

# Colorado Wildlife Council

January Meeting  
2023



COLO  
WIL  
COU

**Date Issued:**

Jan. 2023

# Agenda

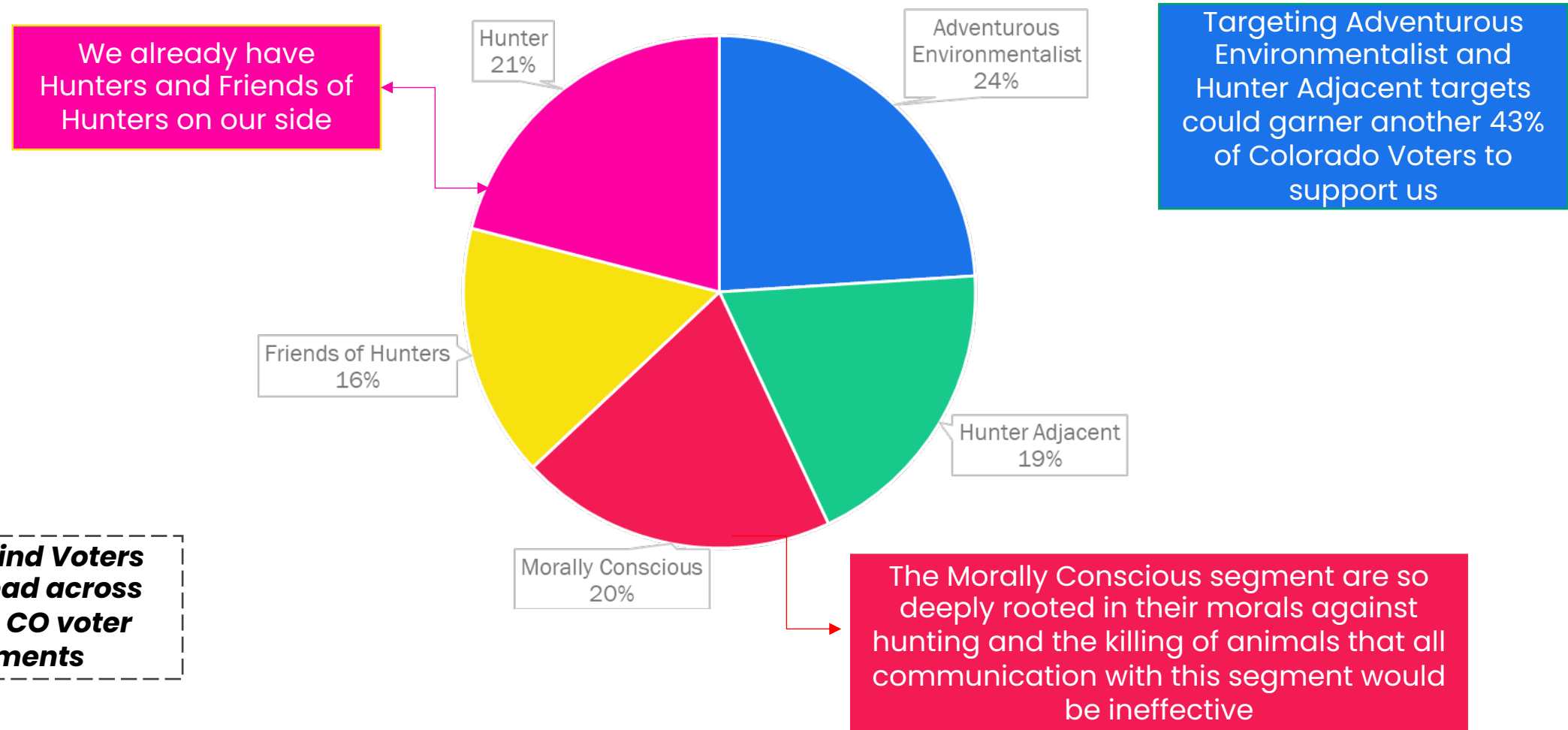
- 01 **Exploratory: Creative Concepts**
- 02 **Competitive Report**
- 03 **Q4 Web Analytics**
- 04 **Paid Media Updates**
- 05 **Action Items**

