

Colorado Wildlife Council

February Meeting
2023



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Date Issued:

Feb. 2023

Agenda

- 01 **Exploratory Research**
- 02 **Creative Updates**
- 03 **Paid Media Updates**
- 04 **Rockies Partnership**
- 05 **Action Items**

Exploratory

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 4

Details

- **Statewide, quantitative concept test with a large sample (~1,300).**
- **Testing our three, animated creative concepts among our target audiences.**
- **Will help identify the optimal creative content and provide guidance on which content resonates best.**

Creative

Updates

Creative Concepts – Animatics

To be shown in meeting

Next Steps

- **2/9 – animatics shown to council**
- **2/10 – 2/17 – finalize animatics**
- **Week of 2/20 – animatics submitted for testing**
- **Feb – March – test concepts and produce report**
- **April council meeting – share phase 4 results, present concept recommendation & receive concept approval**

CWC 101 Video

To be shown in meeting

Paid Media

Update

Ski Lift Ads

Paid Media Ski Lift Ads



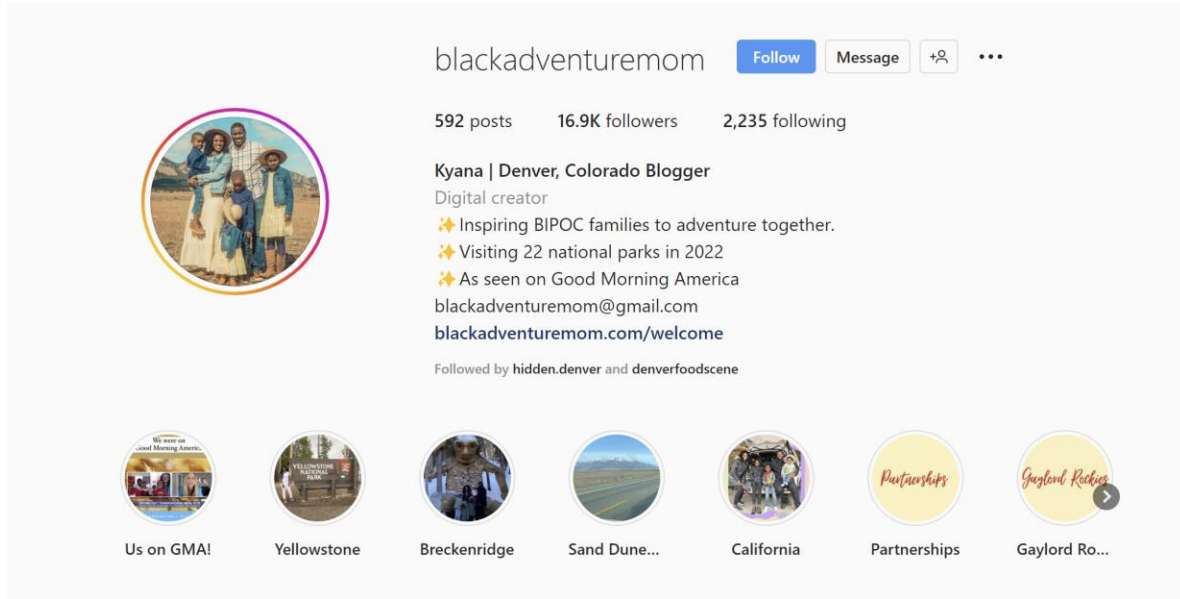
Influencers

Influencer Timeline

- **Week of 1/30 – Kyana & Nelson's first round of content go live**
- **Week of 2/6 – Macquel & Jason submit content for review**
- **Week of 2/13 – Final approval on Macquel & Jason's first round of content**
- **Week of 2/20 – Macquel & Jason's first round of content go live**
- **Week of 3/13 – All 4 influencers submit content for review**
- **Week of 3/20 – Final approval on remaining content**
- **Week of 3/27 – All influencers go live with 2nd in-feed post & IG story set**
- **Week of 4/17 – All influencers go live with final in-feed post**

Paid Media Influencers

Kyana @blackadventuremom



blackadventuremom Follow Message +8 ...

