycling



Spending time with friends



Traveling

## Phase 2: Methodology

Benenson Strategy Group conducted online written journals with 50 registered voters in Colorado, from September 26 to October 3, 2022.

Respondents were grouped into three buckets:

- Target Segment #1: Hunter Adjacent (n=16)
- Target Segment #2: Adventurous Environmentalist (n=17)
- Colorado voters who are not in target segments (n=17)

The online journal guide was composed of four question sets with 10-12 multilayered questions in each set.

Quotes are verbatim responses from the respondents and modified only for readability.



# High Level Summary of New Target Segments

- ✓ While **Adventurous Environmentalists** and **Hunter Adjacents** differ in their views on hunting, they have similar views about Colorado as a whole; both segments have a great appreciation for the outdoors and recognize that it is a strength for their home state
- ✓ Both target segments acknowledge that Colorado is facing hardships when it comes to increasing costs of living, a growing homeless population, drought, and overall global warming issues
- ✓ Both target audiences deeply value: honesty, compassion and kindness, respect, and loyalty – keep in mind for adjustments to tone

- ✓ **Hunter Adjacents** feel more of a personal connection to hunting, and are opposed to a ban on hunting; they value integrity, hard work, and responsibility
- ✓ **Adventurous Environmentalists** lack the personal connection to hunting, and struggle with the morality of it though they do accept others who hunt; they tend to be more intellectual, and value family and care for others

- ✓ For both segments, more education is needed on the benefits of hunting licensing fees, and more specifically how hunting *and* licensing fees contribute to the maintenance of the Colorado ecosystem
- ✓ **Adventurous Environmentalists** could develop a greater appreciation for hunting once they know how it supports the parts of Colorado that they deeply value

- ✓ New creative has the potential to appeal to both targets, as they hold similar values
- ✓ When it comes to messaging and tone, both segments want more education than the existing spots provide, and feel the tone is too comedic at times
- ✓ What resonates: highlighting community
- ✓ We need to focus most on what **Adventurous Environmentalists** want, as they are the tougher segment to convince
- ✓ Introducing a new or second messenger could appeal to **Adventurous Environmentalists**, who would trust someone who less obviously appears to be a “hunter”



# Similarities and Differences: Adventurous Environmentalists vs. Hunter Adjacent

## Adventurous Environmentalists

- ✓ Active in the outdoors
- ✓ Partake in camping and winter sports
- ✓ Enjoy traveling
  
- ✓ Uncomfortable with hunting culture
- ✓ Make assumptions of hunters
- ✓ Struggle to understand the importance of hunting to Colorado
- ✓ No personal connection to hunting
- ✓ Would not actively choose to hunt
  
- ✓ **Need messaging that actively counteracts their assumptions about hunters and hunting for “trophy”**

## Hunter Adjacent

- ✓ Value honesty and integrity
- ✓ Appreciate the outdoors
- ✓ Care for friends and family
  
- ✓ Recognize how valuable Colorado’s ecosystem is to everyone’s enjoyment
- ✓ Acknowledge that Colorado is struggling with water supply shortages and a high cost of living
  
- ✓ Have a lack of knowledge of hunting regulations
- ✓ Are okay that others hunt
- ✓ Do not approve of hunting for “trophy”
  
- ✓ Enjoy their time watching tv and surfing the internet
  
- ✓ Have family and friends who hunt
- ✓ Indifferent towards hunting or lean closer to support
- ✓ Many are open to hunting themselves
- ✓ Understand the basics of how hunting contributes to the overall environment and Colorado economy
- ✓ Acknowledge that a ban on hunting could impact them personally
  
- ✓ **Are more open to language in current messaging, but tone could be improved**

## Phase 3: Methodology

Benenson Strategy Group conducted an 80-minute Remesh online focus group among n=45 participants on Dec. 8, 2022, among our new target segments Adventure Environmentalist and Hunter Adjacent, as well as Colorado Registered Voters.

N=10 Hunter Adjacent

N=11 Adventure Environmentalist

N=24 CO Registered Voters

Eight new creative concepts were tested, as well as the current campaign concept. Each concept was followed by a series of open-ended and close-ended questions to which participants could react and rate.

Fewer questions were asked following spots 8 and 9 than the other spots that were shown before.



# Key Findings: Top Performing Spots

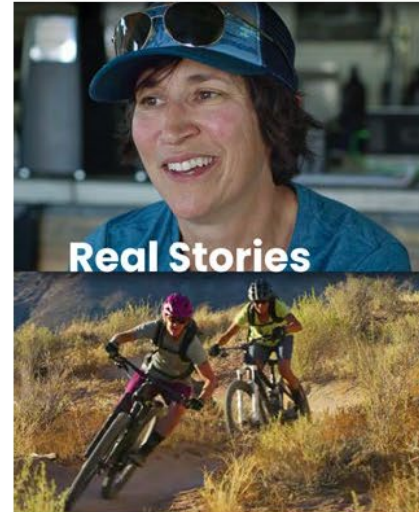
## Most impactful spot



### A Day in the Life of a Wildlife Biologist

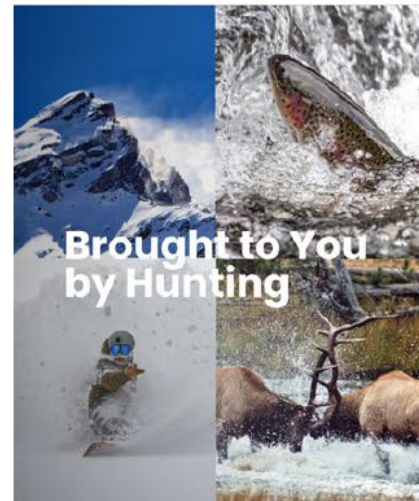
Colorado Parks and Wildlife biologists and officers are the experts. We would follow them throughout their day in the field and hear their story about what makes a healthy Colorado.

## But close behind....



### Real Stories

There is no better story better than real stories from real people. So we have people tell us about their lives in Colorado. Why they moved here. How wildlife management affects them and how lands are kept open. The Colorado way.



### Brought to You by Hunting

The natural beauty of Colorado is second to no state. What people most don't realize is that hunting supports that beauty with money, jobs, animal and land management. We will show this with super slow motion images of the natural wonders you see in Colorado all set to amazing music.



# Summary of Spots: Top Performing Spots

| Spot   | Overall Takeaways  | Tone  | Messengers   | Watch Outs (What Didn't Work)  | Comparison: Current Spot  |
|--|--|---|--|--|---|
| <b>A Day in the Life of a Wildlife Biologist</b> | <p>Changed perceptions of hunting by addressing concerns around morality of hunting</p> <p>Concise yet informative message that influences the viewers opinions by utilizing a trusted messenger</p>                                       | <p><b>Just right</b><br/>Both segments agree that there was a balance of education while maintaining a convincing tone</p>  | <p>The wildlife biologist who felt like they belonged in the wilderness created a sense of trustworthiness and believability behind the message</p>                  | <p>We can't just use any trusted source; the messenger needs to feel personable, and the audience needs to see how they are trustworthy. not just through a title</p>                | <p>Created better connections and did a better job educating segments. Introduced information that they were not aware of, specifically for AEs</p> |
| <b>Real Stories</b>                              | <p>Increased understanding of how hunting effects all areas of CO's wildlife</p> <p>Messenger created high believability and allowed both segments to see themselves within the spot</p>   | <p><b>Just Right</b><br/>Specifically, AEs found the tone educational while not being too staged which helped them digest the information in the spot</p>                               | <p>The CO native played well across both segments as it allowed them to see a piece of themselves in the spot and helped illustrate how hunting does affect them</p> | <p>While the CO native helped deliver the message, it will be important which CO native we choose, as both segments had their skeptics who felt the messenger was a "Transplant"</p> | <p>The messenger in this spot resonated better than Sam from the current spot. Both segments were able to make a stronger personal connection</p>   |
| <b>Brought to You By Hunting</b>                 | <p>Improved perceptions of hunting and its influence in CO's wildlife management</p> <p>Clearly illustrated the impact hunting has on all aspects of CO's lifestyle, creating a strong connection for both segments (AEs specifically)</p> | <p><b>Just Right/ Slightly Too Serious</b><br/>Most thought the tone was just right, though a few felt the imagery paired with some of the "abstract" VOs made the spot too serious</p> | <p>While there was no messenger in this spot, the VO was met with mostly positive remarks with a view feeling some of the language choice was too obscure</p>        | <p>Both segments felt the imagery paired nicely; however, be careful to only use imagery that truly is impacted by hunting and fishing fees</p>                                      | <p>Does a better job of illustrating the direct impact hunting has on life in CO</p>  |

# Why “Day in the life of a Wildlife Biologist” Works



This spot performed best because...

## Trustworthy Messenger



Utilizing a trusted messenger helped alleviate both segments hesitation towards hunting and fishing; specifically, for AEs who have more issues towards hunting, the Wildlife Biologist delivering the message made the largest impact for them of all the spots

## Addresses Trophy Hunting



Although trophy hunting can be a tough topic to discuss, this spot managed to incorporate it in an effective and educational way which is again very important for AEs who struggle with the moral issues surrounding hunting

## Has the Right Tone



Both segments strongly felt that the tone of this message was just right as they emphasized there was the right balance of education and urgency without being too pushy or cheesy

The combination of the right messenger and tone made this spot stand out

While other spots mentioned **trophy hunting** and incorporated a **trusted source**, this spot had the right balance of tone and created a messenger that was **trustworthy but believable**– this is why it performed the best across both segments



## Phase 4: Methodology

Benenson Strategy Group conducted a 10-minute online quantitative Eureka Concept Test among n=1,077 participants from February 27 to March 15, 2023, among our new target segments, Adventurous Environmentalist and Hunter Adjacent, as well as Colorado Registered Voters.

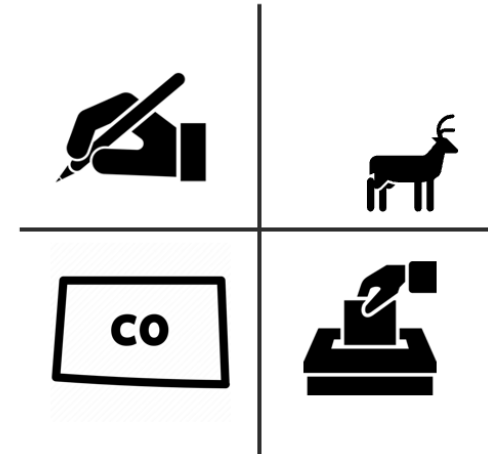
N=369 Hunter Adjacent

N=371 Adventurous Environmentalist

N=337 CO Registered Voters

Three creative concepts were tested. Each concept was followed by a series of open-ended and closed-ended questions to which participants could react and rate.

Additionally, pre- and post-questions were utilized to gauge the impact of each concept on key metrics.





# Executive Summary

## Key Findings: Winning Concept “Day in the life”



While the results were close on some metrics, “Day in the life” not only performed best across segments, but also moved the needle the most on the support metric for AEs.

The concept not only increased support, it also ...



**Educated all segments** about the intricacy of hunting regulations and the impact they have on legal hunting, as well as overall Colorado wildlife.



**Addressed AE's concerns and perceptions around hunting** through a trusted messenger that delivered a message with the right amount of information and light-hearted tone.



**Effectively communicated the importance of hunting**, not only for Colorado's wildlife but how a ban would have personal impacts for all residents, not just hunters.



Most importantly, this concept performed well for not only AEs, but also changed perceptions and attitudes for all three segments.



## Key Findings: What we can learn from the remaining concepts

### Key Findings: Brought to you by hunting



“Brought to you by hunting” managed to communicate the economic impact hunting licenses have on Colorado, but it didn’t make the same impact on changing perceptions.

It left many wanting to know more and many felt that it didn’t cover enough details; AEs were looking for more trusted sources or a messenger they could associate the voice-over with.

### Key Findings: Real stories






“Real stories” is a close second specifically for AEs because it ...

- ✓ Utilized a relatable messenger
- ✓ Communicated the impact that a hunting ban could have on non-hunters

But while it did impact perceptions and was relatable for AEs...

Relatability does not equal trust for AEs. A messenger that they can relate to is not someone they want providing statistics and information on hunting and fishing. While it increased a personal understanding, it lacked the ability to fully educate and convince.

**“Day in the life” performed the best as it educated on, increased support for, and improved perceptions around hunting across all segments and, most importantly, was the favorite for AEs.**

|   |   |   |   |
|---|---|---|---|
| <p>★ Pacesetter on performance</p> <p>✓ Performed well but had some variation across segments</p> |  |  |  |
| <p>Impact on Support for Hunting</p>  | <p>★</p>  | <p>✓</p>  | <p>★</p>  |
| <p>Impact on Hunting Attitudes</p>  | <p>★</p>  | <p>✓</p>  | <p>✓</p>  |
| <p>Educating Audience on Hunting</p>  | <p>★</p>  | <p>✓</p>  | <p>✓</p>  |
| <p>Tone</p>   | <p>★</p>  | <p>✓</p>  | <p>✓</p>  |
| <p>Messenger</p>  | <p>★</p>  | <p>✓</p>  | <p>(n/a)</p>  |



# Deep Dive Into Concepts



**Across segments, “Day in the life” communicated the importance of hunting, addressed AEs concerns and lack of knowledge around what “legal” hunting looks like, and displayed how a ban on hunting has personal impacts.**



Overall Takeaways: Day in the life

### Adventurous Environmentalist

"I think the message behind this ad is that **human impact on Colorado wildlife** can be very detrimental, and not many people **differentiate the difference of behaviors in hunting procedures and just destroying the native lands.**"

-AE, Female, 18-29

"That **hunting licensing fees help our wildlife and economy.** That it can help save the lives of our wildlife. Also, that people need to **understand the difference** between **hunting** which is **legal**, and **poaching**, which is **illegal**. There are **rules for hunting** as well."

-AE, Female, 65+

"**Hunting is important as it could also help the wildlife grow** at the same [time] and **keep the animals safe** when there is someone actually in the wild watching them or monitoring them somehow."

-AE, Female, 30-44

"The people who oversee our wildlife population are **funded through hunting license fees rather than through tax dollars.** **Intentional management** has resulted in the **largest elk population** in the United States and individual."

-AE, Female, 65+

### Colorado Voters

"Being able to support wildlife is important in many ways. **Providing a salary** to the forestry staff, and rangers is important as like in the video, they were able to **help the elk** from walking around more with a tire on its' body. Being able to **care for wildlife** comes in many ways not just hunting as population control. **Making sure the animals are healthy** and cared for too."

-CO Voter, Female, 18-29

"That **there is a difference between poaching and approved hunting.** That the **fees for hunting pay for the wildlife staff not taxes.**"

-CO Voter, Female, 45-64

### Hunter Adjacent

"That hunting is very important when it comes to protecting wildlife and helping the number of wildlife grow. Also, **taxpayer do not contribute to the cost, buying hunting and fishing license do.**"

-HA, Female, 30-44

"**Saving the Elk** even though hunting is present **with rules and regulations.**"

-HA, Female, 65+

"I thought it was **cool how they saved the elks of life** I'm really not a hunter, but I know my family is and they enjoy it and they really do keeps them out of trouble keeps him busy keeps healthy."

-HA, Female, 30-44

**Similar to our findings in Remesh, segments felt informed but are left wanting more; communicating on economic impact alone does not shift perception around how a hunting ban could have personal impacts on our targets.**



Overall Takeaways: Brought to you by hunting

## Colorado Voters

"It is a video to **shed light on the importance of hunting to Colorado**. Billions of dollars of **economic deficit would be very hard to make up were hunting to be banned.**"

-CO Voter, Male, 30-44

"Hunting is an **even bigger part of our economy than I realized**. After watching this, I would say **hunting is extremely important in Colorado and actually would affect me**, a non-hunter, in many ways."

-CO Voter, Female, 45-64

## Adventurous Environmentalist

"It somewhat **changed my perception of hunting**. I understand it better now."

-AE, Male, 65+

"Hunting is still an **important factor in Colorado's economy**. It generates millions of dollars and employs 25,000 workers."

-AE, Male, 45-64

"I think it has some good points about **hunting being a positive thing**, though I would like to see some sources or citations in the video, even small text is fine. I think the **message is about supporting hunting in Colorado.**"

-AE, Female, 18-29

"This is a **pro hunting** video but **didn't actually say how hunting maintains a healthy ecosystem**. The message is more about the revenue hunting licenses provide."

-AE, Other, 45-64

## Hunter Adjacent

"The video was a 1980s-style commercial for hunting. It **didn't provide enough info.**"

-HA, Female, 65+

"**Hunting provides important funding** for things and places **that make Colorado unique and desirable.**"

-HA, Female, 45-64

"I think the information is great and opens a door, but I think **a little bit more information on how the fees and stuff help Colorado would be helpful in this ad**. It's too brief of information and doesn't really educate but just simply states a **vague** fact."

-HA, Male, 30-44

"They're very **aggressively trying to insinuate that the economy in Colorado is hinged upon hunting**. There are many successful industries in Colorado that don't involve hunting. The message is a little over the top."

-HA, Male, 45-64



## Using a “relatable” messenger communicated relatability and delivered an impactful message; however, the message lacked the same degree of impact “Day in the life” had in shifting the key metrics



Overall Takeaways: Real stories

### Colorado Voters

“That **hunting should not be taken away** from Colorado that **even if you personally do not participate** in the whole hunting lifestyle that Colorado as a whole needs to **be able to have the option to hunt.**”

-CO Voter, Male, 30-44

“That there is **a balance to be found between hunters and non-hunters** to keep Colorado safe.”

-CO Voter, Male, 45-64

“**Not interfering with hunting legislation** just because you’re not a hunter.”

-CO Voter, Female 30-44

### Adventurous Environmentalist

“**Hunting is a right.** Many people enjoy the outdoors **in Colorado not everyone is interested in hunting,** but we must **respect the rights of those who hunt.**”

-AE, Male, 45-64

“I think the message is about how **everyone should be able to enjoy what they do,** even if other people don’t agree with their hobbies. I also think that **wildlife in Colorado** is what makes this state so amazing and that its very **important to make sure that they’re in a good environment and not causing any harm** to other environments as well.”

-AE, Female, 18-29

“I think it made me **a little more open to hunting** and I think the message **is trying to protect wildlife.**”

-AE, Female, 18-29

“The message is **not to restrict hunting.** As a politician there is no telling the **impact it could have on the ecosystem** and therefore, that **decision should be left to biologists.**”

-AE, Female, 18-29

### Hunter Adjacent

“I think the message is that **Coloradans don’t all hunt,** but it doesn’t mean we don’t have **respect for the lifestyle.** So long as people have **gun laws and safety, as well as hunting laws and safety** being put into practice, I completely agree with that statement.”

-HA, Male, 30-44

“That hunting is **good for herd control and environment.** It should be left up to **scientists and ecological personnel to decided not political figures and in politics** because then everyone loses.”

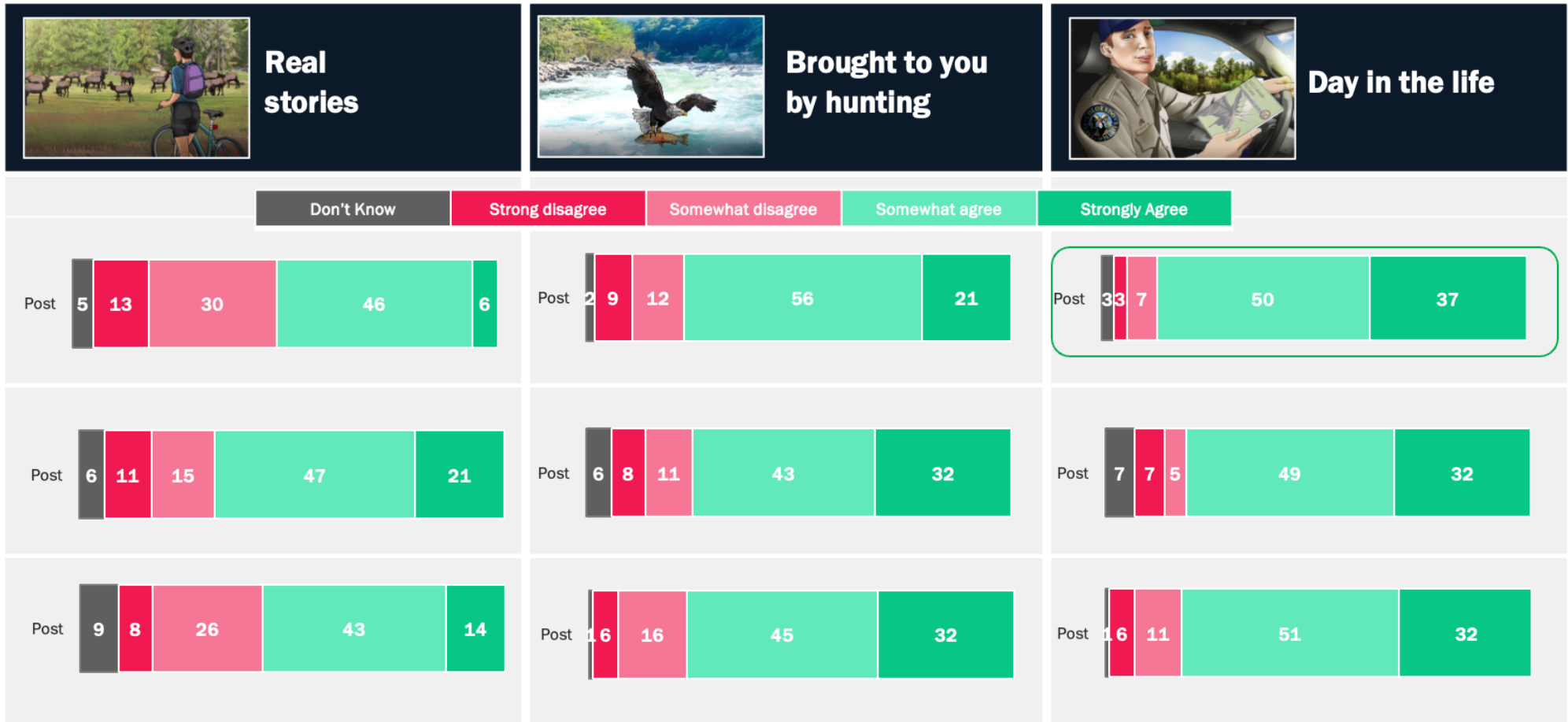
-HA, Female, 18-29

“Restrict hunting regulations to be **dependent on environmental scientists and biologist’s opinions** on what healthy amounts of hunting are for **environmental health and well being.**”

-HA, Female, 30-44

# While all three concepts performed well in educating the benefits across segments, “Day in the life” made the biggest, most intense impact, particularly among AEs.

*“I feel I know more about hunting and how it benefits Colorado’s wildlife and residents after watching this video”*



Q12. How much do you agree or disagree with the following statement: I feel I know more about hunting and how it benefits Colorado’s wildlife and residents after watching this video.