# Exploratory

*Recap*

**A segmentation was conducted among Colorado voters to determine whether 'In the Wind' should continue to be our targets, and we found a total of 5 distinct voter segments.**

**Based on the hunting attitudes and sizes of each of the segments, we propose that future targeting efforts focus on "Adventurous Environmentalist" and "Hunter Adjacent" segments.**



**Key differences among ITWs and our chosen segments include gender makeup, education, and views on guns and hunting for sport.**

	<b>ITWs</b>	<b>Adventurous Environmentalists (17% ITW)</b>	<b>Hunter Adjacent (12% ITW)</b>
<b>Gender</b>	Mix of Males and Females	More Female	More Male
<b>Political Ideology</b>	Majority independents	Lean democratic and liberal	Majority independents
<b>Income</b>	Lowest income bracket	Higher income bracket	Lower income bracket
<b>Education</b>	Majority non-college educated	Highly college educated	Mix of college educated and non-college educated
<b>Hobbies</b>	Shopping and browsing online, social media, podcasts, travel	Camping, hiking, fishing, winter sports, cycling, time with friends	Rock climbing, golfing, fishing, running
<b>Hunting Support</b>	Indifferent	Indifferent, with some not supporting	Indifferent, but leaning support
<b>View on Guns/ Hunting for Sport</b>	More neutral towards gun culture and hunting for sport than other two segments	Moral issues with hunting for sport and guns	Guns don't make them uncomfortable, less likely to think hunting for sport is wrong
<b>Personal Impact</b>	Most say hunting would not personally impact, but some recognition it could	Banning hunting would not personally impact	Some personal impact if hunting were banned
<b>Time Living in CO</b>	<b>25%</b> of ITWs have lived in CO <5 years	<b>20%</b> of Adventurous Environmentalists have lived in CO <5 years	<b>12%</b> of Hunter Adjacent have live in Co <5 years

## 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”

# Who are Adventurous Environmentalists?



## Testing Ad Spots in Journals: Key Takeaways

1

The current message has done its job... but voters want more

2

AEs and HAs want to know more about the impact of hunting and fishing fees on Colorado's ecosystem

3

Once educated, both segments see how a ban on hunting could impact them personally (especially applies to AEs)

4

It might be time to adjust our tone and messenger to specifically tailor to AE's needs

5

Messenger aligns too much with a "hunter" image; opportunity to introduce a trustworthy source that AEs can feel are speaking without bias

6

While the tone can still have comedic undertones, segments are wanting something still slightly more educated and trustworthy

7

Both segments can hear the same message; HAs align with messages that will move AEs



## Creative Concept Testing Methodology

Benenson Strategy Group conducted an 80-minute Remesh online focus group among n=45 participants on December 8<sup>th</sup>, 2022, among our new target segments Adventure Environmentalist and Hunter Adjacent, as well as CO Registered Voters.

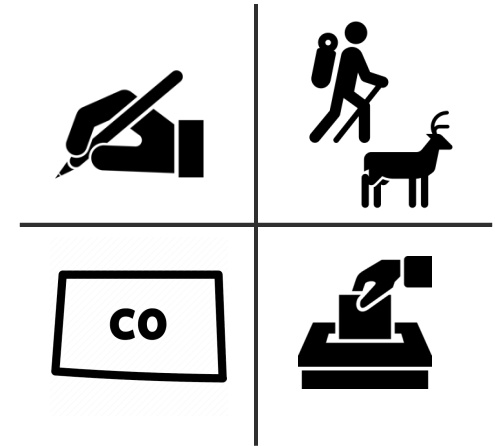
N=10 Hunter Adjacent

N=11 Adventure Environmentalist

N=24 CO Register 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 closed ended questions to which participants could react and rate.