592 posts 16.9K followers 2,235 following

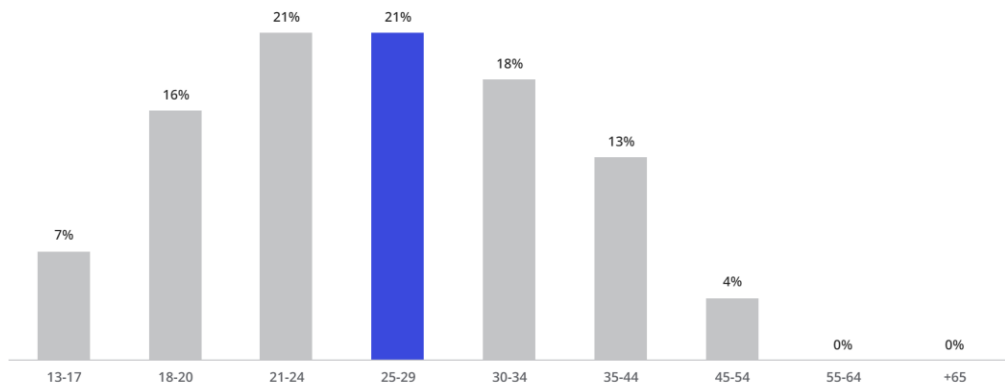
Kyana | Denver, Colorado Blogger
 Digital creator
 ✨ Inspiring BIPOC families to adventure together.
 ✨ Visiting 22 national parks in 2022
 ✨ As seen on Good Morning America
 blackadventuremom@gmail.com
 blackadventuremom.com/welcome

Followed by [hidden.denver](#) and [denverfoodscene](#)

Us on GMA!
Yellowstone
Breckenridge
Sand Dune...
California
Partnerships
Gaylord Ro...