**“Brought to you by hunting” and “Day in the life” both moved the needle on increasing support for hunting in Colorado, while “Real stories” had the least amount of impact.**



**Real stories**



**Brought to you by hunting**



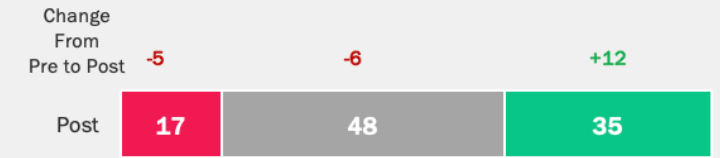
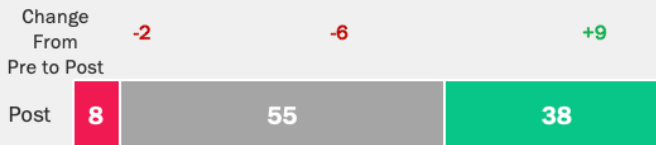
**Day in the life**

Do Not Support | Neutral | Support

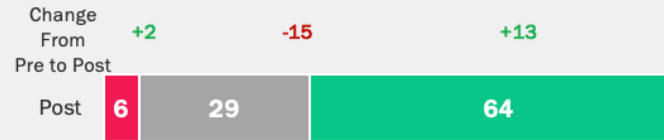
Do Not Support | Neutral | Support

Do Not Support | Neutral | Support

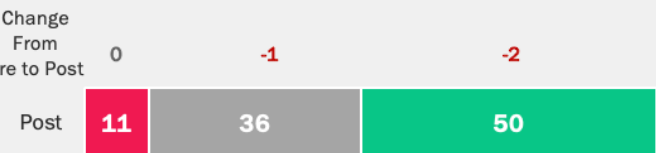
**Adventurous Environmentalist**



**Hunter Adjacent**



**Colorado Voters**



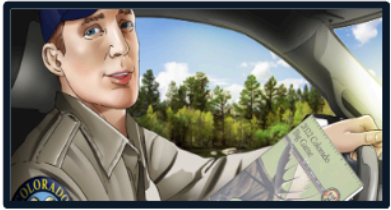
Average increase in support

**+6**

**+16**

**+11**

# Comparing across segments, “Day in the life” effectively educated and changed perceptions and personal feelings toward hunting, specifically for AEs.



Hunting plays an important part in Colorado’s economy

## Impact on Hunting Attitudes – Day in the life



### Adventurous Environmentalist

### Hunter Adjacent

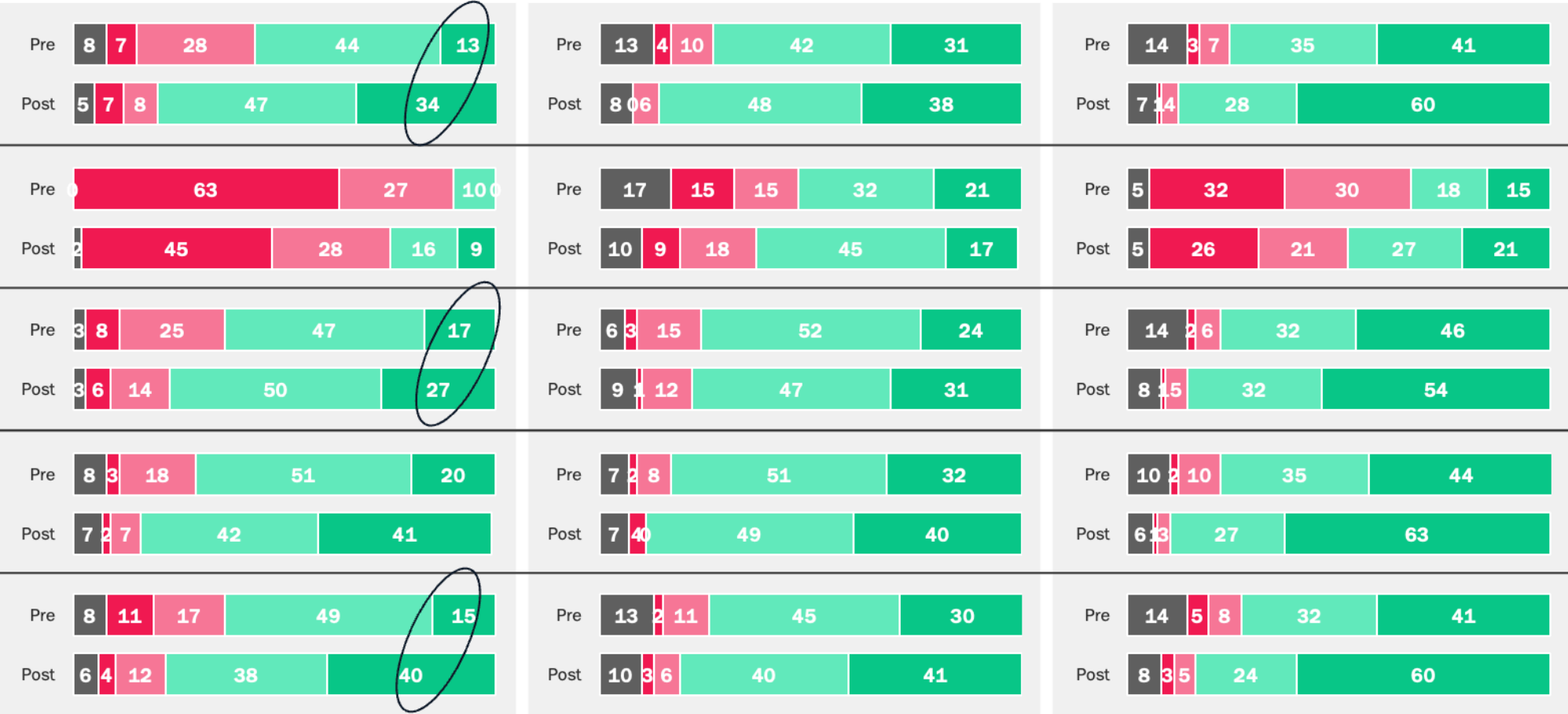
### Colorado Voters

If hunting were banned or restricted in Colorado, it would have a negative impact on me personally

If hunting were banned, it would significantly change Colorado’s culture and way of life

Hunting plays an important role in stabilizing ecosystems here in Colorado

Hunting plays an important role in keeping Colorado’s environment and public lands clean and healthy



Average increase in top box agreement across attributes

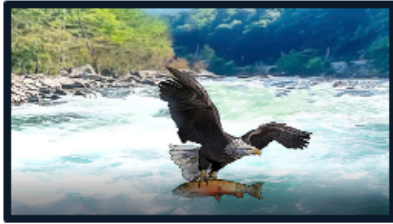
+17

+6

+14



# While “Brought to by hunting” helped move the needle, it was less impactful on targets’ perceptions of what hunting means to Colorado.



Hunting plays an important part in Colorado’s economy

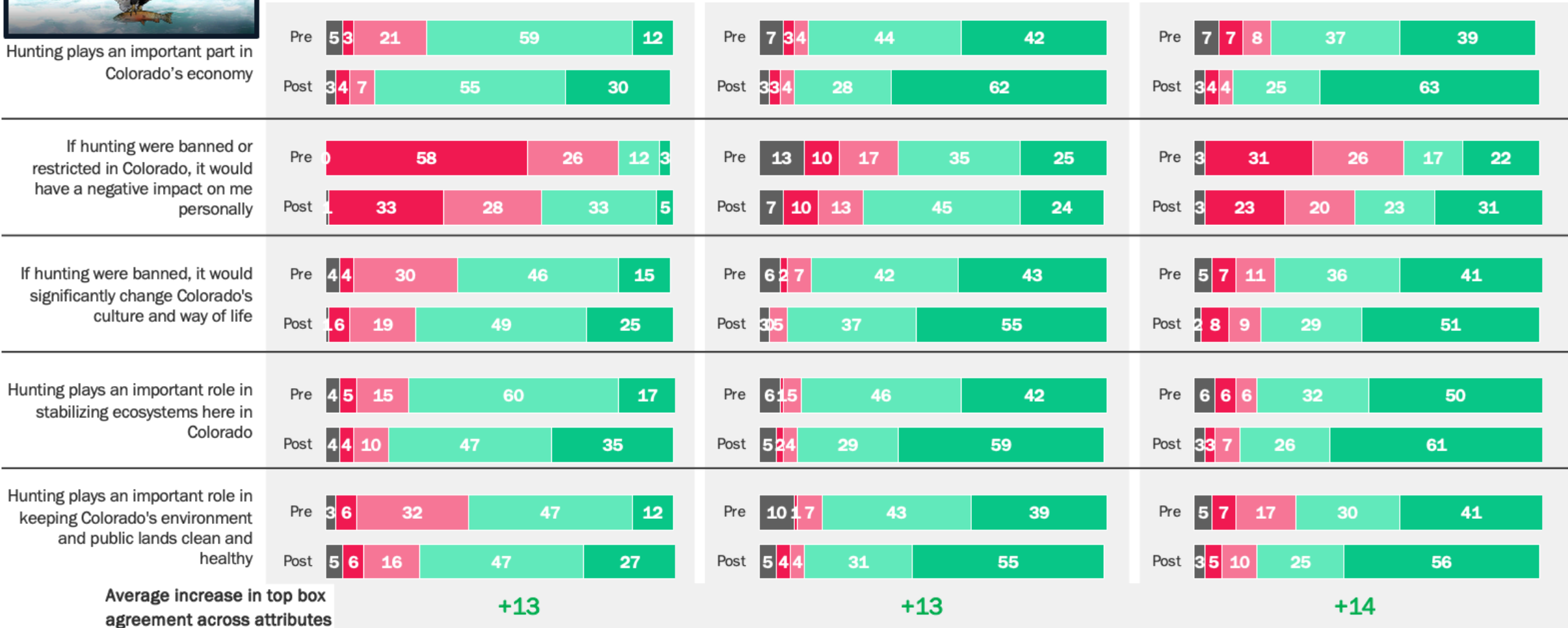
## Impact on Hunting Attitudes – Brought to you by hunting



### Adventurous Environmentalist

### Hunter Adjacent

### Colorado Voters



# Among AEs, “Real stories” conveyed how hunting affects them, but with the same impact as seen with “Day in the life”, impact is also softer for HAs and Colorado Registered Voters.



Hunting plays an important part in Colorado’s economy

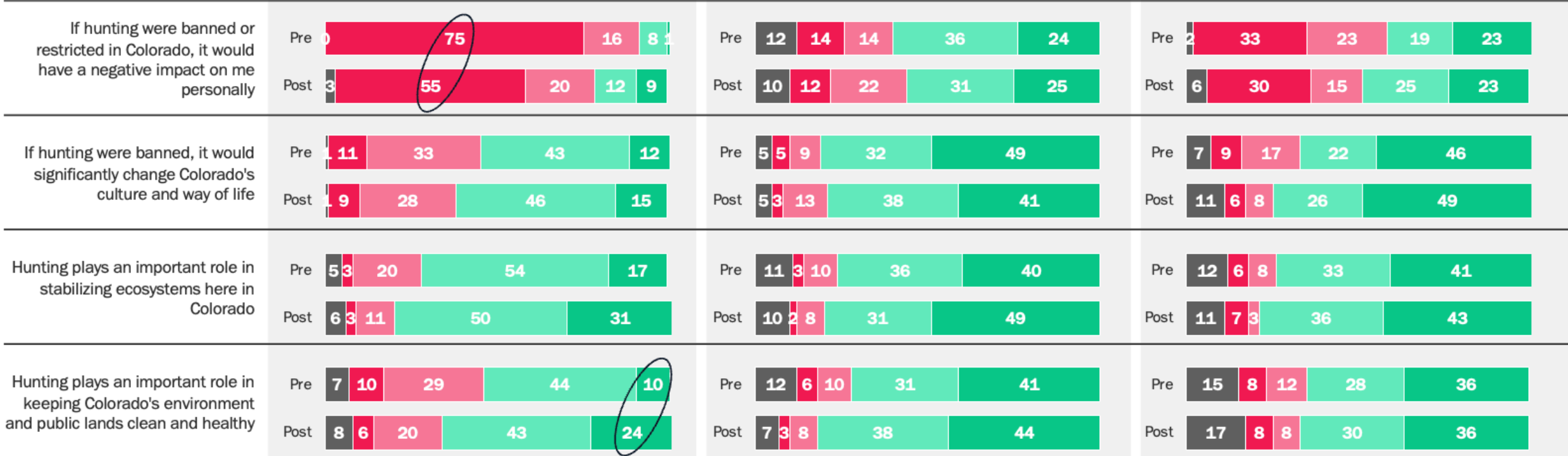
## Impact on Hunting Attitudes – Real stories



### Adventurous Environmentalist

### Hunter Adjacent

### Colorado Registered Voters



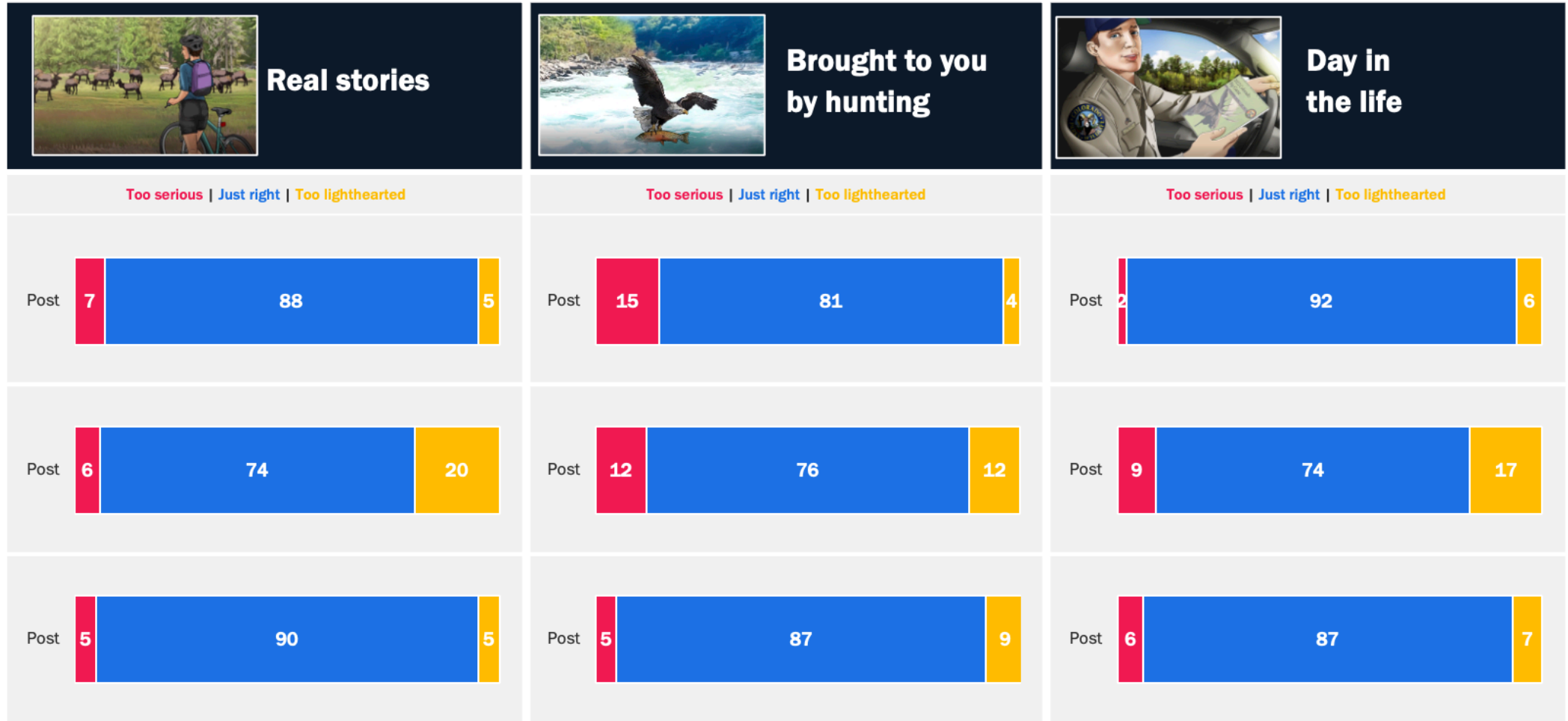
Average increase in top box agreement across attributes

+9

+1

+2

**Mirroring what we saw in the Remesh focus groups, AEs find the tonality of “Day in the life” to be just right – to a greater degree than the other concepts.**



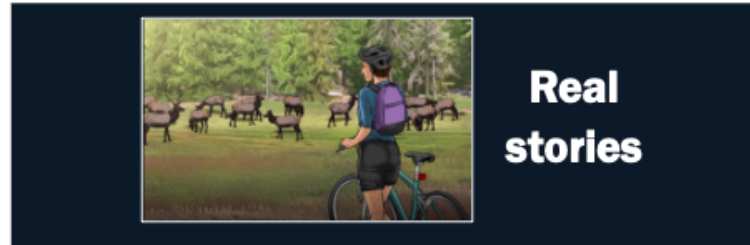
# Aligning with past research, utilizing a trusted source to talk about hunting works well with AEs, and builds trust and understanding of hunting practices in Colorado.

While AEs understood the purpose of using a non-hunter to deliver a message and could relate, they ultimately trust a messenger that is accredited.

Adventurous  
Environmentalists

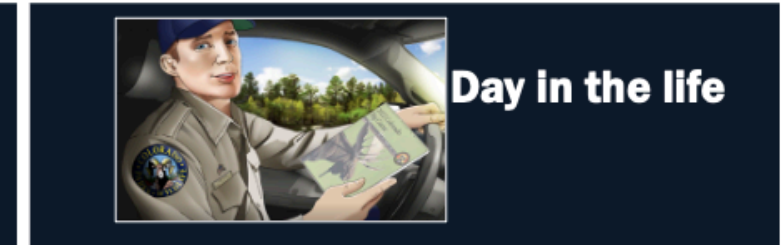
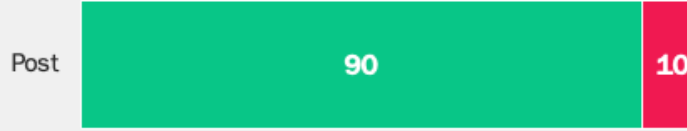
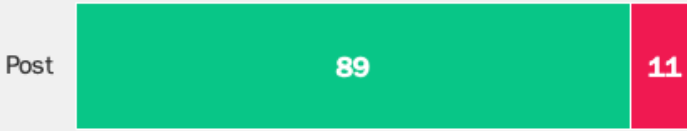
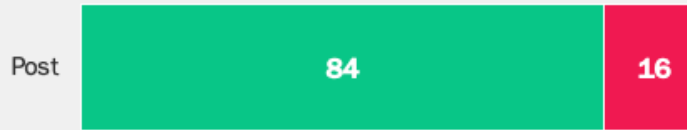
Hunter  
Adjacent

Colorado Voters



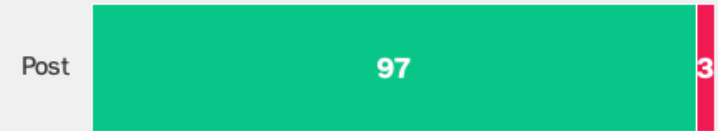
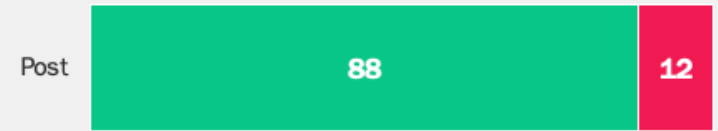
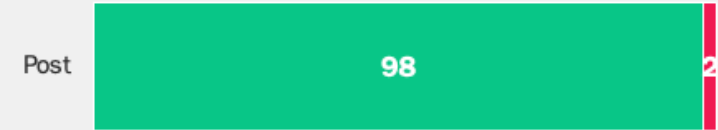
Real stories

I [ find / do not find ] the speaker in this video believable



Day in the life

I [ find / do not find ] the speaker in this video believable





# Creative Presentation

- **We still have 8/10 supporting hunting**
- **Fine-tuning our message**
- **Adjusting our messenger**
- **Audience wants more information/facts**



# A Day in the Life of a Wildlife Biologist

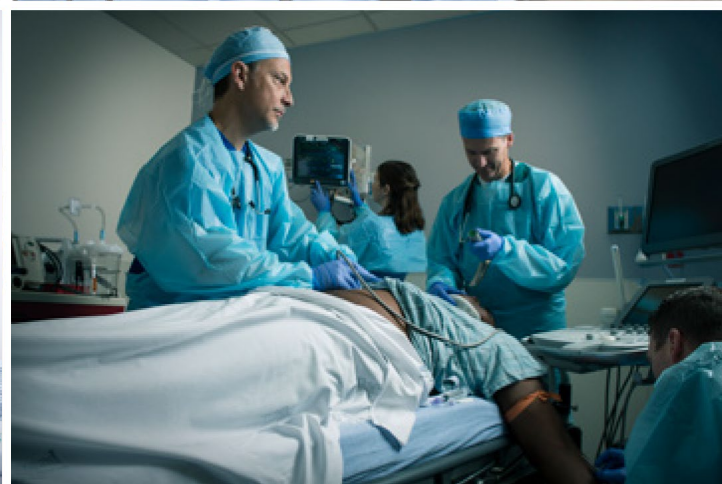


## A Day in the Life of a Wildlife Biologist

Colorado Parks and Wildlife biologists and officers are the experts. We would follow them throughout their day in the field and hear their stories about what makes a healthy Colorado.

- **Other research has shown that wildlife biologists and officers are a credible source.**
- **Had great success in our first long-form video – officers know their stuff.**
- **Jerry Neal from CPW has been doing something similar.**
- **Can be a huge morale builder with employees.**





## Story Structure

- **Set up**
- **Education (I didn't know that)**
- **Thanks to hunting and fishing**
- **Smile (sometimes)**
- **Sign-off**

# Main Video









# The Elk Tested :43 (long)



We open on Colorado Parks and Wildlife truck driving through the forest. We cut to inside the truck where we hear a CPW officer talking.

**Officer: We interact with both people and wildlife every day.**

We cut to the officer talking to a hunter in the field, checking his hunting license. Back in his truck, the officer picks up a thick brochure holding it up.

**Officer: These are all the rules hunters have to obey.**

We see elk in a meadow.

**Officer: A lot of people don't know that there is a difference between illegal poaching and regulated hunting. But regulated hunting is what's helped grow Colorado's elk population into the largest in the world.**

We see an elk walking with a tire wrapped around its neck.

**Officer: We'd been following an elk for a while with a tire stuck over its head. We were finally able to tranquilize it and remove the tire.**

We see the same elk running through the trees. We then see images of the officers and biologists removing the tire.

**Officer: It might sound funny, but we were able to save his life thanks to hunting. License fees from hunting and fishing, not tax dollars, pay for rescues like this. (chuckling) And he woke up shortly after, with a huge weight off his shoulders.**

**Card: Colorado Wildlife Council Logo**  
*Supporting the science of wildlife management.*  
In partnership with Colorado Parks and Wildlife.  
[COwildlifecouncil.org](http://COwildlifecouncil.org)





# Moose Success



:30

We open on a drone shot of a Colorado Parks and Wildlife truck driving through the forest.

We see moose walking in a river.

We cut to inside the truck where we hear a CPW officer talking. As we drive down a rural highway, he points to a speed limit sign as we pass it.

**Title:** Brian Smith, Wildlife Officer

**Officer:** We all have rules and laws we have to follow.

The officer picks up a thick brochure holding it up.

**Officer:** These are all the rules for hunters.

We cut to the officer talking to a hunter in the field, checking his hunting license. They both laugh as they talk.

**Officer:** A lot of people don't know that there is a difference between illegal poaching and regulated hunting. But regulated hunting led to one of Colorado's biggest conservation success stories.

Show moose being released.

**Officer:** Funds from license fees enabled us to introduce Moose over 40 years ago.

We see cow and calf moose in the trees.

**Officer:** Today we have one of the fastest growing populations in the lower 48 states.

End shot of a bull moose lifting head out of water.

**Card:** Colorado Wildlife Council Logo  
*Supporting the science of wildlife management.*  
In partnership with Colorado Parks and Wildlife.  
COwildlifecouncil.org





# The Elk :30



We open on a drone shot of a Colorado Parks and Wildlife truck driving through the forest. We cut to inside the truck where we hear a CPW officer talking.

**Officer: We interact with both people and wildlife every day.**

We see an elk walking through the trees. We see the officer talking to a resident on their front porch, pointing toward the trees.

We see an elk walking with a tire wrapped around its neck.

**Officer: We'd been following an elk for a while with a tire stuck over its head. We were finally able to tranquilize it and remove the tire.**

We see the same elk running through the trees.

**Officer: It might sound funny, but we were able to save his life thanks to hunting. License fees from hunting and fishing, not tax dollars, pay for rescues like this.**

We then see images of the officers and biologists removing the tire.