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



# Creative Concepts

# Real Stories



# Real Stories

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

# The Mountain Biker





We open on woman driving in her SUV in the Colorado mountains.

**Woman: I love the Colorado outdoors and the healthy lifestyle.**

We see her taking her mountain bike off the rack, put on her helmet and start riding. As she rides, we cut to her talking interview style sitting on the tailgate of her SUV.

We see beautiful shots of her riding.

**Woman: But a healthy Colorado is more than just *our* lifestyle. It's keeping wildlife and their habitat healthy. And regulated hunting helps keeps herds healthy.**

She stops riding and takes a break, watching a herd of elk. We cut to a scene of a hunter looking over a vista.

**Woman: I don't hunt, I have no desire to hunt, but I would never want to take that away from anyone.**

We see more beautiful shots of her riding and more elk walking in the forest.


**Woman: Managing wildlife should be left up to the biologists and science. Once you start managing with politics and not science, the wildlife lose, and so does all of Colorado.**

**Card: This is the Wildlife Logo. Colorado Wildlife Council Logo.**  
In partnership with Colorado Parks and Wildlife.  
[COWildlifecouncil.org](http://COWildlifecouncil.org)



# The Mountain Biker

Banners




**A HEALTHY  
COLORADO IS KEEPING  
WILDLIFE HEALTHY**

**THROUGH REGULATED  
HUNTING AND FISHING**

*This is the Wild Life*

[Learn More](#)

**COLORADO  
WILDLIFE COUNCIL**



**“MANAGING WILDLIFE  
SHOULD BE LEFT  
TO SCIENCE  
NOT POLITICS.”**

*This is the Wild Life*

[Learn More](#)

**COLORADO  
WILDLIFE COUNCIL**

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



# 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 story about what makes a healthy Colorado.





# The Elk



We open on Colorado Parks and Wildlife truck driving through the forest. We cut to inside the truck where we hear an 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 trophy hunting is illegal. But, regulated hunting has 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: This is the Wildlife Logo.  
Colorado Wildlife Council Logo.**

In partnership with Colorado Parks and Wildlife.  
[COwildlifecouncil.org](http://COwildlifecouncil.org)

## Banners



**LICENSE FEES**  
from hunting and fishing  
help wildlife officers  
help wildlife.

*This is the Wild Life*

[Learn More](#)

**COLORADO  
WILDLIFE COUNCIL**



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

*This is the Wild Life*

[Learn More](#)

**COLORADO  
WILDLIFE COUNCIL**

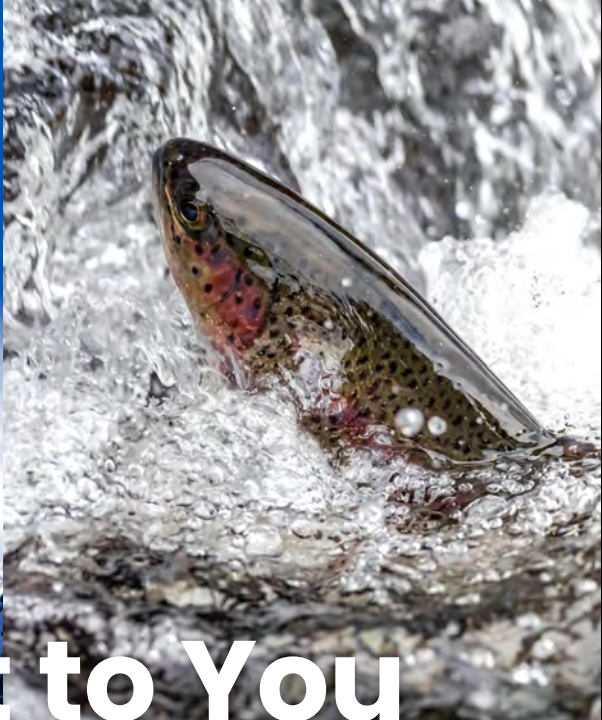
**Brought to You by Hunting**



# Brought to You by Hunting

## 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.



# Brought to You by Hunting



Open on super slow-mo of wind whipping snow off a mountain top.