Audience Demographics

Age LDA HFSS 🌐



Gender

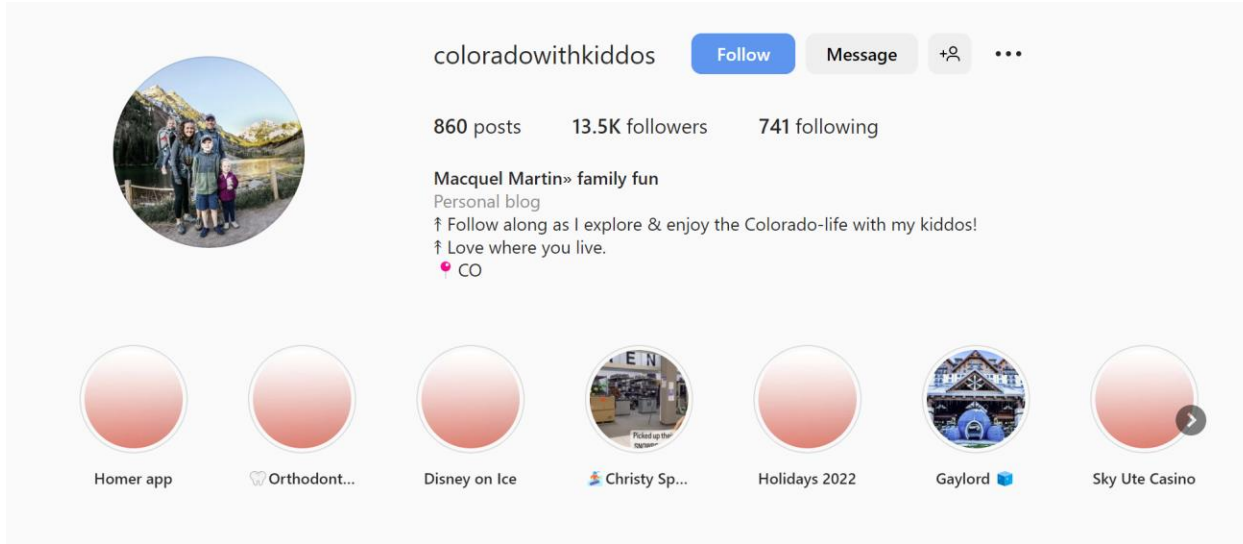


Female - 62.81%
Male - 37.19%



Paid Media Influencers

Macquel Martin @coloradowithkiddos



coloradowithkiddos [Follow](#) [Message](#) + [...](#)

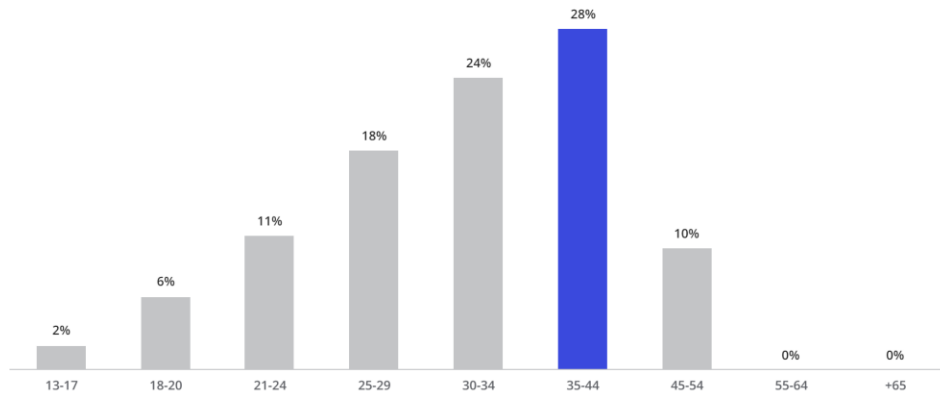
860 posts 13.5K followers 741 following

Macquel Martin family fun
Personal blog
↑ Follow along as I explore & enjoy the Colorado-life with my kiddos!
↑ Love where you live.
📍 CO

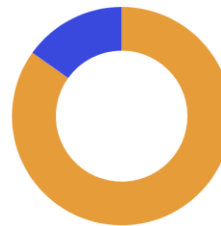
Homer app Orthodont... Disney on Ice Christy Sp... Holidays 2022 Gaylord Sky Ute Casino

Audience Demographics

Age [LDA](#) [HFSS](#) [🌐](#)



Gender



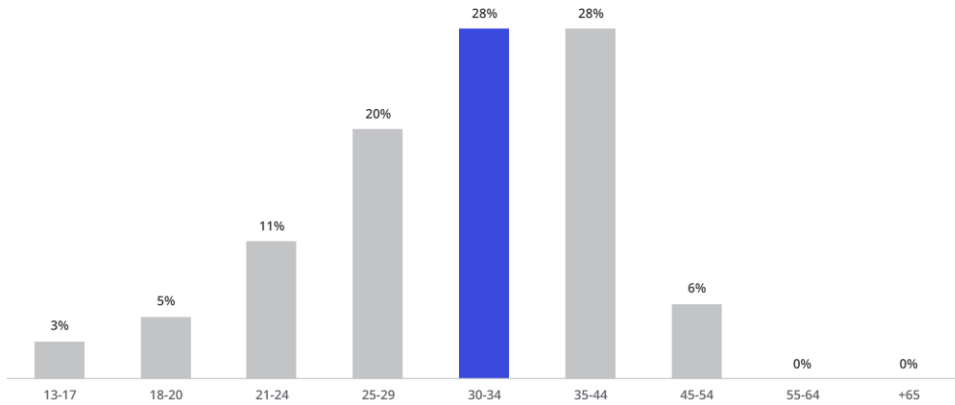
Paid Media Influencers

Jason George @jason_g_swann

Profile card for Jason George (@jason_g_swann). The card includes a circular profile picture, the name 'Jason George', and the LinkedIn URL 'www.linkedin.com/in/jasongswann'. It also shows '161 posts', '4,280 followers', and '1,600 following'. Below the bio, it lists 'Followed by evodener' and a row of seven location-based icons: Sand Dunes, Walker Ranch, Los Angeles, Chicago Lakes, Crater Lakes, Deer Crk Can..., and Royal Arch.