**Officer: (chuckling) And he woke up shortly after, with a huge weight off his shoulders.**

End shot of elk walking away.

**Card: Colorado Wildlife Council Logo.**

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# **Social Videos**





# Seed Warehouse :30

**FFX:** Forest Fire sounds followed by folk rock music.

We open on a forest fire raging in Colorado. We see elk walking around the landscape.

**Title:** James Curtis, Wildlife Biologist and Botanist

**Officer:** Careful wildlife management is critical after events like the Cameron Peak Fire.

We see the officer picking up charred dirt, running it through their hands and a charred piece of sagebrush.

**Officer:** And habitat restoration is part of that management.

We now see them walking through a giant warehouse with pallets.

**Officer:** Colorado Parks and Wildlife has a two million-square-foot warehouse to store native seeds. Those seeds are planted after a fire or when habitat is being restored.

We see bags of sees being loaded into a truck.

**Officer:** You wouldn't think hunting would help feed elk, but it's license fees from hunting and fishing that help pay for efforts like this.

We see a tractor planting seeds as it drives.

End shot of a bull elk grazing or sitting and chewing.

**Card:** Colorado Wildlife Council Logo

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# Durango Bears :30

We open on a wildlife biologist hiking in the forest.

**Title:** Heather Johnson Wildlife biologist

**Officer:** We recently finished a five-year study on the bears around Durango. One of the goals of the study was discovering how to reduce bear and human conflict.

We see several biologists holding up bear cubs.

**Officer:** Unlike previously thought, we discovered that not all bears that visit town are problem bears.

We see a bear walking through town.

**Officer:** On good food years, they go back into the hills.

We see a bear walking in the forest.

**Officer:** And by using proper trash cans, bear encounters drop by sixty percent.

We see a homeowner closing a garbage can lid.

**Officer:** Surprisingly, studies like these are paid for by license fees from hunting and fishing.

The end shot is the face of a bear cub.

**Card:** Colorado Wildlife Council Logo  
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# Outdoor Economics :15



We open on a shot of a Colorado Parks and Wildlife biologist talking to a fly fisher by their sprinter van.

We see the officer get into their truck and start driving.

**Title: Steve Smith, Wildlife Officer**

**Officer: It's amazing how much hunting and fishing add to Colorado's economy. Over three point two billion dollars.**

We cut to them paying for coffee at a rural convenience store or restaurant. Several hunters and anglers are in line in front of them.

**Officer: It's not just license fees and fishing gear ...**

They are back in their truck driving.

**Officer: .... but tents, RVs, rural hotels, and food.**

They turn to the camera smiling, hold up their coffee cup.

**Officer: And coffee.**

**Card: Colorado Wildlife Council Logo**

*Supporting the science of wildlife management.*

In partnership with Colorado Parks and Wildlife.

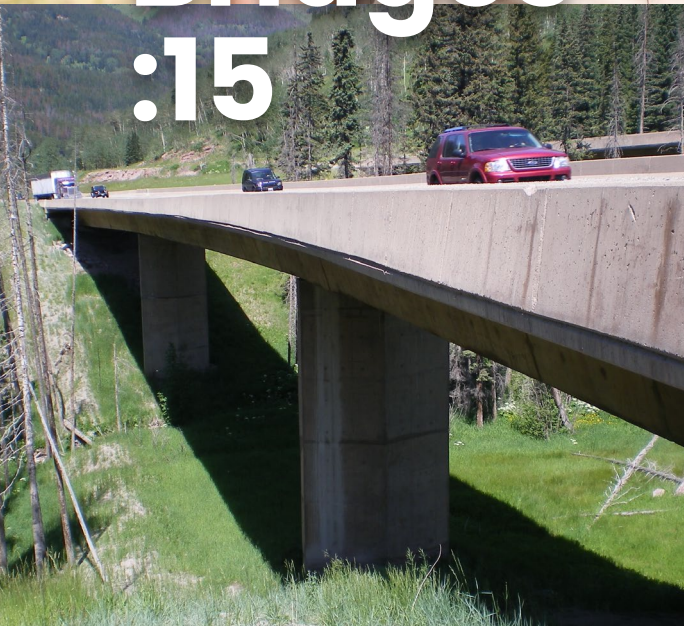
[COWildlifecouncil.org](http://COWildlifecouncil.org)

(Can also talk how hunting and fishing create and support more than 25,000 jobs in small towns and rural communities across Colorado.)





# Bridges :15



We open on a shot of a Colorado Parks and Wildlife biologist driving their truck on a Colorado highway.

We see a drone shot of the truck driving over a bridge.

**Title: Jennifer Adams, Wildlife Biologist**

**Officer: Each year, there's around four thousand vehicle crashes involving wildlife.**

Cut to the biologist walking under the overpass, through the grass and looking up at the bridge.

**Officer: In partnership with CDOT, and with the help of license fees from hunting and fishing, we have been able to construct over 60 road crossings like this.**

We see camera footage of different animals crossing under the bridge.

**Officer: The fewer deer on the road ...**

They turn to the camera smiling.

**Officer: ... the fewer deer in the headlights.**

**Card: Colorado Wildlife Council Logo**  
*Supporting the science of wildlife management.*  
In partnership with Colorado Parks and Wildlife.  
[COWildlifecouncil.org](http://COWildlifecouncil.org)





# Batty :15



We open on a shot of a Colorado Parks and Wildlife biologist hiking into a cave.

**Title:** James Larson, Wildlife Biologist

**Officer:** In Colorado, one little brown bat can eat up to eighteen thousand mosquitos a night.

Cut to biologist looking at the camera.

**Officer:** We are currently doing a study on their behaviors using microchips.

We see a bat being held and worked on.

**Officer:** You wouldn't think hunting would help bats, but license fees from hunting and fishing pay for studies like this.

End shot of bat hanging upside down.

**Card:** Colorado Wildlife Council Logo

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# Batty Economy

:15



We open on a shot of a Colorado Parks and Wildlife biologist hiking into a cave.

**Title: James Larson, Wildlife Biologist**

**Officer: Today we are studying bats in Colorado.**

Cut to biologist looking at the camera.

**Officer: Their economic impact is estimated to be billions of dollars, and the agricultural industry relies on their insect control.**

We see a bat being held and worked on.

**Officer: You wouldn't think hunting would help bats, but license fees from hunting and fishing pay for studies like this.**

End shot of bat hanging upside down.

**Card: Colorado Wildlife Council Logo**

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# Brewer's Sparrow

:15



We open on a shot of a Colorado Parks and Wildlife biologist walking through a high-alpine meadow.

**Title:** Brett Walker, Wildlife Avian Researcher

**Officer:** We have been trying to answer a centuries-old question. Is the Brewer's Sparrow in the high alpine areas their own subspecies? Studies including DNA are helping us answer that question.

We see him taking a feather sample and measuring the bird.

**Officer:** Believe it or not, hunting deer helps a sparrow. License fees are what pays for research studies like this.

End shot of a Brewer's Sparrow being released and flying away.

**Card:** Colorado Wildlife Council Logo  
*Supporting the science of wildlife management.*  
In partnership with Colorado Parks and Wildlife.  
[COWildlifecouncil.org](http://COWildlifecouncil.org)

**Outdoor**



# Outdoor Examples



A billboard featuring a close-up of a black-footed ferret's face on the left. The background is a warm, golden glow. To the right of the ferret, the text reads "SUPPORTING THE SCIENCE OF WILDLIFE MANAGEMENT." Below this, the Colorado Wildlife Council logo is displayed, which includes a circular emblem with a bighorn sheep and a fish. Underneath the logo is the website "COwildlifecouncil.org".

Black-Footed Ferret

**SUPPORTING THE SCIENCE OF WILDLIFE MANAGEMENT.**

 **COLORADO WILDLIFE COUNCIL**

COwildlifecouncil.org



A billboard featuring a large elk with impressive antlers standing in a field at sunset. The sky is a mix of orange, pink, and purple. On the right side, the text reads "WORLD'S LARGEST ELK POPULATION" in large, bold, white letters, followed by "Thanks to regulated hunting and fishing." in a smaller font. At the bottom right, the Colorado Wildlife Council logo and website "COwildlifecouncil.org" are shown.

**WORLD'S LARGEST ELK POPULATION**

Thanks to regulated hunting and fishing.

COwildlifecouncil.org  **COLORADO WILDLIFE COUNCIL**



A billboard featuring a close-up profile of a bighorn sheep's head with large, curved horns. The background is a clear blue sky. On the right side, the text reads "ALMOST EXTINCT TO 7,000 STRONG." in large, bold, white letters, followed by "Thanks to regulated hunting and fishing." in a smaller font. At the bottom right, the Colorado Wildlife Council logo and website "COwildlifecouncil.org" are shown.

**ALMOST EXTINCT TO 7,000 STRONG.**

Thanks to regulated hunting and fishing.

COwildlifecouncil.org  **COLORADO WILDLIFE COUNCIL**

Bighorn Sheep



A billboard featuring a close-up of a black-footed ferret's face on the left. The background is a warm, golden glow. To the right of the ferret, the text reads "SUPPORTING THE SCIENCE OF WILDLIFE MANAGEMENT." Below this, the Colorado Wildlife Council logo is displayed, which includes a circular emblem with a bighorn sheep and a fish. Underneath the logo is the website "COwildlifecouncil.org".

Black-Footed Ferret

**SUPPORTING THE SCIENCE OF WILDLIFE MANAGEMENT.**

 **COLORADO WILDLIFE COUNCIL**

COwildlifecouncil.org



# Banner Ad Examples



**REGULATED HUNTING**

has helped grow Colorado's elk population into the largest in the world.

[Learn More](#)

**COLORADO WILDLIFE COUNCIL**



**LICENSE FEES**

from hunting and fishing help wildlife officers help wildlife.

[Learn More](#)

**COLORADO WILDLIFE COUNCIL**



**ALMOST EXTINCT TO 7,000 STRONG**

thanks to regulated hunting and fishing.

[Learn More](#)

**COLORADO WILDLIFE COUNCIL**



**THE SCIENCE OF WILDLIFE MANAGEMENT**

through regulated hunting and fishing.

[Learn More](#)

**COLORADO WILDLIFE COUNCIL**



**A HEALTHY COLODADO IS KEEPING WILDLIFE HEALTHY**

through regulated hunting and fishing.

[Learn More](#)

**COLORADO WILDLIFE COUNCIL**

# **Paid Media Channel Strategy**

*FY 23/24 Planning*

# Glossary of Terms

**animated display ad:** digital creative that has motion awareness: top-of-funnel marketing to drive brand awareness and educate your target audience

**benchmark:** a single metric that averages the performance of all brands in an industry, used to gauge performance of media efforts

**bumper ad:** six-second videos that play before a user's selected video content. These add frequency to a larger Campaign.

**call to action (CTA):** the instruction in the creative to take some action; for example: "Book Now," "Learn More" or "Sign Up."

**connected TV (CTV):** TV connected to the internet that can stream videos through apps. CTV allows full-length video assets to be distributed on a big screen to our audiences (like broadcast) with the added benefit of precise targeting (like digital).

**consideration:** engaging users who have interacted with your brand and driving toward a call to action.  
**cost per acquisition (CPA):** measures the total costs to acquire a desired campaign objective for your business; ex., enrollment in Way to Quit services

**cost per click (CPC):** your cost for each click your ad receives. Keep in mind that a click is not unique to the person taking action. If one person clicks on your ad three times, you will be charged for three clicks.

**cost per thousand impressions (CPM):** this is the most common method for web pricing. You will be charged for every 1,000 times your ad loads to a page. Keep in mind that a CPM is not a unique view.

**click-through rate (CTR):** the number of clicks your ad receives divided by the number of times your ad has been shown. The CTR percentage allows you to measure the engagement with your ad. The higher the percentage, the higher the engagement.

**display tactics:** made up of text-based, image or video advertisements that encourage the user to click through to a landing page and take action (e.g., call the quit line)

**designated market area (DMA):** a geographic location representing a county, state or country you choose to Target

**demand side platform (DSP):** a technology that allows advertisers to purchase display ad inventory across real-time bidding (RTB) networks like Google. Think of it this way: This is your campaign, your bid, your target audience; the DSP is just placing the ad buys on your behalf based on the criteria you've identified.

**engagement:** metric used to gauge user interaction with creative

**frequency:** average number of times individuals are exposed to the ad.

**interactive advertising bureau (IAB):** a business organization that sets the industry standard for digital advertising including ad specifications. Consider these specifications the standard and best practice for anything digital-advertising related.

**impressions:** the number of people exposed to an ad, without regard to duplication

# Glossary of Terms

**influencer marketing:** partnering with a prominent social personality (“influencer”) to create content and posts for a brand. Compensation is either paid or in trade for products/services, or a combination of both.

**key performance indicator (KPI):** key metric(s) you plan to measure to determine the success of a campaign

**MoM, YoY, PoP:** timeline acronyms for: month over month, year over year, period over period

**native ads:** an ad that looks to be part of the host site, often presented as an article. These must be clearly labeled as sponsored or promoted.

**opt in:** when a user chooses to receive messaging from a company or advertiser

**organic social:** a brand’s social presence on owned channels, such as the Way to Quit Facebook page

**outstream:** video/display ad format that fits within natural breaks of website article content

**over the top (OTT):** content delivered over the internet without the involvement of a cable or satellite operator. Examples of OTT devices include Roku, AppleTV, Chromecast, game consoles, connected TVs. OTT services/apps include Hulu, Netflix, Amazon Prime, HBO Max, Discovery+, Peacock, etc.

**page view:** each time a full web page loads

**paid social:** paid advertising opportunities within social media networks

**paid traffic vs. organic traffic:** paid traffic is website traffic from paid media sources. Organic traffic is those visitors to your website who manually type in the URL. Note that much of the organic traffic is a result of offline paid media efforts promoting WayToQuit.org.

**pre-roll:** 15- or 30-second video ad that plays before the user’s selected video content; can be skippable or non-skippable.

**programmatic:** programmatic media buying uses data insights and algorithms to serve ads to the right user at the right time and at the right price. This gives us more control over the inventory and placement of our ads. It’s our preferred digital buying method.

**reach:** the number of unique individuals or homes exposed to media.

**referral traffic:** users who come to your domain from other sites, without searching for you on Google

**retention:** re-engaging users who have taken action and are superfans of your brand; can be effective if the bulk of your searches are happening at specific times

**rich media ad:** digital ad with motion, and additional features like an embedded video player, game or link to Pages.

**real-time bidding (RTB):** this is a method of purchasing unsold inventory by CPM through programmatic auction. Your CPM bid may be overruled by other advertisers and is not guaranteed. The highest bid takes inventory priority.

**search engine marketing (SEM):** examples of SEM are the advertisements that appear on Google Search, Bing Search or Yahoo Search. Your ad would appear based on the search criteria, keywords and your maximum budget.

**social bookmarking:** aggregation, rating, describing and publishing “bookmarks” – links to web pages or other content

**standard display ad unit:** an online banner that falls within the usual sizes



# Glossary of Terms

**streaming audio:** streaming audio refers to listening to content that arrives via an over-the-air data connection: in-car Wi-Fi or the data signal from your cellphone. This also includes devices such as smart speakers or desktop.

**The Trade Desk:** The Trade Desk is a demand side platform (DSP) that uses programmatic advertising for media buying to get more efficient targeting and optimize digital media, allowing us to layer on third-party data across multiple publishers.

**unique visitor:** someone visiting a website for the first time that day or time period.

**video completion rate (VCR):** the percentage of times the video played to the end.

**view-through click (VTC):** helps you measure the effectiveness of your ad campaign. A view-through click would mean that a customer saw your ad, did not click; however, in a later session, visited your website and took action.

# Market Research

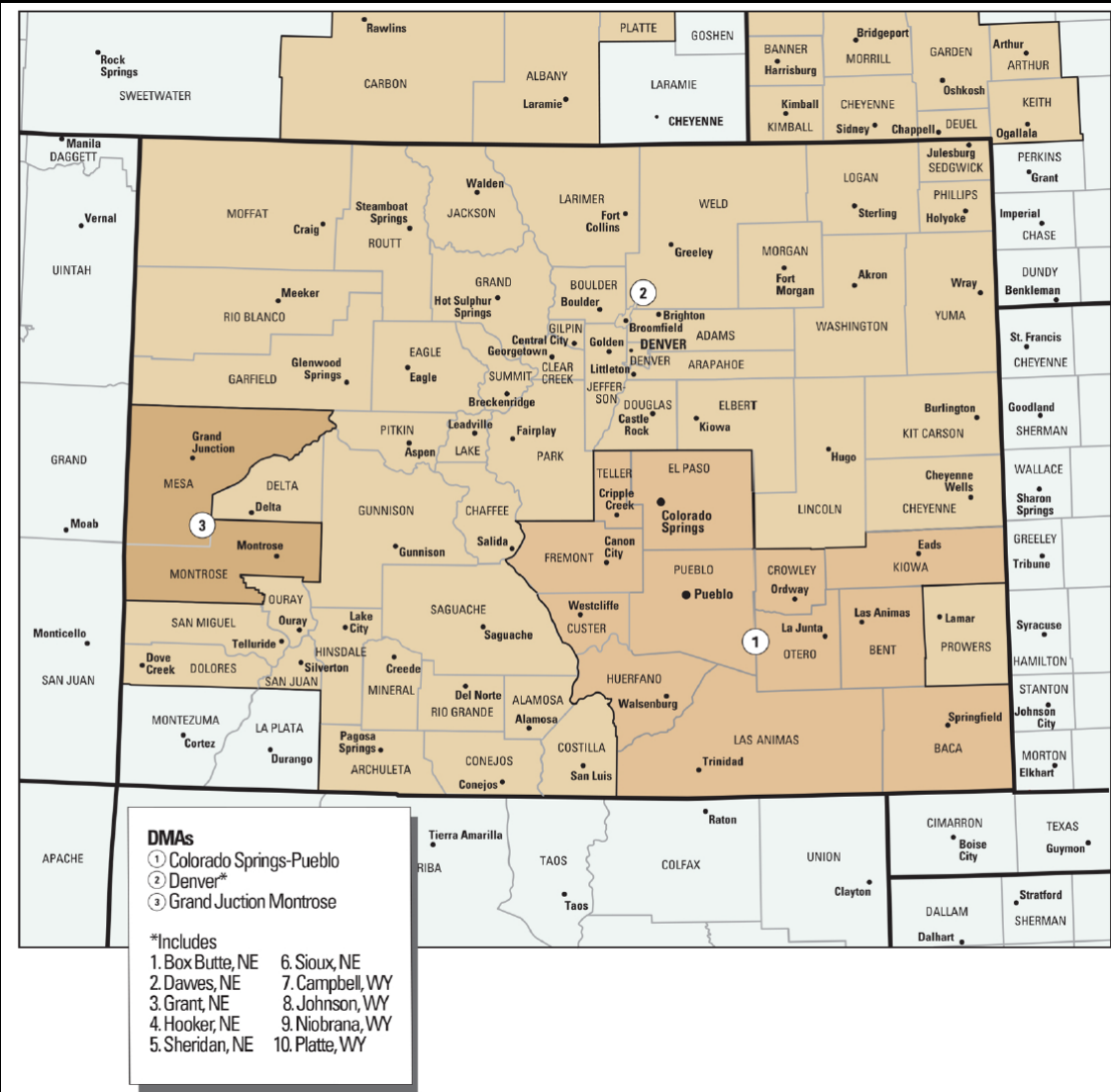
# State Trends – Colorado

- Between 2010 and 2020, Colorado gained nearly a million new residents, **growing by nearly 15%, which put it in the top 5 states for population growth, percentage-wise**. Most of the growth has been on the state's Front Range, with Weld and Broomfield counties showing the largest growth rates. Additionally, Denver was one of just 14 cities nationwide to add more than 100,000 new residents during this time frame.
- Colorado is seeing substantial growth in its **Hispanic population, which increased from being 20.7% of the population in 2010 to nearly 22% in 2020** – that equates to 224,000 people. By 2030, Colorado's Hispanic population is expected to increase to 26% of the state's population.
- In July, Colorado's **unemployment rate was 3.3%, which is the lowest rate since February 2020** – right before the pandemic. Since May 2020, Colorado's private sector has grown by 417,800 jobs, and their economy has been booming. However, recent forecasts predict that Colorado's **economic growth will slow considerably in Q42022**, which is chalked up to the combined effects of continued supply chain disruptions, inflation and the war in Ukraine.

Source: The Denver Post, 8/13/21; KDVR, 2/11/22; Out There Colorado, 2/16/22, 9 News, 2/14/22; United Van Lines, 2021 Annual National Movers Survey, 1/3/22, Colorado Department of Labor and Employment, accessed 9/8/22; University of Colorado Boulder, Leeds Business Research Division, 12/6/21; Colorado Futures Center, 6/13/22



# Colorado Trends



- Per the U.S. Census Bureau, the Denver population is Caucasian (80%), with the next largest group being Hispanic or Latino (29%). Whereas Grand Junction is even more predominantly Caucasian (91%) and less population of Hispanic or Latino (16%).
- Over 90% of both Denver and Grand Junction populations have graduated high school. Fifty percent of Denver has bachelor degree or higher, with only 33% of Grand Junction residents having bachelor degrees or higher.
- Denver’s Median Household Income is \$72,661, Grand Junction’s Median Household income is \$54,570
- The Denver mean travel time to work is 25.7 minutes vs. Grand Junction at 15.9 minutes
- Denver Cable penetration is 46% and Grand Junction is 44%.