**Woman: Poets celebrate Colorado in songs.**

Cut to super slow-mo of a trout jumping/fighting its way up stream.

**Woman: Painters glorify it on canvas.**

Cut to super slow-mo of an eagle catching a fish out of a stream.

**Woman: And hunting pays for it with license fees.**

Cut to super slow-mo of a hunter walking through the trees.

**Woman: Legal hunting adds \$3.25 billion to our economy, supports 25,000 jobs for our people, and provides the care and preservation for just about everything you love about this place.**

Cut to super slow-mo of two elk locking horns.

**Woman: This is Colorado... brought to you by hunting.**

**Card: This is the Wildlife Logo.  
Colorado Wildlife Council Logo.**

In partnership with Colorado Parks and Wildlife.  
[COwildlifecouncil.org](http://COwildlifecouncil.org)

Banners



**THIS IS  
COLORADO**

**BROUGHT TO YOU BY  
HUNTING AND FISHING.**

[Learn More](#)

**COLORADO  
WILDLIFE COUNCIL**  
*This is the Wild Life*



**THIS IS  
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[Learn More](#)

**COLORADO  
WILDLIFE COUNCIL**  
*This is the Wild Life*

# Key Findings: Top Performing Spots

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH  
SPOT

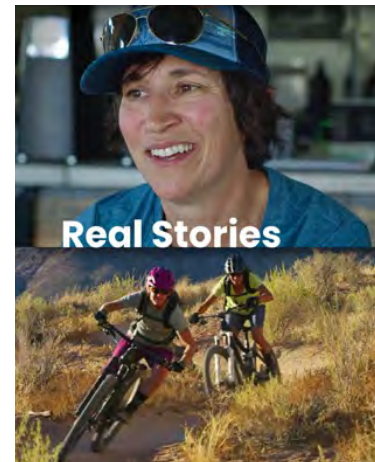
## Most impactful spot



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

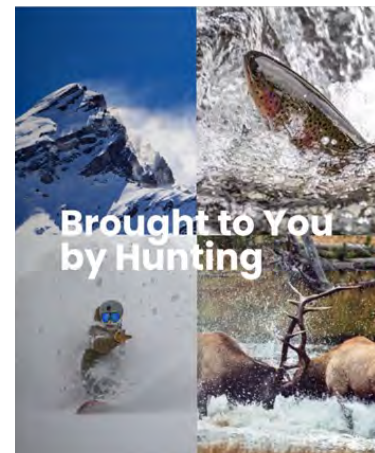
Colorado Parks and Wildlife biologists and officers are the experts. We would follow them throughout their day in the field and hear their story about what makes a healthy Colorado.

## 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.



# 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



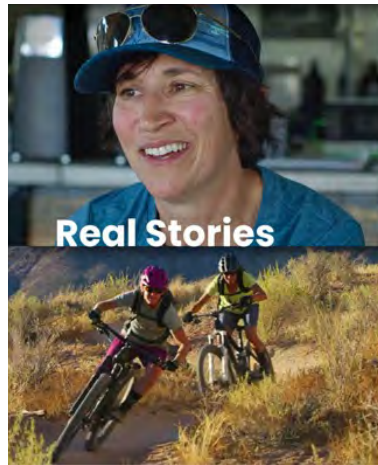
The combination of the right messenger and tone made this spot stand out

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





# Why these spots worked....

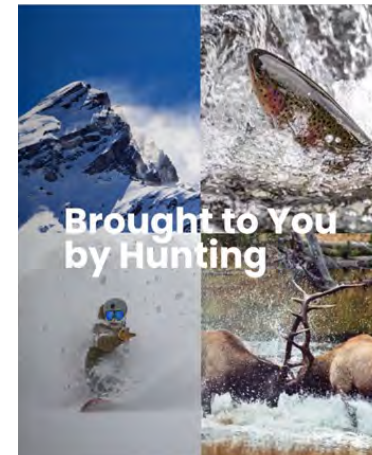


## Real Stories

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.