Audience Demographics

Age [LDA](#) [HFSS](#) ⓘ



Gender

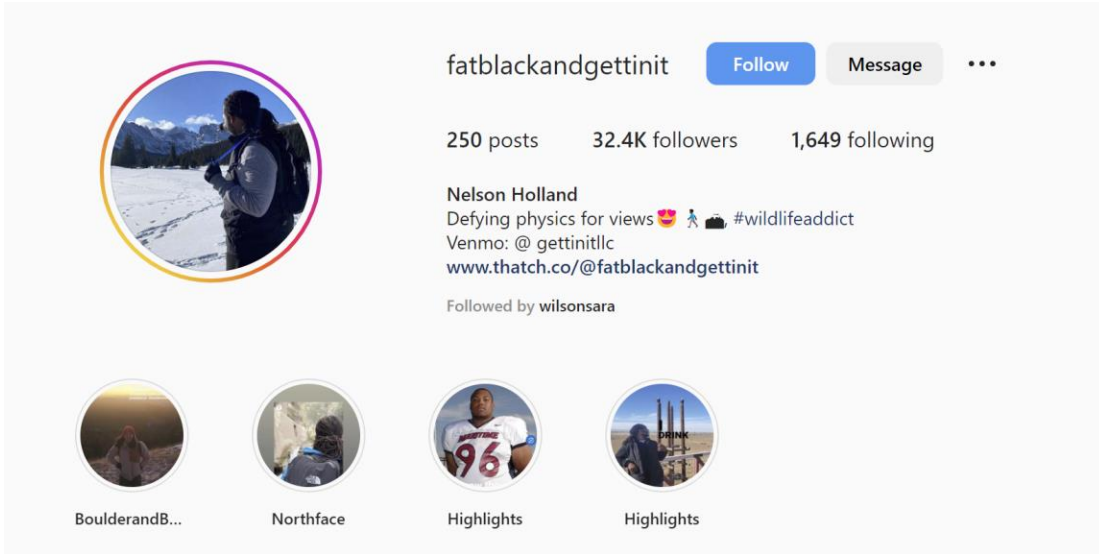


Female - 76.17%
Male - 23.83%



Paid Media Influencers

Nelson Holland @fatblackandgettinit



fatblackandgettinit Follow Message ...

250 posts 32.4K followers 1,649 following

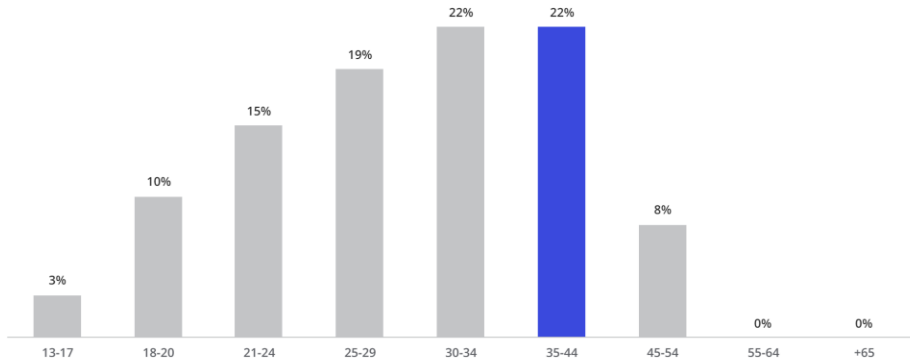
Nelson Holland
 Defying physics for views 🏔️ 🧗 🏠 #wildlifeaddict
 Venmo: @gettinitllc
 www.thatch.co/@fatblackandgettinit