Source: Strata Market Profiler (DMA Map), United States Census July 2021, Nielsen Market Profiler 2022

# Media Landscape

# Media Landscape – Media Inflation Trends

## U.S. ADVERTISING MEDIA OWNER AD REVENUE SUMMARY – EXCLUDING U.S. POLITICAL

|                                  | 2014      | 2015      | 2016      | 2017      | 2018      | 2019      | 2020      | 2021      | 2022      | 2023      | 2024      | 2025      | 2026      |
|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>TOTAL TV</b>                  | 64,401.7  | 65,382.1  | 67,757.1  | 65,974.2  | 63,980.0  | 63,767.8  | 57,125.7  | 63,144.3  | 61,667.5  | 62,163.5  | 61,526.2  | 61,408.3  | 60,462.7  |
| • Growth                         | 2.4%      | 1.5%      | 3.6%      | -2.6%     | -3.0%     | -0.3%     | -10.4%    | 10.5%     | -2.3%     | 0.8%      | -1.0%     | -0.2%     | -1.5%     |
| - NATIONAL TV                    | 41,064.2  | 41,313.1  | 43,416.8  | 41,835.6  | 42,992.3  | 42,855.8  | 39,895.6  | 43,368.9  | 43,368.9  | 43,568.0  | 43,598.1  | 43,471.0  | 43,201.9  |
| • Growth                         | 3.8%      | 0.6%      | 5.1%      | -3.6%     | 2.8%      | -0.3%     | -6.9%     | 8.7%      | 0.0%      | 0.5%      | 0.1%      | -0.3%     | -0.6%     |
| - LOCAL TV                       | 23,337.5  | 24,069.0  | 24,340.2  | 24,138.6  | 20,987.8  | 20,912.1  | 17,230.1  | 19,775.4  | 18,298.6  | 18,595.5  | 17,928.1  | 17,937.2  | 17,260.8  |
| • Growth                         | 0.1%      | 3.1%      | 1.1%      | -0.8%     | -13.1%    | -0.4%     | -17.6%    | 14.8%     | -7.5%     | 1.6%      | -3.6%     | 0.1%      | -3.8%     |
| <b>TOTAL RADIO</b>               | 16,315.6  | 16,420.6  | 16,727.4  | 16,714.0  | 16,143.5  | 16,482.1  | 11,998.0  | 15,034.2  | 15,713.5  | 15,855.3  | 15,882.3  | 15,789.1  | 15,757.8  |
| • Growth                         | -1.8%     | 0.6%      | 1.9%      | -0.1%     | -3.4%     | 2.1%      | -27.2%    | 25.3%     | 4.5%      | 0.9%      | 0.2%      | -0.6%     | -0.2%     |
| <b>TOTAL NEWSPAPERS</b>          | 21,677.8  | 20,269.2  | 17,802.4  | 16,374.6  | 14,046.0  | 12,445.8  | 8,693.9   | 8,320.5   | 7,436.8   | 6,921.8   | 6,457.5   | 6,070.5   | 5,787.3   |
| • Growth                         | -7.8%     | -6.5%     | -12.2%    | -8.0%     | -14.2%    | -11.4%    | -30.1%    | -4.3%     | -10.6%    | -6.9%     | -6.7%     | -6.0%     | -4.7%     |
| <b>TOTAL MAGAZINES</b>           | 18,634.7  | 17,428.3  | 16,037.9  | 15,070.3  | 14,214.4  | 13,577.6  | 11,304.3  | 10,923.5  | 9,721.9   | 9,023.6   | 8,505.8   | 8,043.8   | 7,664.0   |
| • Growth                         | -7.1%     | -6.5%     | -8.0%     | -6.0%     | -5.7%     | -4.5%     | -16.7%    | -3.4%     | -11.0%    | -7.2%     | -5.7%     | -5.4%     | -4.7%     |
| <b>OUT-OF-HOME</b>               | 6,249.1   | 6,583.5   | 6,647.7   | 6,799.3   | 7,117.2   | 7,730.3   | 5,630.6   | 6,833.5   | 8,064.6   | 8,548.5   | 9,018.6   | 9,469.6   | 9,895.7   |
| • Growth                         | 0.3%      | 5.4%      | 1.0%      | 2.3%      | 4.7%      | 8.6%      | -27.2%    | 21.4%     | 18.0%     | 6.0%      | 5.5%      | 5.0%      | 4.5%      |
| <b>CINEMA</b>                    | 631.9     | 716.4     | 758.3     | 750.7     | 781.2     | 809.7     | 149.4     | 415.0     | 645.0     | 667.7     | 687.5     | 704.1     | 717.3     |
| • Growth                         | -6.8%     | 13.4%     | 5.8%      | -1.0%     | 4.1%      | 3.7%      | -81.6%    | 177.8%    | 55.4%     | 3.5%      | 3.0%      | 2.4%      | 1.9%      |
| <b>DIRECT MAIL</b>               | 16,875.8  | 17,374.0  | 16,331.0  | 16,151.0  | 15,465.0  | 15,655.6  | 11,794.4  | 13,352.3  | 12,426.3  | 12,114.6  | 11,665.4  | 11,077.4  | 10,463.3  |
| • Growth                         | 0.9%      | 3.0%      | -6.0%     | -1.1%     | -4.2%     | 1.2%      | -24.7%    | 13.2%     | -6.9%     | -2.5%     | -3.7%     | -5.0%     | -5.5%     |
| <b>DIRECTORIES</b>               | 4,707.0   | 4,320.0   | 3,758.0   | 3,342.0   | 2,706.0   | 2,118.1   | 1,502.7   | 1,143.7   | 857.8     | 588.8     | 452.2     | 332.9     | 255.1     |
| • Growth                         | 4.9%      | -8.2%     | -13.0%    | -11.1%    | -19.0%    | -21.7%    | -29.1%    | -23.9%    | -25.0%    | -31.4%    | -23.2%    | -26.4%    | -23.4%    |
| <b>PURE-PLAY INTERNET</b>        | 38,270.6  | 46,377.5  | 57,261.3  | 72,994.6  | 89,490.6  | 106,359.3 | 117,353.4 | 156,610.6 | 185,730.0 | 204,515.4 | 223,825.5 | 242,026.5 | 259,890.5 |
| • Growth                         | 16.2%     | 21.2%     | 23.5%     | 27.5%     | 22.6%     | 18.8%     | 10.3%     | 33.5%     | 18.6%     | 10.1%     | 9.4%      | 8.1%      | 7.4%      |
| - SEARCH                         | 24,861.3  | 29,189.9  | 33,615.0  | 40,310.0  | 47,200.0  | 54,100.0  | 55,428.5  | 71,510.4  | 84,519.4  | 91,022.9  | 97,378.9  | 102,877.3 | 107,871.7 |
| • Growth                         | 16.9%     | 17.4%     | 15.2%     | 19.9%     | 17.1%     | 14.6%     | 2.5%      | 29.0%     | 18.2%     | 7.7%      | 7.0%      | 5.6%      | 4.9%      |
| - Ex-Search                      | 13,409.3  | 17,187.6  | 23,646.3  | 32,684.6  | 42,290.6  | 52,259.3  | 61,924.9  | 85,100.2  | 101,210.6 | 113,492.5 | 126,446.6 | 139,149.2 | 152,018.8 |
| • Growth                         | 14.9%     | 28.2%     | 37.6%     | 38.2%     | 29.4%     | 23.6%     | 18.5%     | 37.4%     | 18.9%     | 12.1%     | 11.4%     | 10.0%     | 9.2%      |
| <b>TOTAL</b>                     | 187,764.3 | 194,871.7 | 203,081.0 | 214,170.7 | 223,943.9 | 238,946.3 | 225,552.4 | 275,777.5 | 302,263.3 | 320,399.1 | 338,021.1 | 354,922.2 | 370,893.7 |
| • Growth                         | 2.0%      | 3.8%      | 4.2%      | 5.5%      | 4.6%      | 6.7%      | -5.6%     | 22.3%     | 9.6%      | 6.0%      | 5.5%      | 5.0%      | 4.5%      |
| <b>POLITICAL ADVERTISING</b>     | 4,186.5   | 1,051.0   | 6,274.8   | 1,858.4   | 7,459.2   | 2,137.6   | 13,611.1  | 2,778.8   | 10,888.9  | 2,917.8   | 16,333.4  | 3,063.6   | 17,150.0  |
| <b>TOTAL INCLUDING POLITICAL</b> | 191,950.7 | 195,922.6 | 209,355.9 | 216,029.1 | 231,403.1 | 241,083.9 | 239,163.5 | 278,556.3 | 313,152.3 | 323,316.9 | 354,354.5 | 357,985.8 | 388,043.7 |
| • Growth                         | 3.8%      | 2.1%      | 6.9%      | 3.2%      | 7.1%      | 4.2%      | -0.8%     | 16.5%     | 12.4%     | 3.2%      | 9.6%      | 1.0%      | 8.4%      |

SOURCE: GroupM (excludes U.S. political advertising and digital extensions in traditional media categories)

- GroupM forecasted a 22% increase, excluding political, in U.S. ad spend during 2021. That growth is expected to continue through 2022–2023, hitting record expenditures.
- Digital will see highest growth in 2023 at 10.1%.
- OOH and Cinema will see positive single-digit growth into 2023.
- Television keeps steady in the #2 channel position (behind digital) with modest growth in national and local in 2023; similar to Radio’s 1% growth.
- Magazines, Newsprint, and Directories all continue on down-trend.



# Media Landscape – Time Spent with Media

## Growth in Average Time Spent with Media in the US, 2020-2024

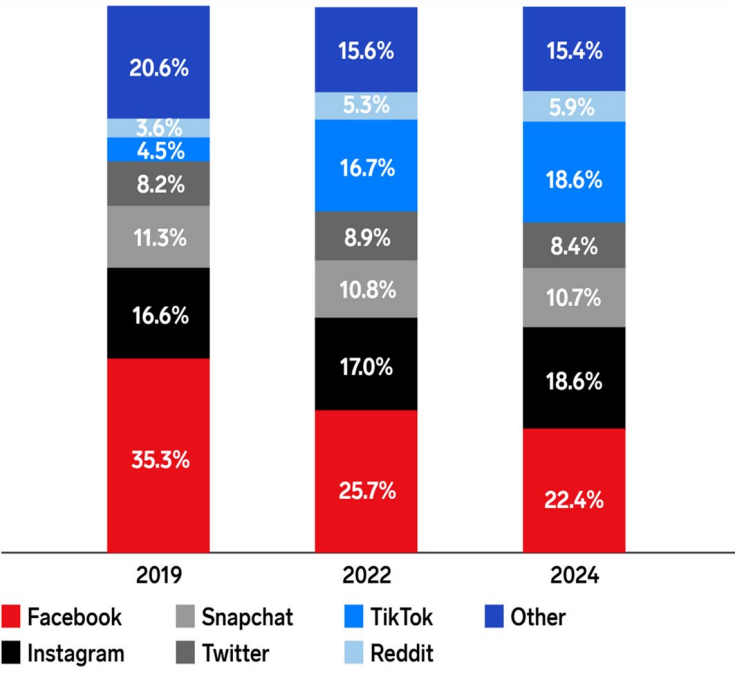
% change among population

|                           | 2020         | 2021         | 2022         | 2023         | 2024         |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Digital</b>            | <b>16.1%</b> | <b>2.3%</b>  | <b>1.9%</b>  | <b>1.8%</b>  | <b>1.1%</b>  |
| — Mobile (nonvoice)       | 13.7%        | 3.1%         | 2.3%         | 2.1%         | 1.2%         |
| — Audio                   | 4.7%         | 9.3%         | 4.3%         | 3.0%         | 2.6%         |
| — Video*                  | 18.1%        | 5.0%         | 3.7%         | 3.6%         | 2.2%         |
| — Social network          | 22.0%        | 6.8%         | 1.4%         | 0.3%         | 0.9%         |
| — Other                   | 13.4%        | -7.4%        | 0.0%         | 1.7%         | -1.1%        |
| — Desktop/laptop**        | 8.9%         | -2.7%        | -2.6%        | -2.1%        | -1.7%        |
| — Audio                   | 28.1%        | -1.8%        | 1.1%         | 1.1%         | 0.7%         |
| — Video*                  | 16.6%        | -0.6%        | -2.1%        | -2.0%        | -1.1%        |
| — Social network          | 6.1%         | -1.0%        | -9.3%        | -8.9%        | -9.7%        |
| — Other                   | 2.2%         | -4.0%        | -3.2%        | -2.4%        | -1.9%        |
| — Other connected devices | 35.4%        | 6.6%         | 6.2%         | 5.2%         | 3.8%         |
| <b>Traditional media</b>  | <b>-0.9%</b> | <b>-6.6%</b> | <b>-3.4%</b> | <b>-4.4%</b> | <b>-3.5%</b> |
| — Radio***                | -9.0%        | -3.3%        | -0.6%        | -2.3%        | -1.8%        |
| — Print***                | 1.3%         | -4.8%        | -3.7%        | -3.4%        | -3.0%        |
| — Magazines               | -1.6%        | -2.6%        | -3.2%        | -2.8%        | -2.8%        |
| — Newspapers              | 3.9%         | -6.6%        | -4.1%        | -3.8%        | -3.3%        |
| — TV***                   | 2.8%         | -8.1%        | -4.8%        | -5.7%        | -4.5%        |
| — Other traditional media | -4.4%        | -7.8%        | 0.1%         | -1.4%        | -1.2%        |
| <b>Total</b>              | <b>8.4%</b>  | <b>-1.4%</b> | <b>-0.2%</b> | <b>-0.6%</b> | <b>-0.6%</b> |
| <b>Total (hrs:mins)</b>   | <b>13:24</b> | <b>13:13</b> | <b>13:11</b> | <b>13:07</b> | <b>13:03</b> |

Note: ages 18+; includes digital via any device (excludes mobile voice), print (magazines and newspapers), radio, TV, and other; \*excludes video streamed through social networks; \*\*includes all internet activities on desktop and laptop computers; \*\*\*excludes digital  
Source: eMarketer, April 2022

## Share of Time Spent on Select Social Platforms by US Adults, 2019, 2022, & 2024

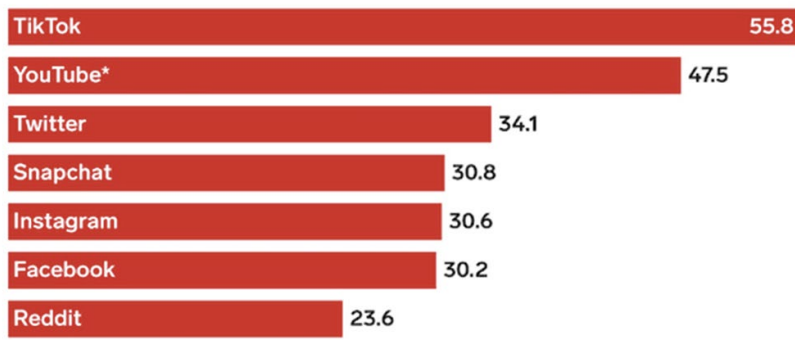
% of total



Note: ages 18+; includes all time spent on social network platforms regardless of device or multitasking  
Source: eMarketer, April 2022

## Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2023

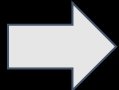
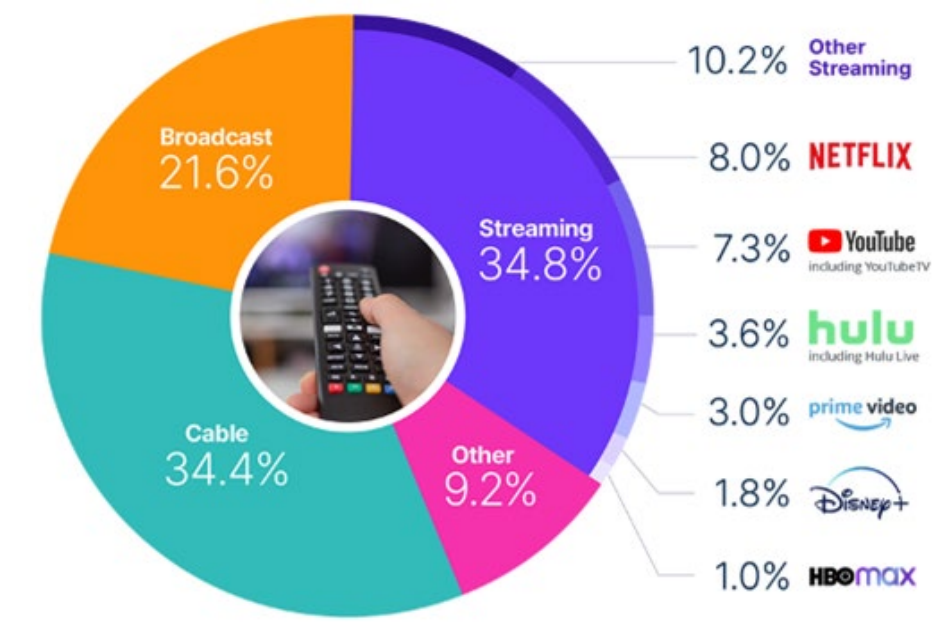
minutes



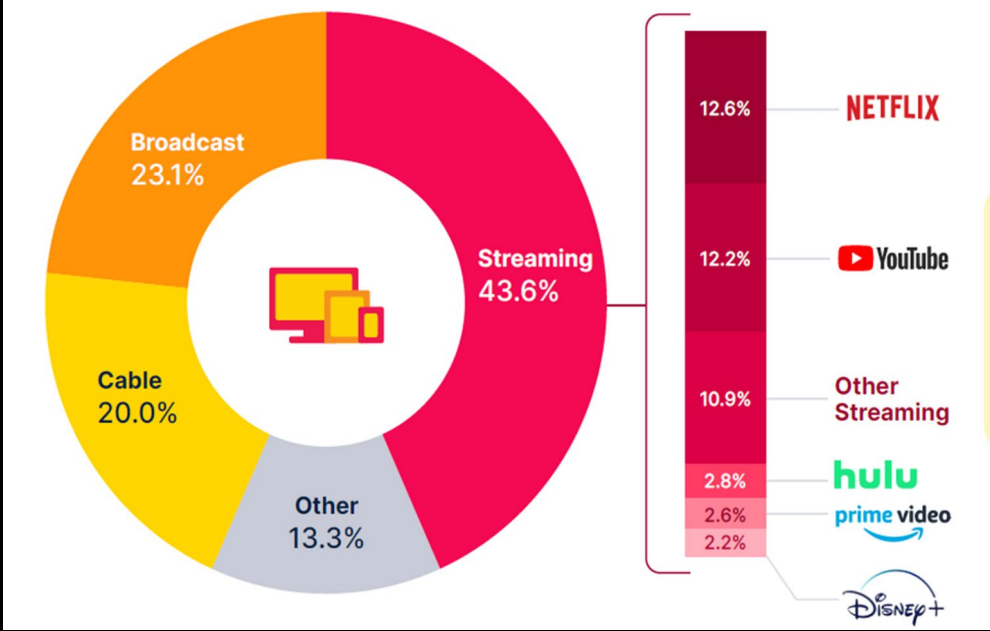
Note: ages 18+; internet users who use each social network via any device at least once per month; includes all time spent on social network platforms; includes usage via any device  
\*YouTube includes all time spent watching video on YouTube via any device; includes YouTube TV  
Source: eMarketer, Jan 2023

# Media Landscape - Time Spent with Television/Video

## Total US Population



## Total Hispanic Population

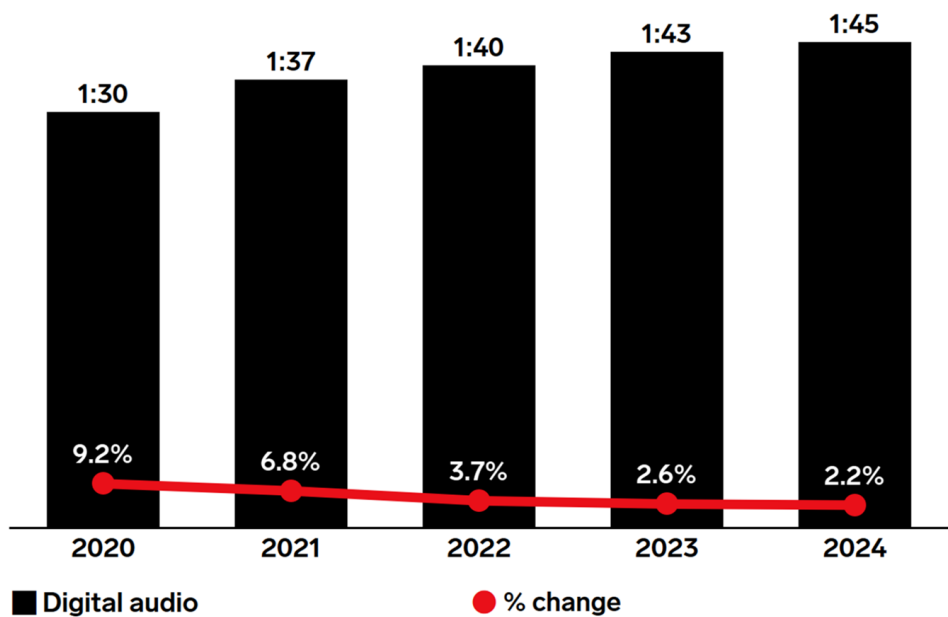


Source: Nielsen NPOWER, National TV Panel and Streaming Platform Ratings July 2022

# Media Landscape – Time Spent with Digital Audio

## Digital Audio: Average Time Spent in the US, 2020-2024

hrs:mins per day among population and % change



Note: ages 18+; includes all time spent listening to digital audio via any device. Digital audio includes music/other audio content delivered within a website or app (e.g., AM/FM online streams), podcasts (streamed or downloaded), online radio stations and streaming services; excludes other downloaded audio files (e.g., music MP3s) and digital terrestrial/satellite radio services that are delivered over the air

Source: eMarketer, April 2022

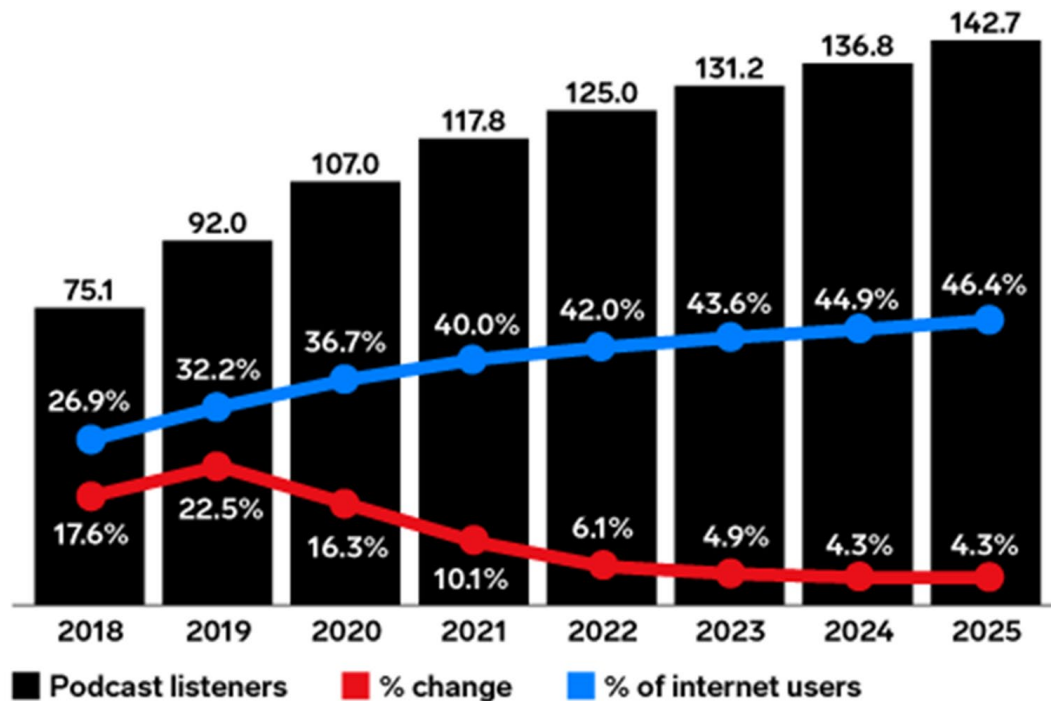
T11991

eMarketer | InsiderIntelligence.com



## US Podcast Listeners, 2018-2025

millions, % change, and % of internet users



Note: internet users of any age who listen to a podcast via direct download or livestream on any device at least once per month

Source: eMarketer, Aug 2021

269306

eMarketer | InsiderIntelligence.com



# Media Consumption Behaviors

Trends in media usage across both the Adventurous Environmentalist and the Hunter Adjacent audiences were relatively similar with two notable highlights:

- **Internet** and **OOH** reported the **heaviest** consumption.
- While TV showed light usage, this is still a viable channel for reaching the Advocates audience (through live sports and specials).

## Platform specifics

- While specific digital/social platforms most all indexed in the moderate range, those in **bold** had the highest target % and index (**Video Streaming Services, Google** and **Spotify**).
- Note that both audiences had a high affinity for **Colorado Rockies** consumption (over 40%).

|                   |
|-------------------|
| Heavy (150+)      |
| Moderate (85-149) |
| Light (<84)       |

Source: Scarborough, Adults 18-44 & AE Hobbies; Adults 18-29 & HA Hobbies  
Denver, CO 2022 & 2021 Release 1

## Media Quintiles

|          | AE       | HA       |
|----------|----------|----------|
| Internet | Heavy    | Heavy    |
| TV       | Light    | Light    |
| Radio    | Light    | Light    |
| OOH      | Heavy    | Moderate |
| Print    | Moderate | Light    |

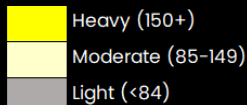
## Platform Specifics

|                    | AE                | HA                |
|--------------------|-------------------|-------------------|
| Amazon Prime Video | <b>64.5%, 129</b> | <b>65.9%, 131</b> |
| Disney+            | <b>48.3%, 143</b> | <b>47.8%, 141</b> |
| Facebook           | 34.2%, 98         | 29.7%, 85         |
| Google             | <b>45.7%, 107</b> | <b>41.9%, 98</b>  |
| HBO Max            | 27.8%, 137        | 24.2%, 119        |
| Hulu               | <b>55.2%, 139</b> | <b>68.3%, 173</b> |
| Instagram          | 27.2%, 126        | 22.6%, 105        |
| Netflix            | <b>83.6%, 121</b> | <b>83.9%, 121</b> |
| Pandora            | 21.5%, 103        | 11.3%, 54         |
| Reddit             | 17.8%, 177        | 21.1%, 210        |
| Snapchat           | 14.4%, 154        | 16.5%, 177        |
| Spotify            | <b>50.8%, 163</b> | <b>58.5%, 187</b> |
| TikTok             | 13.2%, 139        | 11.5%, 122        |
| Twitter            | 16.0%, 117        | 18.3%, 133        |
| YouTube            | <b>74.1%, 124</b> | <b>76.2%, 127</b> |

# Media Consumption Behaviors – Spanish

Trends among Hispanics across both the Adventurous Environmentalist and the Hunter Adjacent audiences and language:

- **English Only** dominated all categories, whether in the home or away from home.
- Of the approximate 20% and 18% (respectively) of Spanish/Hispanic origin, Spanish is **not** their dominant language.
- While we could **test Spanish ads on audio platforms or display**, it is not necessary to deliver the message to this audience.