## What worked...

- ✓ Clearly communicated the sentiment that although not all CO residents hunt, they should support it because it helps them enjoy their CO; especially for the AEs
- ✓ Utilizing real Coloradan residents breaks through both segments' skepticism towards how a ban on hunting could affect them



## 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.

## What worked...

- ✓ Effectively educated both segments on the impact hunting has on the economy and wildlife
- ✓ The combination of the beautiful imagery and message mentioning statistics helped both segments understand how hunting impacts them

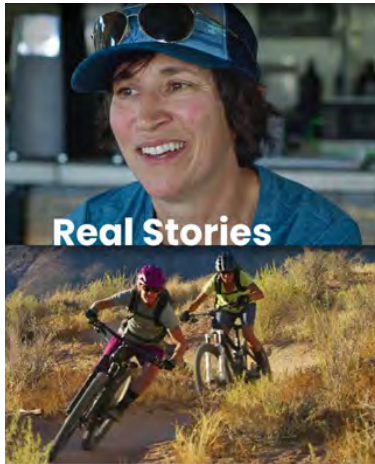


# Watch outs for these spots...

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH  
SPOT

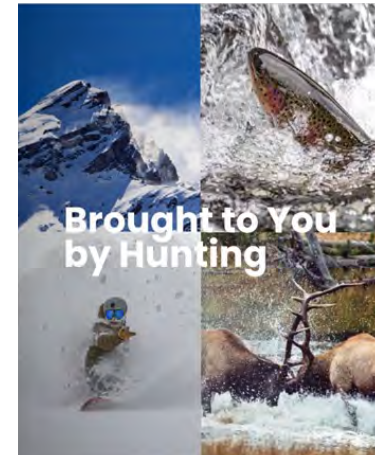


## Real Stories

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.

### Watch outs

- ✓ Specifically for AEs, they need more imagery focused on hunting and its relationship to others; most felt this spot could more clearly show that
- ✓ While the native CO was a positive for both segment, choosing the right CO native will be important as many felt they came across as a transplant



## 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.

### Watch outs

- ✓ The tone for some felt too serious and took away from the message
- ✓ Some did not feel hunting and fishing contribute to skiing/snowboarding
- ✓ Respondents did not understand or appreciate the message bringing up poets and painters



# Messaging Dos and Don'ts

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH  
SPOT

## Do

- ✓ Use a messenger who the audience can either trust relaying the information or who they can directly relate to
- ✓ If talking about trophy hunting, take a tone that is informative to be effective
- ✓ Include balanced imagery that equally highlights relatable images, paired with images directly linked to hunting and fishing
- ✓ Be clear with statistics while also making sure to relate statistics back to the viewer

## Don't

- ✓ Use a messenger that is unrelatable or too staged
- ✓ Be vague with statistics and information regarding hunting's impact on the everyday CO resident
- ✓ Utilize tone that is comical or too lighthearted
- ✓ Talk about trophy hunting in a too lighthearted tone as it takes away from the message
- ✓ Use imagery that has no relation to hunting and fishing as it creates a disconnect for both segments



# Guidance for Further Campaign Development

Use a trusted messenger who is both relatable and accredited

Have a tone that is balanced with informativeness while also keeping it approachable

Include statistics and information in a concise way that clearly depicts either how hunting is regulated or how it relates to the non-hunter

Specifically for AEs, directly address their moral concerns around hunting while taking an educational approach

Highlight imagery that assists viewers in creating the connection to either how hunting affects them in their CO activities or depicting hunting in a regulated way



# Next Steps

- **1/12 – council to approve 2 concepts to move into next round**
- **1/13 – 2/3 – agency building animatics**
- **2/6 – assets due for phase 4 testing**

# Competitive Report

*Highlights*

# Michigan

IT'S OFFICIAL!