Followed by wilsonsara

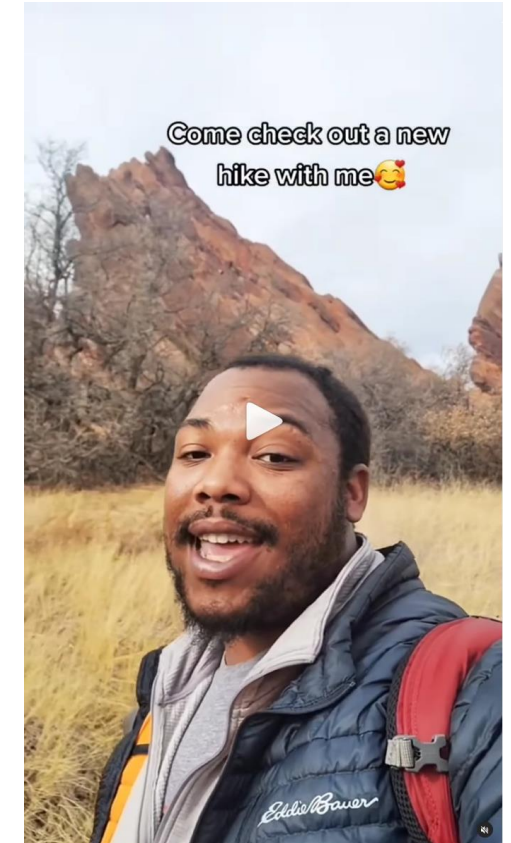
BoulderandB... Northface Highlights Highlights

Audience Demographics

Age LDA HFSS 🌐



Gender





SHARE

COLORADO SPRINGS, Colo. (KXRM) — Nelson Holland is the face behind “fatblackandgettinit,” a viral TikTok account that captures his hiking adventures throughout Colorado.

“I definitely see myself as plus size. I’m definitely an African American, and I feel like I’m one of the few people in that mold that’s out here getting on these trails,” Holland said.

| [6 winter hikes to take this weekend in Colorado](#) >

His journey first began when he moved from New York to Colorado. Holland began sending photos back to his family, who told him to start posting and selling his photos on social media.

Watch Here!



Instagram Comment Highlights



travelingwhilebutch A lot of outdoorsy people don't understand the importance of hunting in regulating populations. Thanks for sharing this important information!



kara_wandering I've heard that hunting & fishing are main contributors to our outdoors spaces! This clarifies it more, thanks for sharing!



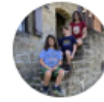
annapaigemorgan This is so interesting to learn about!



merylkas I didn't know that, thanks for educating us ❤️



raisinghikers The education of how it's all connected is so important.



staceymhikes I'm not a hunter but I can appreciate and respect hunters' contributions to wildlife preservation. I often see animosity between hunters and hikers, but we'd be better off if we could unite in our love of nature and the outdoors!



latinahiking Such a great reminder!!! Not something that most people think about when enjoying the outdoors 🙌



coloradowildlifecouncil Hunting and fishing benefit Colorado year-round, providing crucial funding and over 25,000 jobs across the state. Learn more at the link in our bio.
[#CareForColorado](#) [#ColoradoWildlifeCouncil](#)
[#WildlifeConservation](#)

2h



coloradowild Love seeing stuff like this. I don't hunt but I constantly tell others about how much money from hunters goes towards the outdoors. Hats off to them!



Rockies Partnership

Rockies Partnership Promo Day

Day	Date	Time	Team
Friday	September 1 (Labor Day Weekend)	6:40 pm	Toronto Blue Jays
Sunday	September 17	1:10 pm	San Francisco Giants
Sunday	October 1 (last home game)	1:10 pm	Minnesota Twins

National Hunting and Fishing Day is September 23rd. There is no home game that weekend.