Source: Scarborough, Adults 18-44 & AE Hobbies; Adults 18-29 & HA Hobbies  
Denver, CO 2022 & 2021 Release 1

## Among Hispanics Within the Target

|   | AE         | HA         |
|---|------------|------------|
| Spanish/Hispanic Origin – Yes                 | 19.7%, 103 | 17.5%, 91  |
| Language Prefer to Speak – English Only       | 7.9%, 117  | 9.6%, 141  |
| Language Prefer Away from Home – English Only | 8.4%, 113  | 11.2%, 150 |
| Language Speak Most in Home – English Only    | 7.5%, 111  | 9.7%, 144  |
| Spanish Language Dominant – Yes               | 7.1%, 84   | 4.0%, 47   |
| Spanish Language Dominant – No                | 12.6%, 119 | 13.5%, 127 |

## Platform Specifics for Hispanics

|                    | AE         | HA         |
|--------------------|------------|------------|
| Amazon Prime Video | 53.8%, 107 | 60.9%, 121 |
| Disney+            | 42.3%, 125 | 51.3%, 152 |
| Hulu               | 54.8%, 138 | 83.3%, 211 |
| Netflix            | 83.8%, 121 | 93.6%, 135 |
| Pandora            | 31.5%, 150 | 26.6%, 127 |
| Spotify            | 41.9%, 134 | 54.8%, 176 |
| YouTube            | 79.5%, 133 | 86.2%, 144 |

# Channel Strategy

## Full-Funnel Omnichannel Approach

**U P P E R**

Maximize impressions via upper funnel media tactics:

(Broadcast TV, OOH, Video)

**M I D**

Mid-Funnel media tactics that will reinforce awareness:

(Social Media, Display, Rich Media, Streaming Audio, CO Rockies Sponsorship)










**L O W E R**

Lower-Funnel media tactics to encourage the target audience to explore the website:

(Email, Influencers)



# Channel Strategy Detail

|                      |   |   |  |   |
|----------------------|---|---|--|---|
| Television           |    | Specific television shows reach the Adventurous Environmentalist audience, as well as the advocats' audience. Mass reach within sports and high-profile entertainment can be achieved with broadcast television.              |   | Facebook is widely used by both audiences as a platform to garner news and updates. Distribute video and – imagery + messaging – here for mass reach.   |
| Connected Television |    | Connected TV (CTV) provides the opportunity to reach cord cutters on a big screen similar to traditional television. Ads are non-skippable and ideal for full :30 video.  |   | Instagram can be used to reach a large portion of the AE audience while they are browsing for inspirational content on the highly aesthetic platform. Continue with influencers and content partnerships. |
| Out-of-Home          |    | Out-of-Home (OOH) such as light rail wraps, billboards, ski lifts and marquee boards can be used for mass reach amongst the Denver market. OOH boards can reach the target while commuting or enjoying the Colorado outdoors. |   | YouTube should be used to distribute short-form video to the AE audience at scale. Messaging can be aligned with audience and/or with contextually relevant subjects like outdoors or Colorado lifestyle. |
| Streaming Audio      |    | Utilize Spotify to reach users with audio/visual/video within a platform they use heavily throughout the day.   |  | Digital media across web/in-app can be used to distribute native ads and video both audiences wherever they consume digital content.  |
| Website              |  | Coloradowildlife.org is our brand hub. It should house informative and engaging content that can be easily shared and referenced.   |  |   |

 = recommend supporting with paid media

# Upcoming Opportunities

- **Social Platforms:** Based on media consumption of our Adult 18-44 Adventurous Environmentalist and Hunter Adjacent audiences, Snapchat is a channel worth exploring further to engage in another platform where our audience seeks out community and personal interests via Snap and Story ads.
- **Test Contextual targeting vs. Content Signaling targeting vs. Behavioral targeting for CTV to deepen engagement:** Utilize real-time search behaviors to create relevant in-market audiences. Examples include targeting audiences who have shown interest in outdoor activities via key words including *outdoor activities, hiking trails, great outdoors, camping, spend time outside, weekend ideas, day trip, picnic ideas, national parks, nature reserves, etc.*
- **DEI & Language Considerations:** Given the Scarborough research, targeting the Hispanic population with English ads will reach this audience since language preferences skew English only. However, if production budgets allow, we could explore **Spanish language** opportunities on audio platforms or display, as well as continuing diversity efforts with creative and channel consideration.
- **Additional OOH:** Consider adding OOH in the Denver market such as a light rail wrap and/or bulletins along I-70 coming in/out of the Rockies.

# Upcoming Considerations

## **Political timing – Broadcast TV**

- The Colorado primary is on June 25, 2024, with the advertising window starting May 11 (TBC). During this time, there will be moderate to heavy pressure on news inventory.
- The general election is on November 5, 2024, with the advertising window starting September 6 (TBC). During this time, there will be heavy pressure on most inventory.

## **Key races and initiatives in Colorado:**

- US REPRESENTATIVE SEATS:
  - Congressional District 3 (Lauren Boebert is the Republican incumbent) and District 8 (Democrat Yadira Caraveo is the incumbent) – both were tight races in 2022
- INITIATIVES ON THE BALLOT: TBC
- POTENTIAL MEASURES: TBC

## **2024 broadcast strategy recommendation:**

- With a younger buying demo of Adults 18-44, the focus of broadcast buys has been opportunistic, high-reach programming including sports and select primetime programs, which will be impacted closer to Election Day. We recommend a lighter presence starting in October 2024 through Election Day to avoid the highest demand/highest cost timing on TV.



# Media Studies & Testing

- **Alphas/Betas:** Continue to keep Colorado Wildlife Council in mind for exclusive alpha and beta testing with paid media partners.
- **Ongoing Testing:** Media testing allows us real-time feedback on our creative approach, audiences and overall brand favorability. A/B creative testing in Snapchat is recommended, as well as continued optimizations on all other platforms.
- **Media Studies:** Identify opportunities for brand-lift studies. Continue to implement the IBI study that's added value through The Trade Desk DSP and consider any others that could be garnered through added value.

# Public Relations

# Public Relations

## Colorado Rockies vs. San Diego Padres

DENVER — This is the final weekend to see the [Colorado Rockies](#) play at Coors Field this 2022 season. The Rockies host the San Diego Padres Friday, Sept. 23 through Sunday, Sept. 25. Sunday's 1:10 p.m. game is the last home game of the year — plus, there's a Colorado Wildlife Council beach towel giveaway. The Rockies, who failed to qualify for the postseason, play four road games next week before ending the season on Thursday, Sept. 30 in Los Angeles.



**E-EDITION** Pikes Peak Courier 40° Sunny  
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Club Q Shooting: The latest | 2022 Colorado Winter Fun Guide | Gazette Sports Podcasts: Covering high school, college and more | Sign up for our newsletters and get news that matters sent to your inbox

## In Colorado, everyone benefits from hunting and fishing | Guest Column

TONY BOHRER Nov 17, 2022 Updated Nov 17, 2022 View Comments

**Trending Now**

- 1 Double killing near Florissant was murder-suicide: Teller County Sheriff's Office
- 2 Apparent murder-suicide under investigation in Teller County
- 3 Children's hospitals in Colorado overwhelmed by surge in RSV, flu, COVID cases
- 4 A hotel of horror in the old, remote mining town of Victor
- 5 Superintendent shuffle has set WPSD back, created a daunting challenge | From the Editor

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The Colorado Wildlife Council was formed in 1998 by the state legislature. Twenty-four years later, the goal of the council remains the same: to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related opportunities — especially hunting and fishing.  
Colorado Wildlife Council

There is more than meets the eye when it comes to hunting and fishing in the Centennial State. Home to over 960 wildlife species, Colorado boasts one of the most diverse and abundant wildlife populations in North America, though it wasn't always this way. Because of species conservation and wildlife reintroduction programs, many of the state's most cherished and iconic species thrive today.



# Public Relations

## Earned Media Metrics

- The PR team has garnered over **2.6 million** earned media impressions.

## Looking Forward

- The PR team will focus on pitching new campaign updates to media outlets
- Rockies Partnership  
The PR team will execute media drops pitching the September game/giveaway item and mural to local news stations and outlets.
- Small Business Saturday  
The PR team will pitch to media outlets on a small business that is positively impacted by hunters and anglers

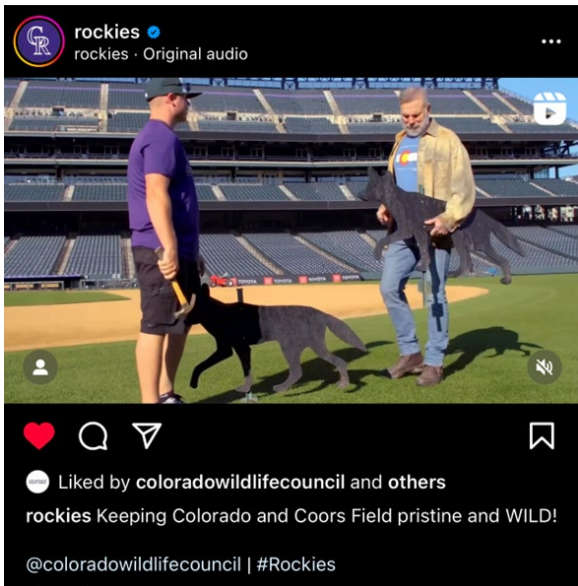
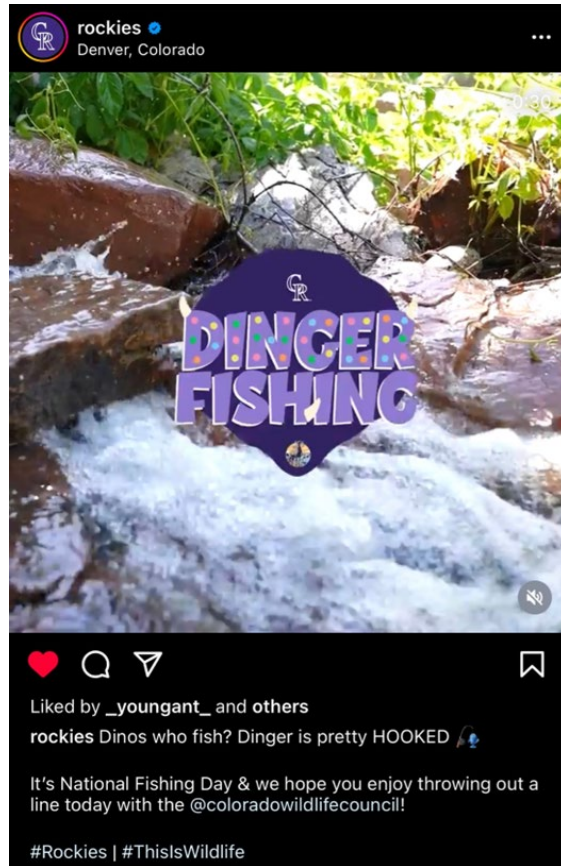
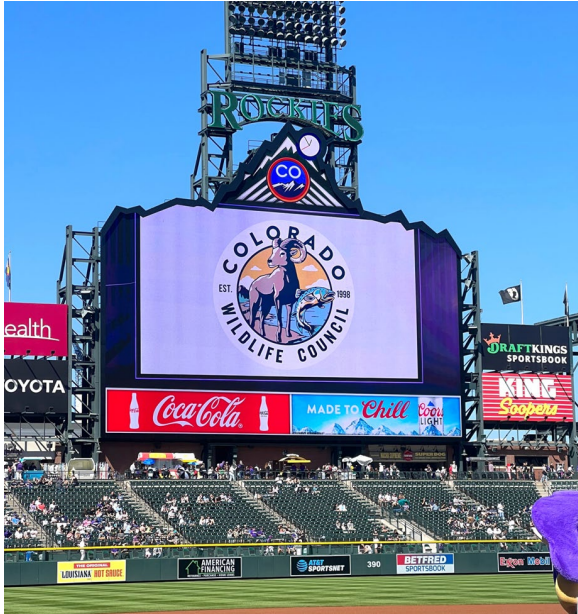
# Rockies Partnership

# Rockies Partnership

## Our second year partnering with the Rockies!

- **Partnership includes:**
  - **Designation** as “Official Partner of the Colorado Rockies Baseball Club”
  - **Logo Rights**
  - **L-Bar Branding**
  - **Outfield Wall Sign**
  - **Video Board**
  - **Mural**
  - **Two Social Posts and one E-Mail Blast**
  - **Promotional Day**
    - **Sponsor ad, six:10 second promo announcements (Club TV), six:10 promo announcements (Club radio), first pitch, giveaway item, suite for promo game day**

# Rockies Partnership (Examples of partnership using photos from 2022)



## Get Your Wildlife Towel and Let's Go Wild!

Join the Colorado Wildlife Council at the Sunday, 9/25 Rockies game to get your complimentary towel. The Wildlife Council is a proud partner of the Rockies and wildlife conservation across the state.



Did you know funding from the sales of hunting and fishing license fees protects and manages our abundant and diverse wildlife populations of over 960 species? The funding helps keep Colorado beautiful and wild through efforts that help with endangered species programs and habitat conservation. Together, hunting and fishing bring over \$3.25 billion to the state's economy each year and supports more than 25,000 jobs across the state. Now that's a home field advantage. See you at the game!





# Mural



# Promo Day **Sunday 9/17**

- **The promo day is Sunday, September 17.**
- **Game starts at 1:10 p.m.**
- **There will be a suite for friends and family to enjoy the game with you (just like last time).**
- **Giveaway item: reusable tote bag**

# Rockies Partnership Giveaway Design



Option 1



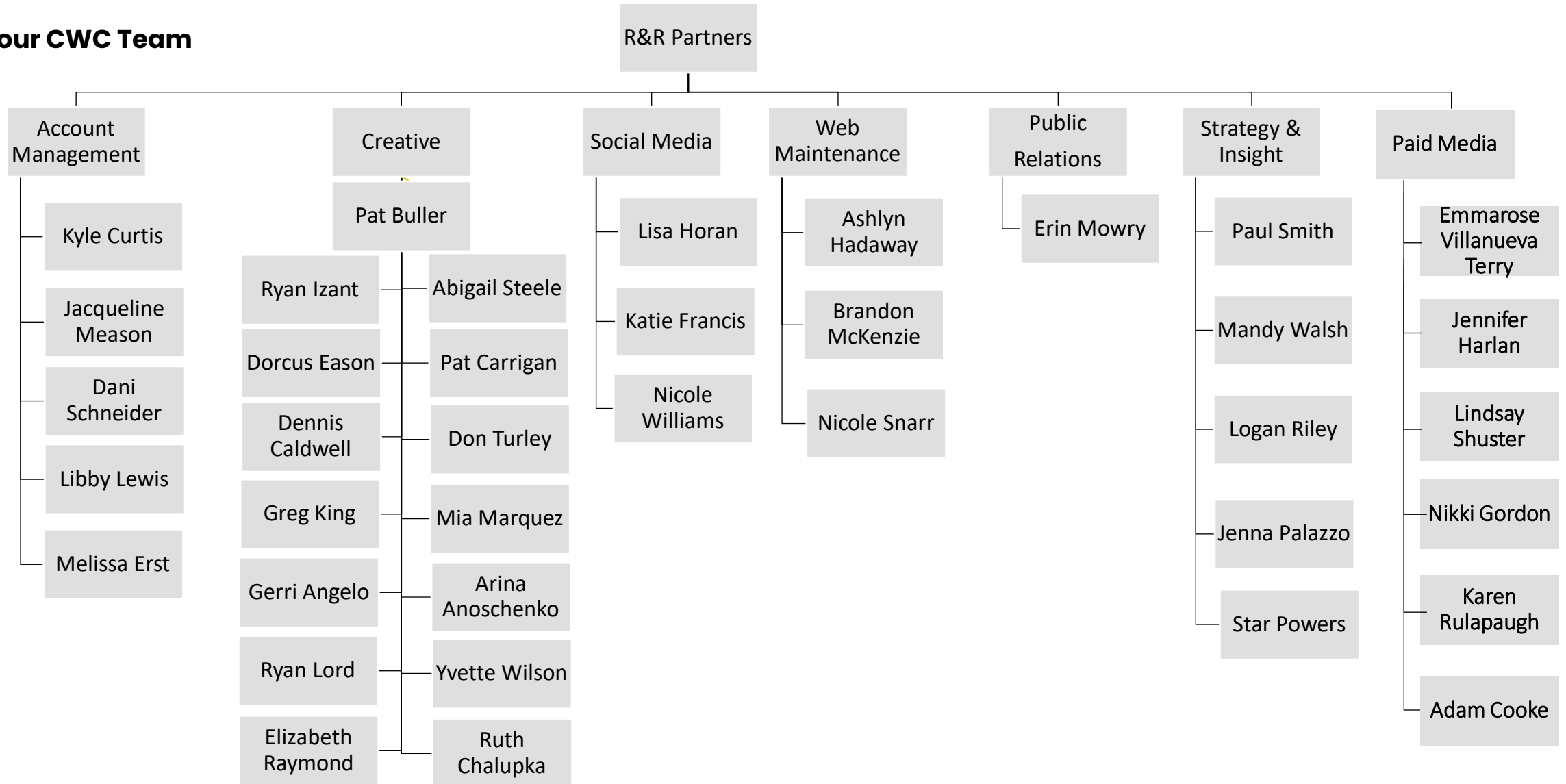
Option 2

# FY23/24

Budget & Timeline



# Your CWC Team



## FY23/24 Budget Reco (\$2,800,000)

| BASIC COMPENSATION  | HOURS*       | FEES             | EXPENSES           | TOTAL              |
|---|--------------|------------------|--------------------|--------------------|
| 1 Brand & Project Management                                      | 1176         | \$152,880        | \$0                | \$152,880          |
| 2 Travel Expenses   | 0            | n/a              | \$20,000           | \$20,000           |
| <b>SUBTOTAL:</b>  | <b>1176</b>  | <b>\$152,880</b> | <b>\$20,000</b>    | <b>\$172,880</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b>                      |              |                  |                    | <b>\$14,407</b>    |
| CREATIVE PRODUCTION   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 3 Creative Concepting & Creative Asset Production                 | 2,209        | \$287,170        | \$450,000          | \$737,170          |
| 4 Social Media Strategy, Community Management & Creative Graphics | 240          | \$31,200         | \$0                | \$31,200           |
| 5 Website Maintenance   | 156          | \$20,280         | \$2,000            | \$22,280           |
| <b>SUBTOTAL:</b>  | <b>2,605</b> | <b>\$338,650</b> | <b>\$452,000</b>   | <b>\$790,650</b>   |
| RESEARCH & PLANNING   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 6 Public Relations/Earned Media                                   | 130          | \$16,900         | \$3,000            | \$19,900           |
| 7 Analytics, Brand Strategy & Secondary                           | 112          | \$14,560         | \$0                | \$14,560           |
| 8 Quantitative Online Survey                                      | 70           | \$9,100          | \$47,000           | \$56,100           |
| 9 Competitive Analysis & Report                                   | 44           | \$5,720          | \$0                | \$5,720            |
| <b>SUBTOTAL:</b>  | <b>356</b>   | <b>\$46,280</b>  | <b>\$50,000</b>    | <b>\$96,280</b>    |
| MEDIA PLACEMENTS  | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 10 Campaign Planning, Buying, Reporting & Optimizing              | 732          | \$95,160         | \$1,595,030        | \$1,690,190        |
| 11 Paid Media Opportunity Fund                                    | 0            | \$0              | \$50,000           | \$50,000           |
| <b>SUBTOTAL:</b>  | <b>732</b>   | <b>\$95,160</b>  | <b>\$1,645,030</b> | <b>\$1,740,190</b> |
| <b>GRAND TOTAL**:</b>   | <b>4,869</b> | <b>\$632,970</b> | <b>\$2,167,030</b> | <b>\$2,800,000</b> |

# FY16/17 vs. FY23/24

| 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          |
| <b>SUBTOTAL:</b>                                 | <b>1,235</b> | <b>\$142,025</b> | <b>\$280</b> | <b>\$142,305</b> |
| <b>Basic Compensation Rate (Monthly Fee)</b>     |              |                  |              | <b>\$11,859</b>  |

| 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         |
| <b>SUBTOTAL:</b>                        | <b>165</b> | <b>\$18,975</b> | <b>\$115,000</b> | <b>\$133,975</b> |

| 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        |
| <b>SUBTOTAL:</b>             | <b>185</b> | <b>\$21,275</b> | <b>\$32,445</b> | <b>\$53,720</b> |

| Description                 | HOURS        | FEES             | EXPENSES         | TOTAL            |
|-----------------------------|--------------|------------------|------------------|------------------|
| 11 Working Media Placements | 0            | \$0              | \$520,000        | \$520,000        |
| <b>SUBTOTAL:</b>            | <b>0</b>     | <b>\$0</b>       | <b>\$520,000</b> | <b>\$520,000</b> |
| <b>GRAND TOTAL**:</b>       | <b>1,585</b> | <b>\$182,275</b> | <b>\$667,725</b> | <b>\$850,000</b> |

| BASIC COMPENSATION                           | HOURS*      | FEES             | EXPENSES        | TOTAL            |
|--|-------------|------------------|-----------------|------------------|
| 1 Brand & Project Management                 | 1176        | \$152,880        | \$0             | \$152,880        |
| 2 Travel Expenses                            | 0           | n/a              | \$20,000        | \$20,000         |
| <b>SUBTOTAL:</b>                             | <b>1176</b> | <b>\$152,880</b> | <b>\$20,000</b> | <b>\$172,880</b> |
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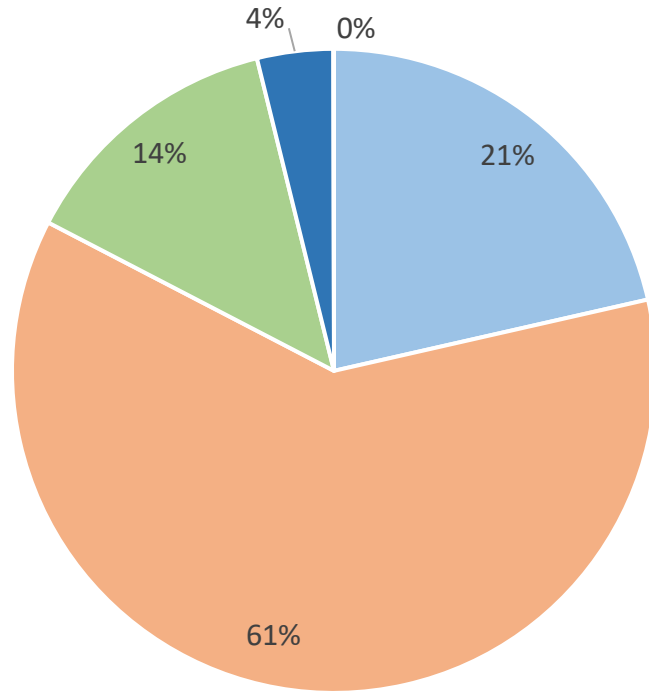
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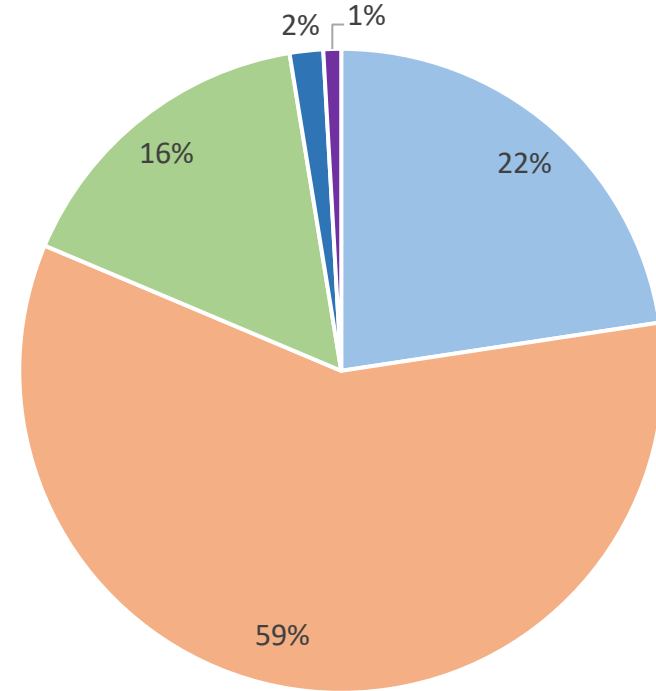
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| 11 Paid Media Opportunity Fund                       | 0            | \$0              | \$50,000           | \$50,000           |
| <b>SUBTOTAL:</b>                                     | <b>732</b>   | <b>\$95,160</b>  | <b>\$1,645,030</b> | <b>\$1,740,190</b> |
| <b>GRAND TOTAL**:</b>                                | <b>4,869</b> | <b>\$632,970</b> | <b>\$2,167,030</b> | <b>\$2,800,000</b> |