**Hunting and fishing  
are good for Michigan.**

**Hunting and Fishing  
are Michigan's  
best friends.**

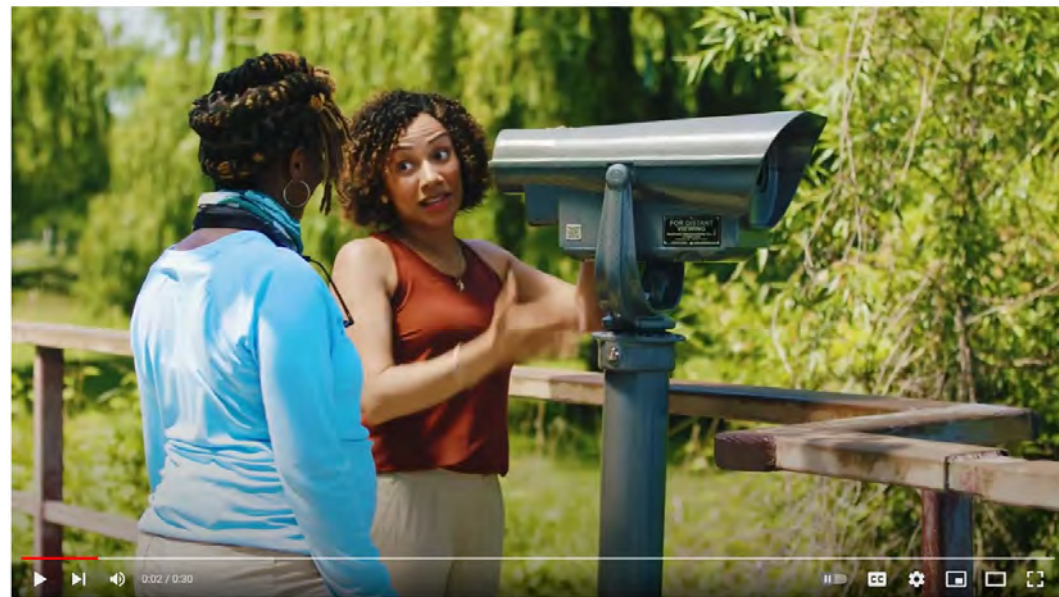
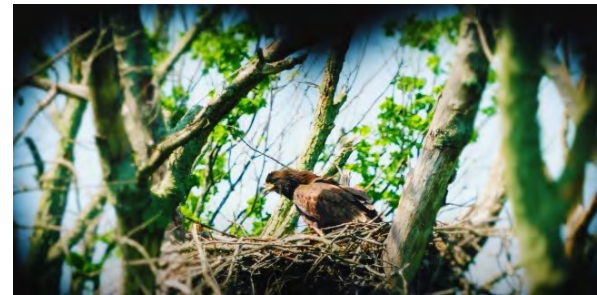
**Hunting and Fishing  
are good for Michigan's  
economy.**

**Hunting and Fishing  
bring people together.**

## Proposed Budget Fiscal Year (FY) 2022

	<b>FY 21 Encumbrance</b>	<b>FY 22 Budget</b>	<b>FY22 Total</b>
Campaign Management	12,717	80,000	92,717
Media	227,313	936,000	1,163,313
Messaging & Implementation	211,050	448,000	659,050
Research	115,076	136,000	251,076
<b>Total FY22 Budget</b>	<b>566,156</b>	<b>1,600,000</b>	<b>2,166,156</b>

# Michigan



Hunting and Fishing are Great for Michigan :30 (2022)





# Oregon

 Oregon Department of Fish and Wildlife   
5d · 


Sauvie Island may be the undisputed heavyweight of Oregon waterfowl hunting locations, but it isn't the only sweet spot in the state. Summer Lake, Klamath, the high desert, the Columbia and Willamette rivers and coastal estuaries all offer excellent waterfowl hunting opportunities if you're up for an adventure. ODFW's migratory gamebird coordinator Brandon Reishus takes us on a tour of Oregon's best waterfowl destinations in this week's episode.