Action Items

Action Items

Action Items

- Animatics feedback due by end of meeting
- CWC 101 video approval
- Select a date for Rockies promo day

Upcoming

- Next meeting: March 9th – zoom

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Corporate Director - Brand

www.rrpartners.com

Appendix

FY 22/23 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
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$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
SUBTOTAL:		1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
SUBTOTAL:		510	\$66,300	\$1,477,550	\$1,543,850
GRAND TOTAL**:		3,290	\$427,700	\$2,222,300	\$2,650,000

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
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
0 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

FY20/21 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	846	\$97,290	\$0	\$97,290
2 Creative Development	148	\$17,020	\$0	\$17,020
3 Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4 Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5 Website Maintenance	72	\$8,280	\$295	\$8,575
6 Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7 Strategic Consultation	0	\$0	\$72,000	\$72,000
8 Travel Expenses	0	\$0	\$15,000	\$15,000
SUBTOTAL:	1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)				\$23,202.08
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
9 Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10 Website Redesign	504	\$57,960	\$2,500	\$60,460
SUBTOTAL:	1514	\$174,110	\$302,500	\$476,610
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
11 Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12 Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13 Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
14 Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:	609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:	4,067	\$467,705	\$1,607,295	\$2,075,000

FY 19/20 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel Expenses	0	\$0	\$12,000	\$12,000
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

FY 18/19 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	550	\$63,250	\$0	\$63,250
2 Creative Development	92	\$10,580	\$0	\$10,580
3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5 Website Maintenance	60	\$6,900	\$300	\$7,200
6 Community Partnership Building	24	\$2,760	\$0	\$2,760
7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8 Strategic Consultation	0	\$0	\$48,000	\$48,000
9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

FY 17/18 Budget

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	525	\$60,375	\$0	\$60,375
2	Creative Development & Production	250	\$28,750	\$0	\$28,750
3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
6	Community Partnership Building	30	\$3,450	\$0	\$3,450
7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
9	Travel Expenses	0	\$0	\$4,000	\$4,000
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
Description	HOURS	FEES	EXPENSES	TOTAL	
10	Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
11	In-Store POS Display	100	\$11,500	\$10,000	\$21,500
12	Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
13	Website Design & Development	410	\$47,150	\$250	\$47,400
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
Description	HOURS	FEES	EXPENSES	TOTAL	
14	Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
15	Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
Description	HOURS	FEES	EXPENSES	TOTAL	
16	Working Media Placements	0	\$0	\$620,000	\$620,000
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

FY 16/17 Budget

Description	HOURS*	FEES	EXPENSES	TOTAL	
1	Brand & Project Management	285	\$32,775	\$0	\$32,775
2	Creative Development & Production	315	\$36,225	\$0	\$36,225
3	Media Planning & Buying	275	\$31,625	\$0	\$31,625
4	Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
5	Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
SUBTOTAL:		1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)				\$11,859	
Description	HOURS	FEES	EXPENSES	TOTAL	
6	Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200
7	Website Design & Development	65	\$7,475	\$0	\$7,475
8	Photography	20	\$2,300	\$15,000	\$17,300
SUBTOTAL:		165	\$18,975	\$115,000	\$133,975
Description	HOURS	FEES	EXPENSES	TOTAL	
9	Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375
10	Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345
SUBTOTAL:		185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL	
11	Working Media Placements	0	\$0	\$520,000	\$520,000
SUBTOTAL:		0	\$0	\$520,000	\$520,000
GRAND TOTAL**:		1,585	\$182,275	\$667,725	\$850,000

Media Flights

- **Always on 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

Review Category:	FY 2/23 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media/ Community Outreach	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Eeland Stribling	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Shyanne Orvis	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Dan Gates Tim Twinem	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Quarterly Newsletter	Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

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