# % of Total Budget

## FY16/17 % of Total Budget



## FY23/24 % of Total Budget



■ Fees ■ Media ■ Production ■ Research Hard Costs ■ Other Hard Costs

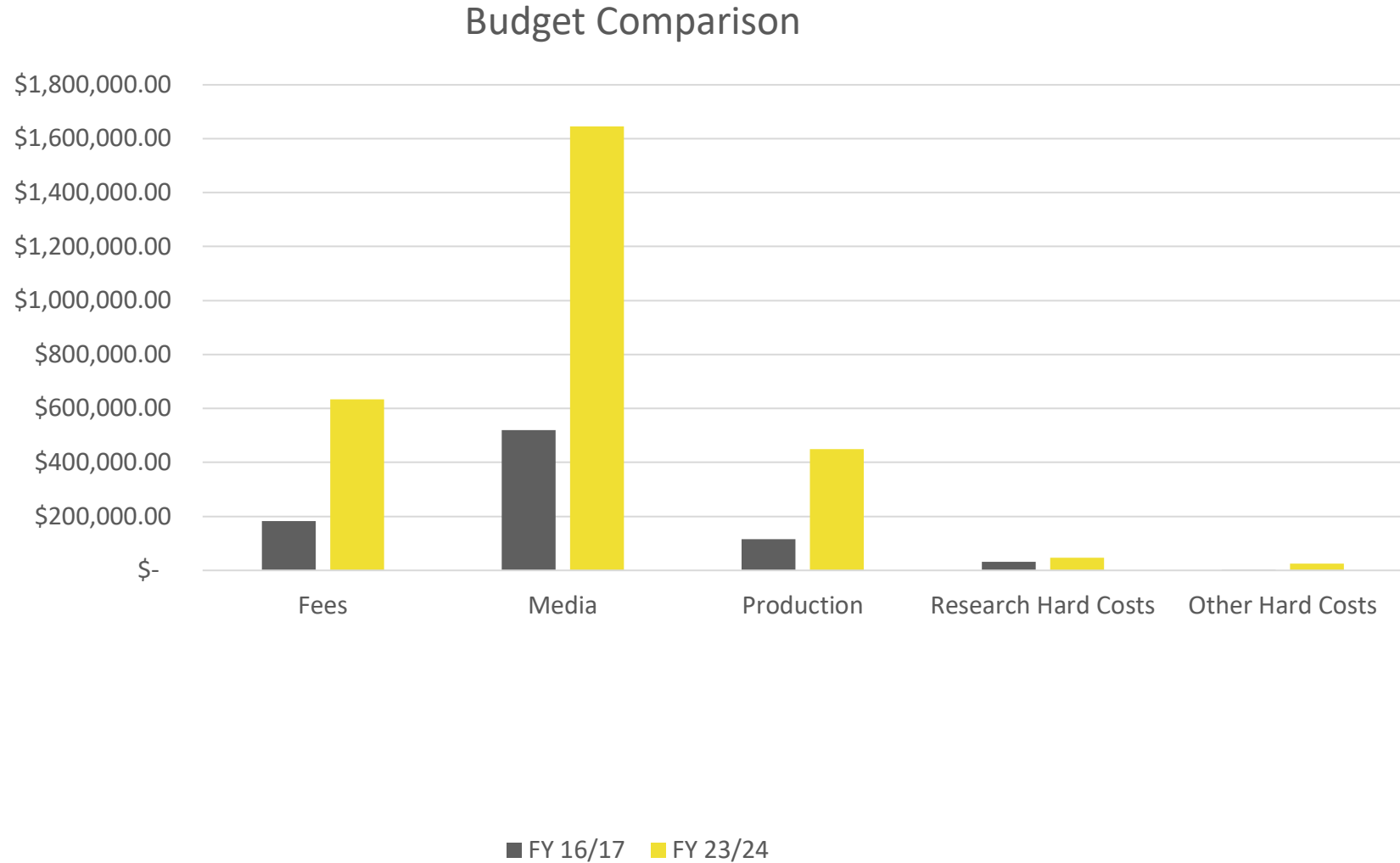
■ Fees ■ Media ■ Production ■ Research Hard Costs ■ Other Hard Costs



# Budget Comparison

The below graph shows the comparison of FY16/17 and FY23/24 by bucket.

Fees = R&R hours, Media= paid media \$, Production= production \$, Other Hard Costs= other department hard costs



# FY23/24 Proposed Timeline

## Colorado Wildlife Council FY: 2023-2024 Timeline

|   | July | August | Sept. | October | November | December | January | February | March | April | May | June | July |
|---|------|--------|-------|---------|----------|----------|---------|----------|-------|-------|-----|------|------|
| <b>R&amp;R Scope of Work</b>                                |      |        |       |         |          |          |         |          |       |       |     |      |      |
| Research: Quant Survey                                      |      |        |       |         |          |          |         |          |       |       |     |      |      |
| 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                                  |      |        |       |         |          |          |         |          |       |       |     |      |      |
| <b>Hunting &amp; Fishing Seasons</b>                        |      |        |       |         |          |          |         |          |       |       |     |      |      |
| 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 August 2023                    |      |        |       |         |          |          |         |          |       |       |     |      |      |

# Day 2

# Agenda

- 01 **Social Media**
- 02 **Q1 Analytics**
- 03 **Paid Media Recap**
- 04 **FY23/24 Budget/Timeline Approval**



# Social Media

Strategy

# Program **Purposes**

- To showcase the Colorado Wildlife Council's efforts and build a community of loyal followers on social.
- Be a source of knowledge about hunting/fishing and their benefits to conservation.
- To interact with followers and gain positive sentiment on social.
- To reach the newly identified audience of Adventurous Environmentalists.

# Analytics Overview

## 2022

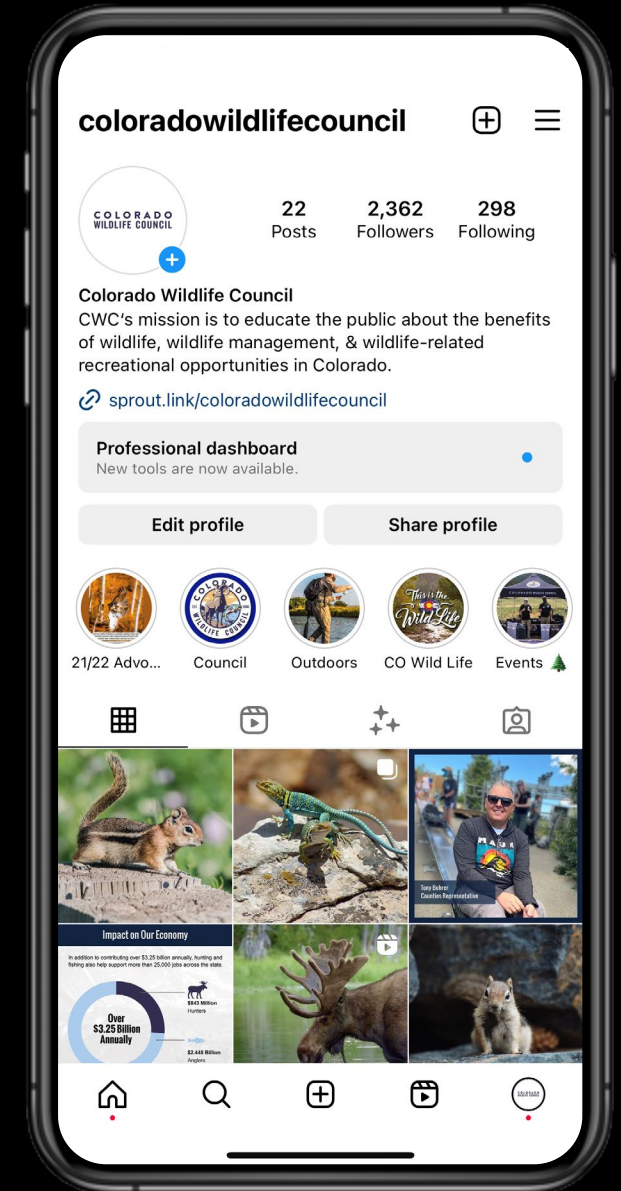
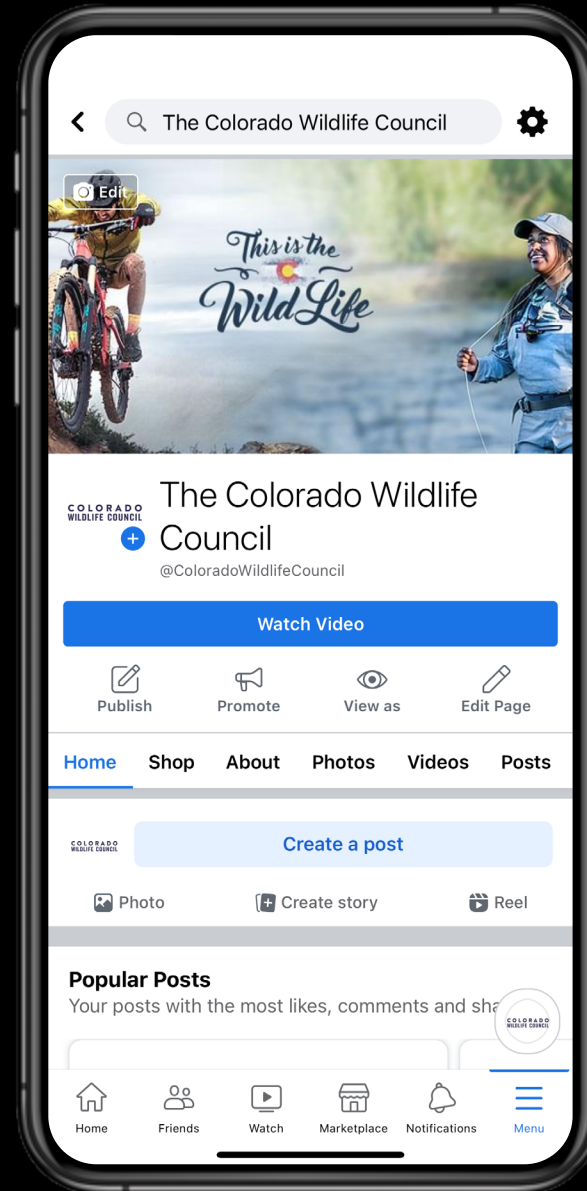
### Facebook

- 16,432 followers
- 49,317 impressions in 2022
- 3,552 engagements in 2022

### Instagram\*

- 2,362 followers
- 1,347 impressions in 2022
- 75 engagements in 2022

\*Instagram only had two posts go live in 2022



# New Social Audience

## Content on social to align with the new primary audience, the Adventurous Environmentalist.

- This audience is youthful (18-44), female, educated, social and loves the outdoors.
  - Ensure that social feeds are aesthetic, eye-catching and on trend.
- This audience has little knowledge about hunting and is indifferent to it.
  - Create engaging content that provides information about the benefits of hunting/fishing. (Reels, engaging carousels, etc.)
- This audience enjoys the outdoor lifestyle in Colorado.
  - Incorporate more content that showcases the beauty of Colorado's wildlife and nature. (UGC)
- This audience profile aligns more with Instagram, so the primary focus should turn toward this platform with Facebook as a secondary platform.



## Channel Strategies

### Instagram

- Increase posting cadence to two posts per week.
- Utilize user generated content to showcase Colorado's vast wildlife and nature.
  - Posting UGC consistently encourages more users to tag CWC in their posts.
- Share monthly sets of IG stories that include engaging elements (polls, quizzes, etc.)
- Refresh existing IG story highlights with new cover images.
- Introduce new types of content that encourage engagement.
- Incorporate as much video content as possible.



UGC Examples



# Channel Strategies Facebook

- Maintain current posting cadence of one post per week.
- Focus on content that can easily funnel to the website.
  - CWC article links, infographics, etc.
- Regular re-shares from partner organizations like Colorado Parks and Wildlife.
- Share monthly sets of FB stories that include engaging elements (polls, quizzes, etc.)
- Introduce new types of content that encourage engagement.
- Incorporate as much video content as possible.

## New Content Ideas

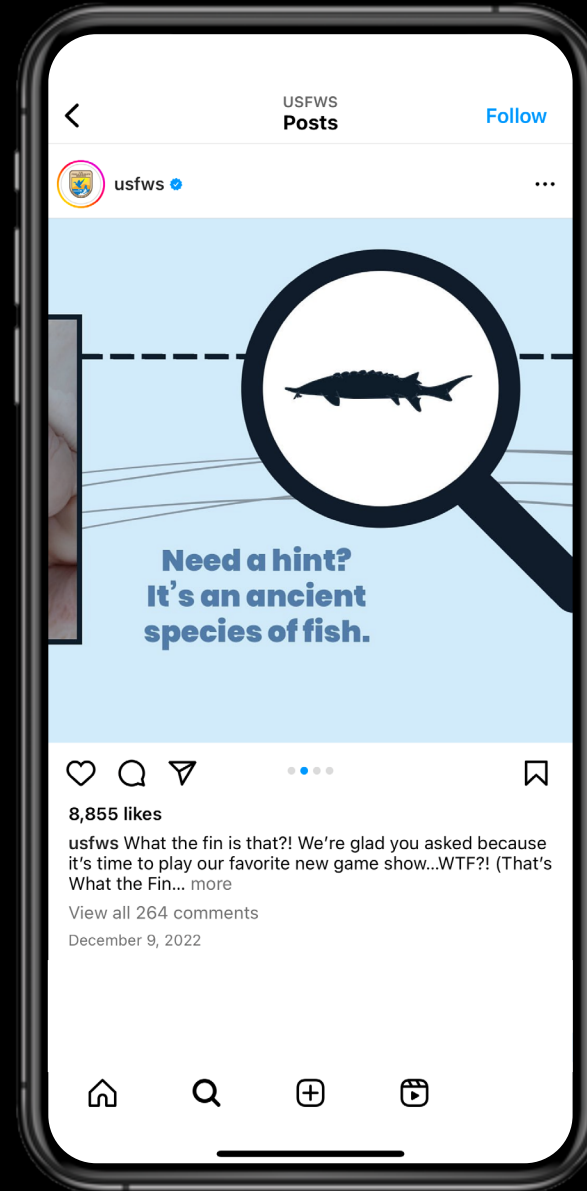
### Engagement Posts

#### Educational Instagram Carousel Posts

These carousel posts will feature deep dives about different Colorado native species. Each post will feature conservation facts about an animal with the CTA for followers to guess which animal the facts are about.

#### "Caption This" Posts

Using existing photography from CWC, these posts will include a CTA on the image for followers to comment their best caption ideas. Conservation facts about the animal will be included in the post copy. These posts will encourage engagement while also educating followers about conservation.





## New Content Ideas

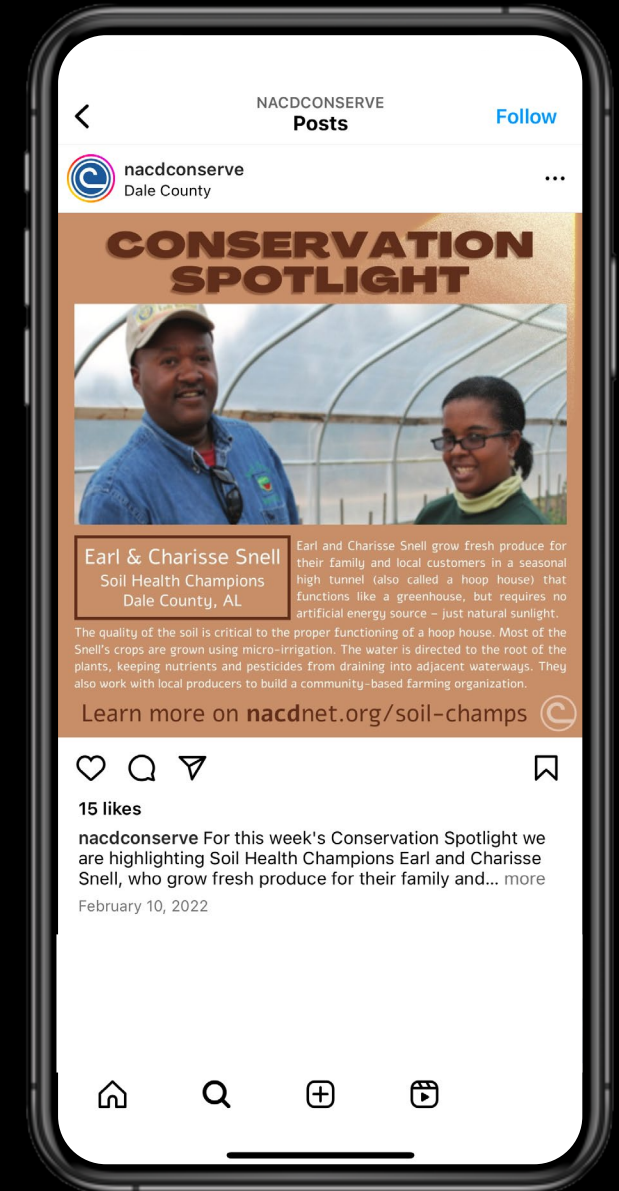
### Community Interaction

#### Themed Weeks

Once per quarter, create content around a specific animal for a week. During this week, ask followers to share their photos of this animal, tagging CWC. Re-share these UGC images on social via feed and/or stories.

#### Conservationist Spotlight

Ask followers to share how they are involved with wildlife conservation in their community, whether that's volunteering, donating, or by purchasing a fishing/hunting license. R&R to use these responses to find community members to highlight.





## New Content Ideas

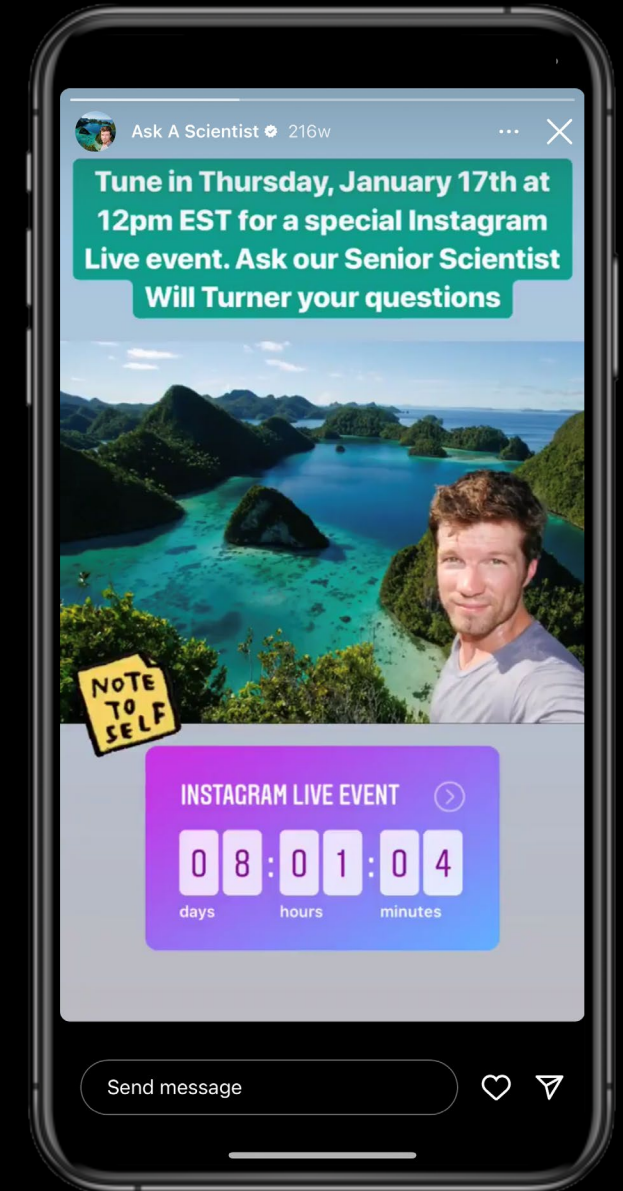
Council Member & Outreach Team Spotlights

### Instagram Takeovers

These quarterly executions will feature a council member or outreach team member and give our audience better insight into who they are and their passions for Colorado's wildlife. To execute, R&R will use information from the council spotlights on the website as well as additional information/photos from the council/outreach teams as needed to build out carousel posts on IG. Optionally, council or outreach team members can takeover IG stories for the day to show a look at their lives.

### Live Q&A Events

Live events will give council/outreach teams the opportunity to interact with CWC followers directly. Questions can be collected and vetted ahead of time.



# Social First Video Content

## **Social content opportunities to consider for the creative shoot in June:**

- Behind the scenes content:
  - A Day in the Life filming content for CWC.
  - Interviews with crews on set.
- Additional ideas TBD based on creative direction chosen.

## **Content featuring the council and outreach team:**

- Capture video of council/outreach teams talking about why they love Colorado, what being part of CWC means to them, etc.
- Participation in current social trends (TBD)
  - R&R to advise on relevant trends for CWC to participate in.