Have a listen here: <https://bit.ly/3AHvALc>




**BEAVER STATE  
PODCAST**

**Episode 118:**  
Exploring Oregon's best waterfowl destinations



 Hilary Doulos  
Habitat Biologist

**odfw\_conservation** ·   
Original audio

**odfw\_conservation** Good habitat is the foundation of healthy fish and wildlife populations.

This short video highlights an oak woodland restoration project in the Fall. Careless of Oregon. Timely actions can lead to positive changes on the landscape for wildlife.

Oak woodlands are an Oregon Conservation Strategy Habitat (learn more, link in bio).

Video created by ODFW staff from the Dallas field office and wildlife footage from @stevygorge. With support from @rossumandtrun Last Castles Oak Partnership.

Contact your local ODFW office to learn more about habitat restoration projects and funding available throughout Oregon.

#Oak #OregonWildlife #Oregon #Conservation #Habitat

10

**spc\_silvestry** Thank you @odfw\_conservation for sharing this important local story! We at @stevygorge really valued this collaboration. Great edit! 🙌

10 · 1 like · Reply


**ivabestoregon** ❤️❤️❤️

10 · Reply

**janwheats** Great images @stevygorge! 🙌

10 · Reply

Liked by **cuatlink** and others  
10/20/2024, 11:17

 Add a comment...

# Oregon



## Oregon's Future Belongs To All

Anyone can be a conservationist

FUND THE FUTURE TODAY



### Succor Creek and Beaver

Project Leader: [Friends of the Owyhee](#)

Amount: \$8,066

Total project cost: \$19,066

Partners: Oregon Natural Desert Association

Location: Malheur County

Ecoregion: Northern Basin & Range

In collaboration with Oregon State Parks and Recreation, Friends of the Owyhee will execute a short-term, detailed beaver survey along Succor Creek in the Owyhee basin. They are pursuing the creation of a hiking trail in Succor Creek State Natural Area that will likely extend near some of the current beaver habitat. Identify areas already used by beaver and areas that may benefit from a BDA. Between the two, we will also identify areas where vegetation reclamation is the priority. We intend to target at-least two such locations and build at-least one BDA and one vegetation reclamation project with the collaboration of land management agency or landowner.



### Link Creek Restoration with Students and USFS

Project Leaders: [Trout Unlimited](#) and [Caldera](#)

Amount: \$7,800

Total project cost: \$27,800

Partners: Deschutes National Forest

Ecoregion: East Cascades

Trout Unlimited and Caldera will engage public school students from Central Oregon and urban youth from Portland, with restoration work conducted by US Forest Service. Each student will have two field experiences available to study Link Creek and the Metolius River and support a project to improve habitat for Sockeye and spring Chinook salmon (seasonal field trips during fall, summer and spring provided). In the event a virtual learning option is required due to continued school closures, three seasonal virtual field experiences will be created. If conditions allow, students will be able to plant native, plant species along Link Creek after the wood placement is completed, and track how the habitat improves and is used by multiple species of wildlife, including salmon and trout.