# Q1 Analytics

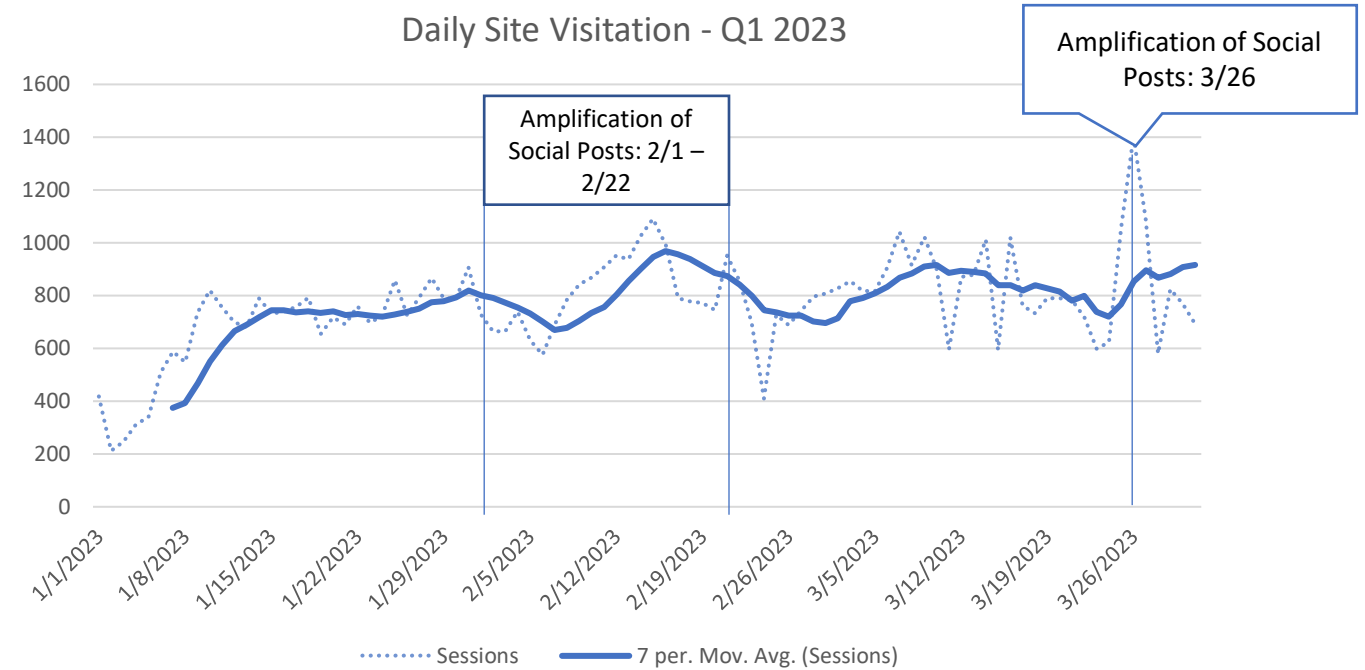
# Site Visitation – Q1 2023

## Website Statistics:

- Sessions: 68,723 (+370.06%)
- Users: 64,715 (+397.96%)
- Pageviews: 89,538 (+369.30%)
- Bounce Rate: 83.91% (+2.66%)
- Pages/Session: 1.30 (no change)
- Average Session Duration: 39 Seconds (+38.66%)

## Most Viewed Pages:

- Homepage: 93.15% (83,409 pageviews)
- Who We Are: 1.80% (1,608 pageviews)
- Benefits: 0.89% (793 pageviews)
- Take Action: 0.78% (698 Pageviews)
- Wildlife – Moose: 0.58% (518 pageviews)



Compared to Q4 2022, total site visitation was up over 370% (+54,103 sessions) due primarily to a significant increase in traffic from Undertone. Despite the massive increase in traffic, average time on site increased by 11s (to 0:39) while pages/session remained constant at 1.30.



# Top Traffic Channels (Paid)

- Total paid traffic increased 469.5% quarter over quarter (+53,962 sessions) due primarily to expansions in our Undertone strategy.
  - Undertone traffic, which increased by 5,400% QoQ (+46,003 sessions), surpassed Facebook as the top traffic-driving source during Q1 2023, accounting for 71.6% of paid sessions. Users from Undertone generally engaged with the site at rates above paid averages with a higher average pages/session and longer session duration.
- Facebook was the second highest traffic-driving source last quarter, though users who came to the site from Facebook engaged at the lowest rates of any source paid or organic.
- The Trade Desk was primarily active across three mediums (Native, Display and Video) with each having a similar amount of traffic. Users from Video tended to engage with the site at the highest rates, while users from Display engaged at the lowest rates.

| Top 5 Paid Traffic Sources/Mediums |               |                    |               |                 |                           |
|------------------------------------|---------------|--------------------|---------------|-----------------|---------------------------|
| Source                             | Sessions      | % of Paid Sessions | Bounce Rate   | Pages / Session | Avg. Session Duration (s) |
| Undertone                          | 46,855        | 71.58%             | 85.46%        | 1.32            | 48                        |
| Facebook                           | 4,582         | 7.00%              | 91.71%        | 1.10            | 7                         |
| TTD / Native                       | 2,595         | 3.96%              | 79.73%        | 1.25            | 20                        |
| TTD / Display                      | 2,589         | 3.96%              | 84.97%        | 1.18            | 16                        |
| TTD / Video                        | 2,249         | 3.44%              | 66.30%        | 1.42            | 19                        |
| <b>Paid Totals</b>                 | <b>65,455</b> | -                  | <b>84.44%</b> | <b>1.29</b>     | <b>39</b>                 |

# Top Traffic Channels (Organic)

- Direct and organic search traffic combined for 4.76% of visits to the CWC site during Q1 2023.
- Users who came to the site through organic search were the most engaged users on site, bouncing at the lowest rates, navigating to the most pages and spending the longest time on site.
- Users from direct engaged with the site at rates lower than organic, but higher than those from paid sources.

| Organic Traffic Sources |              |                       |               |                 |                           |
|-------------------------|--------------|-----------------------|---------------|-----------------|---------------------------|
| Source                  | Sessions     | % of Organic Sessions | Bounce Rate   | Pages / Session | Avg. Session Duration (s) |
| Direct                  | 2,647        | 81.00%                | 78.96%        | 1.40            | 40                        |
| Organic Search          | 621          | 19.00%                | 48.79%        | 1.96            | 80                        |
| <b>Organic Totals</b>   | <b>3,268</b> | <b>100.00%</b>        | <b>73.23%</b> | <b>1.50</b>     | <b>47</b>                 |

# Top 10 Cities by Visitation

- Denver accounted for the largest percentage of visits during Q1 with nearly 30% of sessions.
- Users from Denver were also the most engaged once on site, navigating to the most pages and spending the longest amount of time on the site.
- Colorado Springs saw significant decreases in engagement last quarter. While it was the most engaged city during Q4, bounce rates increased by 13.97% points, pages/session fell by 0.44 pages, and average session duration was 53s shorter during Q1.
- Users from Thornton were the least engaged on site with the highest bounce rate, lowest pages/session, and second shortest session duration at just 5s.

| City             | Sessions | % of Sessions | Bounce Rate | Pages / Session | Avg. Session Duration (s) |
|------------------|----------|---------------|-------------|-----------------|---------------------------|
| Denver           | 16,995   | 29.63%        | 81.04%      | 1.46            | 47                        |
| Englewood        | 4,940    | 8.61%         | 83.56%      | 1.21            | 10                        |
| Colorado Springs | 3,894    | 6.79%         | 84.90%      | 1.19            | 11                        |
| Aurora           | 2,895    | 5.05%         | 85.56%      | 1.18            | 12                        |
| Lakewood         | 1,350    | 2.35%         | 84.89%      | 1.19            | 11                        |
| Thornton         | 1,302    | 2.27%         | 87.86%      | 1.15            | 5                         |
| Fort Collins     | 1,284    | 2.24%         | 83.41%      | 1.21            | 17                        |
| Greeley          | 1,212    | 2.11%         | 85.40%      | 1.18            | 8                         |
| Longmont         | 1,041    | 1.82%         | 79.15%      | 1.24            | 3                         |
| Arvada           | 934      | 1.63%         | 85.22%      | 1.20            | 7                         |

# Top Landing Pages

- The homepage continues to be the most used landing page on site, accounting for nearly 95% of entrances during Q1.
- Who we are was the only other page to account for more than 1% of entrances and users who landed here tended to engage with the site at rates lower than those landing on the homepage.
- Wildlife pages, particularly Pronghorn and Moose, continue to receive a high number of direct entrances each quarter. While no media is directing users to these pages, users are continuing to navigate to them directly or by clicking links to these pages contained on other sites.
  - Traffic to the moose page was driven almost entirely by an article on 'Out There Colorado' which featured a video of a moose shedding it's antlers and a link to the CWC moose page.

| Landing Page         | Sessions      | % of Sessions  | Bounce Rate   | Pages / Session | Avg. Session Duration (s) |
|----------------------|---------------|----------------|---------------|-----------------|---------------------------|
| /                    | 65,259        | 94.96%         | 84.25%        | 1.30            | 39                        |
| /who-we-are/         | 951           | 1.38%          | 85.28%        | 1.28            | 37                        |
| /wildlife/pronghorn/ | 348           | 0.51%          | 80.46%        | 1.33            | 30                        |
| /wildlife/moose/     | 326           | 0.47%          | 48.16%        | 1.59            | 21                        |
| /take-action/        | 309           | 0.45%          | 88.35%        | 1.23            | 31                        |
| <b>Total</b>         | <b>68,723</b> | <b>100.00%</b> | <b>83.91%</b> | <b>1.30</b>     | <b>39</b>                 |



# **Paid Media Recap**

December 2022 – February 2023

# **Paid Media**

*Performance*

# Media Objectives & Goals

- Campaign Objective
  - Increase **awareness** among the In The Wind audience of the benefits of hunting and fishing for the state of Colorado.
- Measurable Goals
  - Increase education of the benefits of hunting and fishing measured by **impression delivery, video views and website visits.**
- Key performance indicators (KPIs)
  - Primary: reach, impressions, brand lift and annual tracker study
  - Secondary: clicks (CTR), video views/video completion rate (VCR) and website visits

# Planning **Parameters**

|                 |   |
|-----------------|---|
| <b>BUDGET</b>   | \$1,477,550   |
| <b>TIMING</b>   | July 1, 2022 –<br>June 30, 2023   |
| <b>AUDIENCE</b> | In The Wind (Adults 18–34)  |
| <b>TACTICS</b>  | Television<br>OOH<br>The Trade Desk<br>YouTube<br>Facebook/Instagram<br>Reddit<br>TikTok<br>Email |



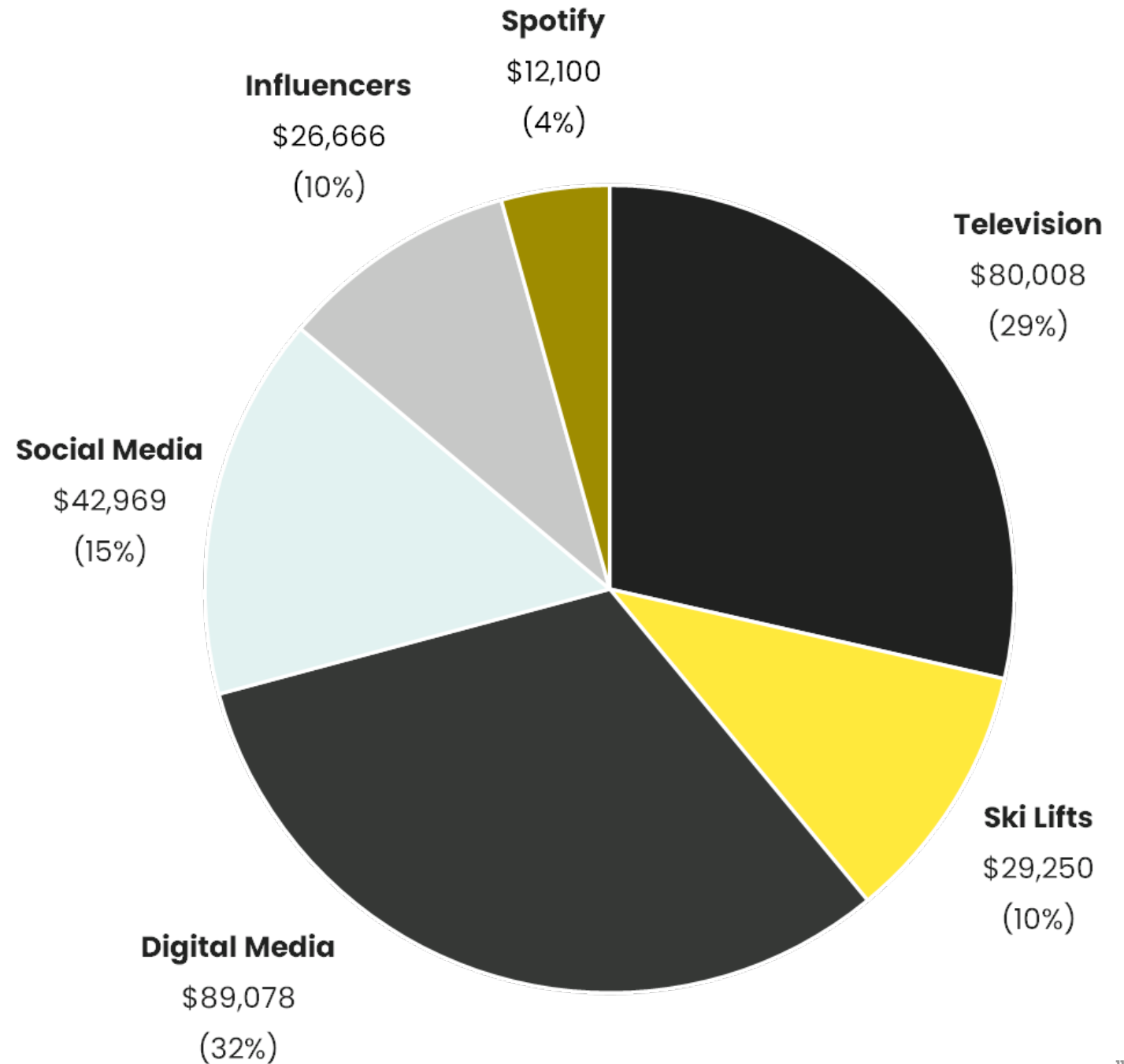
# Campaign Results

12.1.23 to 2.28.23

74,526,523 total impressions

68,963 total clicks

\$280,071 total cost



# Traditional Media

# Television



## TIMING

January–February 2023

## TOTAL SPOTS

168 on KUSA (NBC) & KTVD (My Network)

## GEO

Denver DMA

## PROGRAM HIGHLIGHTS

Broadcast and Digital sponsorship of the **Colorado Ski Report on 9NEWS**

- :30 Colorado Wildlife spots on 9NEWS
- Ski Report Promo spots on KTVD
- :05 Ski Billboards
  - 9NEWS 6a.m. – Fridays
  - 9NEWS 7a.m. – Sat/Sun
- 232,800 A18–34 broadcast impressions

9News.com Ski Conditions display and masthead banners and weather pre-roll video

- 434,074 digital impressions
  - 0.23% CTR
  - 1,320 website visits

# Television

## **TIMING**

January-February 2023  
CBS COLORADO NFL package (KCNC)

## **TOTAL SPOTS**

103 (so far)

## **GEO**

Denver DMA

## **PROGRAM HIGHLIGHTS**

Sports schedule on CBS that included the AFC championship game, NCAA March Madness games and Prime rotators.

In January:

- 469,775 A18-34 impressions delivered
- 3,625,611 A35+ impressions delivered
  - The AFC Championship game alone achieved.
    - 156,823 A18-34 impressions
    - 774,533 A35+ impressions



# Ski Lift OOH

## TIMING

December 1, 2022 – February 28, 2023

## TACTICS

65 Chairs per Resort

## GEO

Winter Park Resort and Copper Mountain

## IMPRESSIONS

Delivered – 29,250,000



# Digital Media

# Digital Media Tactics – The Trade Desk

| Activation Summary   | Tactic         | Impressions | KPIs  | Cost     |
|--|----------------|-------------|---|----------|
| <p>Reaching the ITW audience’s attention within content where they spend time and attention.</p>   | Connected TV   | 495,041     | 98.4% Completion Rate                               | \$19,226 |
| <p>Targeted the audience with multiple messages across several channels with optimal frequency to keep CWC top-of-mind.</p>  | Pre-Roll Video | 620,439     | 71.1% Completion Rate<br>2,261 Clicks<br>0.364% CTR | \$19,102 |
| <p>Targeting:</p> <ul style="list-style-type: none"> <li>Behavioral: (BT Voters and Outdoor Enthusiasts, excluding adults over 35)</li> <li>Contextual: Targeted branded/unbranded keywords such as boreal toad, wildlife conservation, black-footed ferret</li> </ul> | Display        | 1,240,214   | 1,275 Clicks<br>0.103% CTR                          | \$6,372  |
| <p>Retargeting website visitors</p>  | Native         | 1,736,087   | 2,213 Clicks<br>0.127% CTR                          | \$6,366  |

# The Trade Desk Key Learnings

- **Strong VCR** performance from the **CTV** placements. CTV is consistently performing with a 98%+ VCR compared to a 90% benchmark.
- Best performing creative

| Tactic   | Creative     |
|----------|--------------|
| CTV      | The Fox :15  |
| Pre-roll | Coexist :15  |
| Native   | Deer         |
| Display  | Moose 320x50 |

- **Behavioral audiences** performed best with Pre-Roll, CTV and Display, whereas **retargeting** was better for **Pre-roll** this reporting period.
- For CTV, **DirecTV Stream Live Sports** performed the strongest as the inventory contract was heavied up based on previous reporting. We will continue to optimize into those groups (and similar ones) into 2023.

# Social Media

| Tactic             | Activation Summary   | Impressions    | KPI  | Cost     |
|--------------------|--|----------------|--|----------|
| Facebook/Instagram | <ul style="list-style-type: none"> <li>Utilized the platforms' robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data</li> <li>Implemented geo-targeting around the downtown Denver mural to reach those in the area with the CWC filter</li> <li>Leveraged look-alike and retargeting audiences based on data from past campaigns and website visitation</li> <li>Boosted organic content to achieve greater engagement and reach beyond the organic feed</li> </ul> | 7,462,805      | 9,275 Clicks<br>4,974,859 Video Plays<br>539,315 Post Engagements<br>0.23% CTR           | \$21,785 |
| Influencers        | <ul style="list-style-type: none"> <li>Amplified messaging and organically connected with the target audience at one of their frequent media touchpoints</li> <li>Partner with two influencers, Nelson and Kyana</li> <li>In addition to the influencer's current in-feed content, the influencers produced more dynamic content such as IG Reels</li> </ul>   | <b>707,555</b> | 706k Organic & Paid Reach<br>2,976 Likes<br>1,146 Link Clicks<br>1.5k Post Engagements   | \$26,666 |
| Reddit             | <ul style="list-style-type: none"> <li>Targeted the ITW audience through wildlife focused creative based on interactions with content or communities relating to the outdoors and sustainability</li> <li>Leveraged retargeting audiences based on website visitation</li> </ul>   | 522,702        | 1,107 Clicks<br>440,515 Video Views<br>26.6% Video View Rate<br>0.23% CTR                | \$4,487  |
| TikTok             | <p>Drove brand awareness and ad recall among adults 18-34 with thumb-stopping video creative</p> <p>Utilized the platforms' targeting capabilities to reach the ITW audience based on their interests and demographic data</p>   | 6,680,353      | 11,680 Clicks<br>6,249,068 Video Plays<br>Cost per Completed View<br>\$0.03<br>0.23% CTR | \$16,697 |



# Social Key Learnings

## Facebook:

- Facebook drove an average frequency of 8.1x throughout this period of the campaign.
- The **Fish Story 15 creative** generated the most impressions, followed by the Sheep 15 and the Lynx Fridays 15
- The **15s Mountain Lion** creative held the strongest video completion rate at 44.8%
- The **West Slope Hunter** open position engagement ad generated the highest CTR of 1.05%

## Influencers:

- Campaign delivered **over 700K impressions**, more than **1K link clicks** to CWC's website, and over **1.5K post engagements** for Kyana and Nelson's first content round
- For organic performance, **Nelson** has generated an impressive **8.96% engagement rate** (average is 1-3%) and his post was saved 20 times, while Kyana's story generated over 200 sticker taps

## Reddit:

- Campaign delivered over 522.7K impressions, 1.1K link clicks and 6K reel plays in fall 2022
- Campaign **CTR** is averaging **above .17% benchmark at .21%**. **Elk** has the highest CTR at .24% while **Coexist 15** held the **strongest video view rate at 26.6%**.

## TikTok:


- Campaign delivered over 6.6M impressions, 11.7K link clicks and 6.2M reel plays in winter 2023
- The **15s Goat video** had the **highest CTR at .21%**, while the **15s Fish Story** had the **strongest video completion** and the most cost-efficient CPM at \$2.

# Video

| Tactic     | Activation Summary  | Impressions | KPI   | Cost     |
|------------|---|-------------|---|----------|
| Rich Media | <ul style="list-style-type: none"> <li>The Page Grabber unit reached Adults 18-34 living in Colorado with a passion for the outdoors through Undertone's proprietary high-impact video unit, creating an emotional connection that compels a user to act.</li> </ul>  | 1,295,332   | 11.92% VCR<br>11.17 Engagement Rate<br>39,526 Clicks<br>3.05% CTR         | \$20,725 |
| Spotify    | <ul style="list-style-type: none"> <li>Sponsored sessions drove brand awareness and ad recall among the ITW audience with thumb-stopping video creative that provides the user with a reward for watching the video to completion.</li> </ul>   | 75,452      | 94.25% VCR<br>470 Clicks<br>0.62% CTR                                     | \$12,100 |
| YouTube    | <ul style="list-style-type: none"> <li>Optimized the Skippable In-Stream campaign toward view-rate with a cost-per-view (CPV) bid method.</li> <li>Targeting included: Outdoor Enthusiasts &amp; Sports Fans. Topics (Hiking, Camping, Local News, College Sports and Sports News), keywords, retargeting site visitors and engagers from past campaigns</li> </ul> | 3,247,930   | 77.9% Completion Rate<br>951,333 Total Views<br>1,114 Clicks<br>0.04% CTR | \$17,317 |

# Spotify Engagement

Advertisement  
Colorado Wildlife Council



Learn More

0:04 0:10



Advertisement



Colorado Wildlife Council



# Video Key Learnings

## Rich Media:

- The **Page Grabber** has delivered 38% of booked impressions so far. **CTR** performing at **3.05%**, surpassing the benchmark of 2%, generated from approximately 39K clicks.
- **Engagement rate** is performing at **11.19%** generated from about 144K unique engagements with the majority of engagements coming from smartphones vs. Tablets.
- Viewability continues to outperform the benchmark at 82%.

## Spotify:

- The **VCR** percentage is **94.25%** overall, which is above Spotify benchmark on mobile-sponsored sessions placements, as well as over the benchmark CTR at .62%.
- January and February delivered in full and delivered almost \$400 in over-delivery, which we received as added value impressions.

## YouTube:

- **Sports Fans** was among the top audience segment for the video completions, but **retargeting efforts had the highest clicks** to the website.
- Bumper units had a 95.1% VCR compared to a 90% VCR benchmark
- :15s Skippable In-Stream Units had a 61.3% VCR

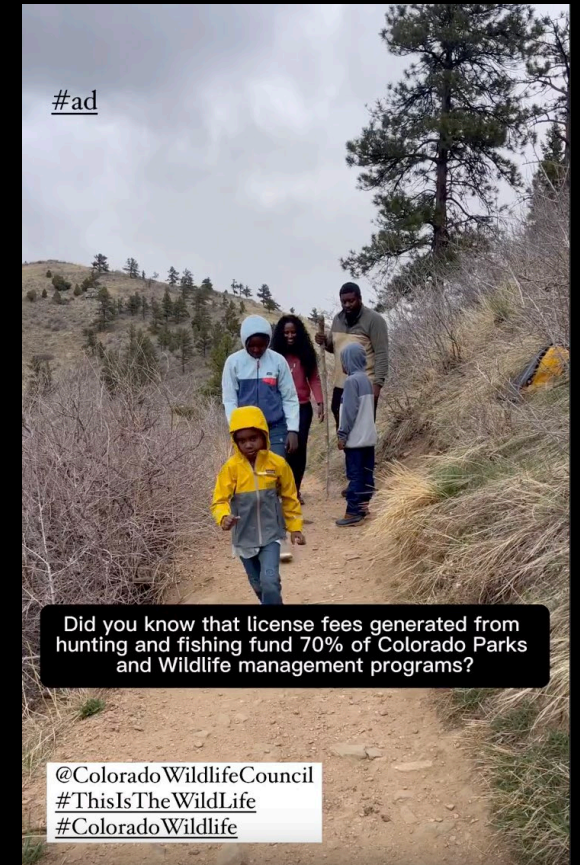
# Influencer Engagement



Nelson's February post and story



Kyana's February post and story





# Email (Mailchimp)

## **TIMING**

**Sent Tuesday, 1/3/2023**

## **TACTICS**

**Mailchimp**

## **AUDIENCE**

**Collected 16 subscribers**

## **DETAILS**

**3x newsletters to be deployed this year, producing an average open rate of 66.7%, 10 opens, 6.7% CTR, one click**

## **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.**

# Flowchart



R&R Partners  
 Colorado Wildlife Council  
 2022-2023

|   | Jul       |   |    |    |    | Aug       |   |    |    |    | Sep      |    |    |    |   | Oct      |    |    |    |   | Nov      |    |    |   |    | Dec      |    |   |   |    | Jan       |     |   |    |    | Feb       |   |    |    |    | Mar       |    |    |    |   | Apr       |    |    |    |   | May       |    |    |  |  | Jun       |  |  |  |  | Cost               | % of Total  |
|---|-----------|---|----|----|----|-----------|---|----|----|----|----------|----|----|----|---|----------|----|----|----|---|----------|----|----|---|----|----------|----|---|---|----|-----------|-----|---|----|----|-----------|---|----|----|----|-----------|----|----|----|---|-----------|----|----|----|---|-----------|----|----|--|--|-----------|--|--|--|--|--------------------|-------------|
| Option 1                                  | 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 |  |  |           |  |  |  |  |                    |             |
| <b>SPOT TV / CABLE - Denver DMA</b>       |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    |           |     |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| :15s/:30s A18-34, English                 |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$192,188 | 13% |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Watermark + Traffic                       |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$9,397   | 1%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| <b>Spot TV / Cable Total</b>              | \$0       |   |    |    |    | \$0       |   |    |    |    | \$0      |    |    |    |   | \$0      |    |    |    |   | \$0      |    |    |   |    | \$0      |    |   |   |    | \$40,004  |     |   |    |    | \$40,004  |   |    |    |    | \$30,394  |    |    |    |   | \$30,394  |    |    |    |   | \$30,394  |    |    |  |  | \$30,394  |  |  |  |  | <b>\$201,585</b>   | <b>14%</b>  |
| <b>OUT-OF-HOME</b>                        |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    |           |     |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| CO Rockies Sponsorship                    |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$575,000 | 39% |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Ski Lifts - Winter Park & Copper Mountain |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$66,950  | 5%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| <b>OOH Total</b>                          | \$100,000 |   |    |    |    | \$100,000 |   |    |    |    | \$0      |    |    |    |   | \$0      |    |    |    |   | \$0      |    |    |   |    | \$23,075 |    |   |   |    | \$14,625  |     |   |    |    | \$14,625  |   |    |    |    | \$14,625  |    |    |    |   | \$375,000 |    |    |    |   | \$0       |    |    |  |  | \$0       |  |  |  |  | <b>\$641,950</b>   | <b>43%</b>  |
| <b>DIGITAL</b>                            |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    |           |     |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Email - MailChimp                         |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$240     | 0%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Facebook/Instagram - AR Filter            |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$10,000  | 1%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Facebook/Instagram - Promoted Posts       |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$3,015   | 0%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Spotify Streaming Audio                   |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$50,000  | 3%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Digital Ad Serving                        |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$100     | 0%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| <i>The Trade Desk DSP</i>                 |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    |           |     |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Display - Native/Standard                 |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$50,000  | 3%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Video - Connected TV                      |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$75,000  | 5%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Video - Pre-Roll                          |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$75,000  | 5%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| <i>Undertone</i>                          |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    |           |     |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Influencers                               |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$80,000  | 5%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Rich Media                                |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$55,000  | 4%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Digital Ad Serving                        |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$650     | 0%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| <b>R&amp;R:</b>                           |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    |           |     |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Social - Facebook/Instagram               |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$90,010  | 6%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Social - Reddit                           |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$20,000  | 1%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Social - TikTok                           |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$50,000  | 3%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| Video - YouTube                           |           |   |    |    |    |           |   |    |    |    |          |    |    |    |   |          |    |    |    |   |          |    |    |   |    |          |    |   |   |    | \$75,000  | 5%  |   |    |    |           |   |    |    |    |           |    |    |    |   |           |    |    |    |   |           |    |    |  |  |           |  |  |  |  |                    |             |
| <b>Digital Total</b>                      | \$271     |   |    |    |    | \$271     |   |    |    |    | \$23,789 |    |    |    |   | \$60,640 |    |    |    |   | \$60,640 |    |    |   |    | \$9,059  |    |   |   |    | \$68,248  |     |   |    |    | \$81,581  |   |    |    |    | \$81,581  |    |    |    |   | \$87,581  |    |    |    |   | \$87,581  |    |    |  |  | \$72,773  |  |  |  |  | <b>\$634,015</b>   | <b>43%</b>  |
| <b>MEDIA TOTAL</b>                        | \$100,271 |   |    |    |    | \$100,271 |   |    |    |    | \$23,789 |    |    |    |   | \$60,640 |    |    |    |   | \$60,640 |    |    |   |    | \$32,134 |    |   |   |    | \$122,877 |     |   |    |    | \$136,210 |   |    |    |    | \$126,600 |    |    |    |   | \$492,975 |    |    |    |   | \$117,975 |    |    |  |  | \$103,167 |  |  |  |  | <b>\$1,477,550</b> | <b>100%</b> |

\* Political Window

# FY23/24

Budget & Timeline

## FY23/24 Budget Reco (\$2,800,000)

| BASIC COMPENSATION  |              |                  |                    |                    |
|---|--------------|------------------|--------------------|--------------------|
|   | HOURS*       | FEES             | EXPENSES           | TOTAL              |
| 1 Brand & Project Management                                      | 1176         | \$152,880        | \$0                | \$152,880          |
| 2 Travel Expenses   | 0            | n/a              | \$20,000           | \$20,000           |
| <b>SUBTOTAL:</b>  | <b>1176</b>  | <b>\$152,880</b> | <b>\$20,000</b>    | <b>\$172,880</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b>                      |              |                  |                    | <b>\$14,407</b>    |
| CREATIVE PRODUCTION   |              |                  |                    |                    |
|   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 3 Creative Concepting & Creative Asset Production                 | 2,209        | \$287,170        | \$450,000          | \$737,170          |
| 4 Social Media Strategy, Community Management & Creative Graphics | 240          | \$31,200         | \$0                | \$31,200           |
| 5 Website Maintenance   | 156          | \$20,280         | \$2,000            | \$22,280           |
| <b>SUBTOTAL:</b>  | <b>2,605</b> | <b>\$338,650</b> | <b>\$452,000</b>   | <b>\$790,650</b>   |
| RESEARCH & PLANNING   |              |                  |                    |                    |
|   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 6 Public Relations/Earned Media                                   | 130          | \$16,900         | \$3,000            | \$19,900           |
| 7 Analytics, Brand Strategy & Secondary                           | 112          | \$14,560         | \$0                | \$14,560           |
| 8 Quantitative Online Survey                                      | 70           | \$9,100          | \$47,000           | \$56,100           |
| 9 Competitive Analysis & Report                                   | 44           | \$5,720          | \$0                | \$5,720            |
| <b>SUBTOTAL:</b>  | <b>356</b>   | <b>\$46,280</b>  | <b>\$50,000</b>    | <b>\$96,280</b>    |
| MEDIA PLACEMENTS  |              |                  |                    |                    |
|   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 10 Campaign Planning, Buying, Reporting & Optimizing              | 732          | \$95,160         | \$1,595,030        | \$1,690,190        |
| 11 Paid Media Opportunity Fund                                    | 0            | \$0              | \$50,000           | \$50,000           |
| <b>SUBTOTAL:</b>  | <b>732</b>   | <b>\$95,160</b>  | <b>\$1,645,030</b> | <b>\$1,740,190</b> |
| <b>GRAND TOTAL**:</b>   | <b>4,869</b> | <b>\$632,970</b> | <b>\$2,167,030</b> | <b>\$2,800,000</b> |

## FY22/23 and FY23/24 Budget Comparison

|   | CWC BUDGET: 2022/2023 - \$2,650,000 |                  |                    |                    | CWC BUDGET: 2023/2024 - (\$2,800,000) |                  |                    |                    |
|---|-------------------------------------|------------------|--------------------|--------------------|---------------------------------------|------------------|--------------------|--------------------|
| BASIC COMPENSATION  | HOURS*                              | FEES             | EXPENSES           | TOTAL              | HOURS*                                | FEES             | EXPENSES           | TOTAL              |
| 1 Brand & Project Management                                      | 972                                 | \$126,360        | \$0                | \$126,360          | 1176                                  | \$152,880        | \$0                | \$152,880          |
| 2 Travel Expenses   | 0                                   | n/a              | \$15,000           | \$15,000           | 0                                     | n/a              | \$20,000           | \$20,000           |
| <b>SUBTOTAL:</b>  | <b>972</b>                          | <b>\$126,360</b> | <b>\$15,000</b>    | <b>\$141,360</b>   | <b>1176</b>                           | <b>\$152,880</b> | <b>\$20,000</b>    | <b>\$172,880</b>   |
| <i>Basic Compensation Rate (Monthly Fee)</i>                      |                                     |                  |                    | <b>\$11,780</b>    |                                       |                  |                    | <b>\$14,407</b>    |
| CREATIVE PRODUCTION   | HOURS                               | FEES             | EXPENSES           | TOTAL              | HOURS                                 | FEES             | EXPENSES           | TOTAL              |
| 3 Creative Concepting & Creative Asset Production                 | 1,098                               | \$142,740        | \$480,000          | \$622,740          | 2,209                                 | \$287,170        | \$450,000          | \$737,170          |
| 4 Social Media Strategy, Community Management & Creative Graphics | 210                                 | \$27,300         | \$0                | \$27,300           | 240                                   | \$31,200         | \$0                | \$31,200           |
| 5 Website Maintenance   | 146                                 | \$18,980         | \$400              | \$19,380           | 156                                   | \$20,280         | \$2,000            | \$22,280           |
| <b>SUBTOTAL:</b>  | <b>1,454</b>                        | <b>\$189,020</b> | <b>\$480,400</b>   | <b>\$669,420</b>   | <b>2,605</b>                          | <b>\$338,650</b> | <b>\$452,000</b>   | <b>\$790,650</b>   |
| RESEARCH & PLANNING   | HOURS                               | FEES             | EXPENSES           | TOTAL              | HOURS                                 | FEES             | EXPENSES           | TOTAL              |
| 6 Public Relations/Earned Media                                   | 84                                  | \$10,920         | \$3,000            | \$13,920           | 130                                   | \$16,900         | \$3,000            | \$19,900           |
| 7 Exploratory Research  | 100                                 | \$13,000         | \$207,000          | \$220,000          | 112                                   | \$14,560         | \$0                | \$14,560           |
| 8 Analytics, Brand Strategy & Secondary                           | 60                                  | \$7,800          | \$0                | \$7,800            | 70                                    | \$9,100          | \$47,000           | \$56,100           |
| 9 Quantitative Online Survey                                      | 70                                  | \$9,100          | \$39,350           | \$48,450           | 44                                    | \$5,720          | \$0                | \$5,720            |
| 10 Competitive Analysis & Report                                  | 40                                  | \$5,200          | \$0                | \$5,200            | <b>356</b>                            | <b>\$46,280</b>  | <b>\$50,000</b>    | <b>\$96,280</b>    |
| <b>SUBTOTAL:</b>  | <b>354</b>                          | <b>\$46,020</b>  | <b>\$249,350</b>   | <b>\$295,370</b>   |                                       |                  |                    |                    |
| MEDIA PLACEMENTS  | HOURS                               | FEES             | EXPENSES           | TOTAL              | HOURS                                 | FEES             | EXPENSES           | TOTAL              |
| 11 Campaign Planning, Buying, Reporting & Optimizing              | 510                                 | \$66,300         | \$1,477,550        | \$1,543,850        | 732                                   | \$95,160         | \$1,595,030        | \$1,690,190        |
| <b>SUBTOTAL:</b>  | <b>510</b>                          | <b>\$66,300</b>  | <b>\$1,477,550</b> | <b>\$1,543,850</b> | <b>732</b>                            | <b>\$95,160</b>  | <b>\$1,645,030</b> | <b>\$1,740,190</b> |
| <b>GRAND TOTAL**:</b>   | <b>3,290</b>                        | <b>\$427,700</b> | <b>\$2,222,300</b> | <b>\$2,650,000</b> | <b>4,869</b>                          | <b>\$632,970</b> | <b>\$2,167,030</b> | <b>\$2,800,000</b> |



# FY23/24 Proposed Timeline

## Colorado Wildlife Council FY: 2023-2024 Timeline

|   | July | August | Sept. | October | November | December | January | February | March | April | May | June | July |
|---|------|--------|-------|---------|----------|----------|---------|----------|-------|-------|-----|------|------|
| <b>R&amp;R Scope of Work</b>                                |      |        |       |         |          |          |         |          |       |       |     |      |      |
| Research: Quant Survey                                      |      |        |       |         |          |          |         |          |       |       |     |      |      |
| 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                                  |      |        |       |         |          |          |         |          |       |       |     |      |      |
| <b>Hunting &amp; Fishing Seasons</b>                        |      |        |       |         |          |          |         |          |       |       |     |      |      |
| 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 August 2023                    |      |        |       |         |          |          |         |          |       |       |     |      |      |

# Action Items

## Action Items

- Creative Approval
- Budget Approval

## Upcoming

- May: Preproduction and 5/11 Zoom Meeting
- June: Production and 6/8 Meeting
- September 17-CWC Day at Coors Field

# Thank You



Prepared by:  
R&R Partners

Company Representative:  
Jacqueline Meason

Date Issued:  
Apr. 2023

Thank  
Thank  
Thank  
Thank

# Appendix

# FY22/23 Budget (\$2,650,000)

| 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           |
| <b>SUBTOTAL:</b>                             |   | <b>972</b>   | <b>\$126,360</b> | <b>\$15,000</b>    | <b>\$141,360</b>   |
| <i>Basic Compensation Rate (Monthly Fee)</i> |   |              |                  |                    | <b>\$11,780</b>    |
| CREATIVE PRODUCTION                          |   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 3  | Creative Concepting & Creative Asset Production                 | 1,098        | \$142,740        | \$480,000          | \$622,740          |
| 4  | Social Media Strategy, Community Management & Creative Graphics | 210          | \$27,300         | \$0                | \$27,300           |
| 5  | Website Maintenance   | 146          | \$18,980         | \$400              | \$19,380           |
| <b>SUBTOTAL:</b>                             |   | <b>1,454</b> | <b>\$189,020</b> | <b>\$480,400</b>   | <b>\$669,420</b>   |
| 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            |
| <b>SUBTOTAL:</b>                             |   | <b>354</b>   | <b>\$46,020</b>  | <b>\$249,350</b>   | <b>\$295,370</b>   |
| MEDIA PLACEMENTS                             |   | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 11   | Campaign Planning, Buying, Reporting & Optimizing               | 510          | \$66,300         | \$1,477,550        | \$1,543,850        |
| <b>SUBTOTAL:</b>                             |   | <b>510</b>   | <b>\$66,300</b>  | <b>\$1,477,550</b> | <b>\$1,543,850</b> |
| <b>GRAND TOTAL**:</b>                        |   | <b>3,290</b> | <b>\$427,700</b> | <b>\$2,222,300</b> | <b>\$2,650,000</b> |



## FY21/22 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           |
| <b>SUBTOTAL:</b>                                     | <b>900</b>   | <b>\$117,000</b> | <b>\$15,000</b>    | <b>\$132,000</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b>         |              |                  |                    | <b>\$11,000.00</b> |
| 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            |
| <b>SUBTOTAL:</b>                                     | <b>1446</b>  | <b>\$187,980</b> | <b>\$330,300</b>   | <b>\$518,280</b>   |
| 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            |
| <b>SUBTOTAL:</b>                                     | <b>486</b>   | <b>\$63,180</b>  | <b>\$38,000</b>    | <b>\$101,180</b>   |
| MEDIA PLACEMENTS                                     | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 10 Campaign Planning, Buying, Reporting & Optimizing | 600          | \$78,000         | \$1,245,540        | \$1,323,540        |
| <b>SUBTOTAL:</b>                                     | <b>600</b>   | <b>\$78,000</b>  | <b>\$1,245,540</b> | <b>\$1,323,540</b> |
| <b>GRAND TOTAL**:</b>                                | <b>3,432</b> | <b>\$446,160</b> | <b>\$1,628,840</b> | <b>\$2,075,000</b> |

## 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           |
| <b>SUBTOTAL:</b>                                  | <b>1,662</b> | <b>\$191,130</b> | <b>\$87,295</b>    | <b>\$278,425</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b>      |              |                  |                    | <b>\$23,202.08</b> |
| 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           |
| <b>SUBTOTAL:</b>                                  | <b>1514</b>  | <b>\$174,110</b> | <b>\$302,500</b>   | <b>\$476,610</b>   |
| 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            |
| <b>SUBTOTAL:</b>                                  | <b>282</b>   | <b>\$32,430</b>  | <b>\$17,500</b>    | <b>\$49,930</b>    |
| MEDIA PLACEMENTS                                  | HOURS        | FEES             | EXPENSES           | TOTAL              |
| 14 Media Placements; Campaign Planning & Buying   | 609          | \$70,035         | \$1,200,000        | \$1,270,035        |
| <b>SUBTOTAL:</b>                                  | <b>609</b>   | <b>\$70,035</b>  | <b>\$1,200,000</b> | <b>\$1,270,035</b> |
| <b>GRAND TOTAL**:</b>                             | <b>4,067</b> | <b>\$467,705</b> | <b>\$1,607,295</b> | <b>\$2,075,000</b> |

## FY19/20 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           |
| <b>SUBTOTAL:</b>                                | <b>1,366</b> | <b>\$157,090</b> | <b>\$84,300</b>    | <b>\$241,390</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b>    |              |                  |                    | <b>\$20,115.83</b> |
| 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            |
| <b>SUBTOTAL:</b>                                | <b>1248</b>  | <b>\$143,520</b> | <b>\$360,000</b>   | <b>\$503,520</b>   |
| 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            |
| <b>SUBTOTAL:</b>                                | <b>214</b>   | <b>\$24,610</b>  | <b>\$18,000</b>    | <b>\$42,610</b>    |
| MEDIA PLACEMENTS                                | HOURS        | FEES             | EXPENSES           | TOTAL              |
| Media Placements; Campaign Planning & Buying    | 499          | \$57,385         | \$1,230,095        | \$1,287,480        |
| <b>SUBTOTAL:</b>                                | <b>499</b>   | <b>\$57,385</b>  | <b>\$1,230,095</b> | <b>\$1,287,480</b> |
| <b>GRAND TOTAL**:</b>                           | <b>3,327</b> | <b>\$382,605</b> | <b>\$1,692,395</b> | <b>\$2,075,000</b> |

## FY18/19 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            |
| <b>SUBTOTAL:</b>                                     | <b>1,043</b> | <b>\$119,945</b> | <b>\$57,305</b>  | <b>\$177,250</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b>         |              |                  |                  | <b>\$14,770.83</b> |
| 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           |
| <b>SUBTOTAL:</b>                                     | <b>770</b>   | <b>\$88,550</b>  | <b>\$155,015</b> | <b>\$243,565</b>   |
| 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            |
| <b>SUBTOTAL:</b>                                     | <b>634</b>   | <b>\$72,910</b>  | <b>\$268,670</b> | <b>\$341,580</b>   |
| MEDIA PLACEMENTS                                     | HOURS        | FEES             | EXPENSES         | TOTAL              |
| 17 Media Placements, Campaign Planning & Buying      | 327          | \$37,605         | \$150,000        | \$187,605          |
| <b>SUBTOTAL:</b>                                     | <b>327</b>   | <b>\$37,605</b>  | <b>\$150,000</b> | <b>\$187,605</b>   |
| <b>GRAND TOTAL**:</b>                                | <b>2,774</b> | <b>\$319,010</b> | <b>\$630,990</b> | <b>\$950,000</b>   |

## FY17/18 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            |
| <b>SUBTOTAL:</b>                             |  | <b>1,647</b> | <b>\$189,405</b> | <b>\$4,280</b>   | <b>\$193,685</b>   |
| <b>Basic Compensation Rate (Monthly Fee)</b> |  |              |                  |                  | <b>\$16,140.42</b> |
| 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         |                    |
| <b>SUBTOTAL:</b>                             |  | <b>990</b>   | <b>\$113,850</b> | <b>\$32,750</b>  | <b>\$146,600</b>   |
| 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         |                    |
| <b>SUBTOTAL:</b>                             |  | <b>265</b>   | <b>\$30,475</b>  | <b>\$6,820</b>   | <b>\$37,295</b>    |
| Description                                  | HOURS  | FEES         | EXPENSES         | TOTAL            |                    |
| 16 Working Media Placements                  | 0  | \$0          | \$620,000        | \$620,000        |                    |
| <b>SUBTOTAL:</b>                             |  | <b>0</b>     | <b>\$0</b>       | <b>\$620,000</b> | <b>\$620,000</b>   |
| <b>GRAND TOTAL**:</b>                        |  | <b>2,902</b> | <b>\$333,730</b> | <b>\$663,850</b> | <b>\$997,580</b>   |

## FY16/17 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          |                  |
| <b>SUBTOTAL:</b>                                 |        | <b>1,235</b> | <b>\$142,025</b> | <b>\$280</b>     | <b>\$142,305</b> |
| <b>Basic Compensation Rate (Monthly Fee)</b>     |        |              |                  | <b>\$11,859</b>  |                  |
| 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         |                  |
| <b>SUBTOTAL:</b>                                 |        | <b>165</b>   | <b>\$18,975</b>  | <b>\$115,000</b> | <b>\$133,975</b> |
| 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         |                  |
| <b>SUBTOTAL:</b>                                 |        | <b>185</b>   | <b>\$21,275</b>  | <b>\$32,445</b>  | <b>\$53,720</b>  |
| Description                                      | HOURS  | FEES         | EXPENSES         | TOTAL            |                  |
| 11 Working Media Placements                      | 0      | \$0          | \$520,000        | \$520,000        |                  |
| <b>SUBTOTAL:</b>                                 |        | <b>0</b>     | <b>\$0</b>       | <b>\$520,000</b> | <b>\$520,000</b> |
| <b>GRAND TOTAL**:</b>                            |        | <b>1,585</b> | <b>\$182,275</b> | <b>\$667,725</b> | <b>\$850,000</b> |

# Media Flights

- **Always on 22/23:** July 1 – June 30, 2023 (\$1,052,550)
- **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 8:** 9/6/22–9/15/22
- **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



# Previous Influencers

## Influencers used since 2019

- [Ty Newcomb](#)
- [Rob Herrman](#)
- [Olivia Hsu](#)
- [Hunter Lawrence](#)
- [Abigail Lafleur](#)
- [Meredith Drangin](#)
- [Shyanne Orvis](#)
- [Maddie Brenneman](#)
- [TJ David](#)

# Subcommittee Roles

| <b>Review Category:</b>                                  | <b>FY22/23 Members:</b>          | <b>Estimated Time Involved:</b>        | <b>Commitment Details:</b>   |
|--|----------------------------------|--|--|
| Public Relations/<br>Earned Media/<br>Community Outreach | Don Anderson<br>Eeland Stribling | 1 hour per quarter<br>(4 hours total)  | Review and provide feedback on future releases throughout the year.  |
| Social Media   | Tony Bohrer<br>Eeland Stribling  | 2 hours per quarter<br>(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<br>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                                     | Lani Kitching                    | .25 hours per quarter                  | Review copy and images for quarterly email newsletter  |

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