### Gilchrist Underpass Wildlife Directional Fencing

Project Leader: [Oregon Hunters Association](#)

Amount: \$70,000

Total project cost: \$1,000,000

Partners: Oregon Department of Transportation, Rocky Mountain Elk Foundation, Mule Deer Foundation, Oregon Wildlife Foundation, US Forest Service - Deschutes NF, Oregon Watershed Enhancement Board, National Fish and Wildlife Foundation, Oregon Department of Fish and Wildlife, Protect Animal Migration, Oregon Department of Forestry, Coastal Farm and Ranch

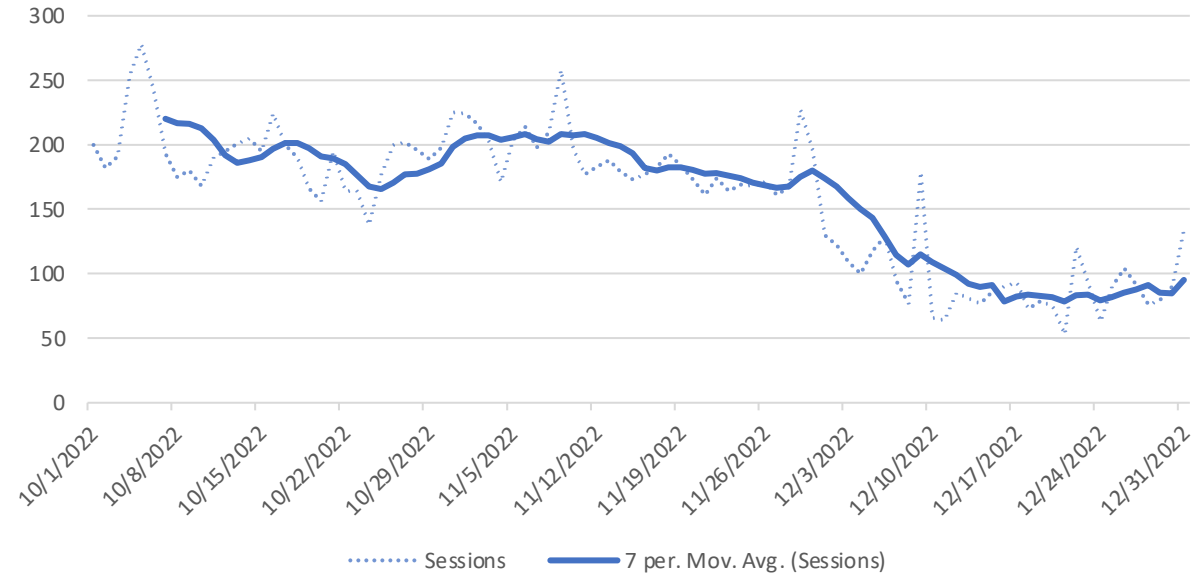
Location: East Cascades

Oregon Hunters Association, the Oregon Department of Transportation (ODOT), and many other partners will install the directional fencing needed to guide animals to the newly constructed Gilchrist Wildlife Underpass along Highway 97. ODOT chose to construct the underpass as an opportunity to replicate the wildlife passage success of the 2012 Lava Butte underpass. ODOT was not able to fund the necessary directional fencing to make the underpass an effective migratory barrier solution. The benefits of barrier-free, animal passage include reducing wildlife loss, economic loss from animal/vehicle collisions and less human injury or death.

# Q4 Web Analytics

# Site Visitation – Q4 2022 (Compared to Q3 2022)

Daily Site Visitation - Q4 2022



## Website Stats

- Sessions: 14,620 (+143.14%)
- Users: 12,996 (+151.57%)
- Pageviews: 19,079 (+136.92%)
- Bounce Rate: 81.74% (+0.78%)
- Pages/Session: 1.30 (-2.56%)
- Average Session Duration: 28 Seconds (-28.83%)

## Most Viewed Pages

- Homepage: 75.55%
- Wildlife: 3.89%
- Wildlife/Pronghorn: 3.75%
- Benefits: 3.02%

## Top Traffic Drivers

- Facebook Social: 4,477 Sessions
- Direct: 1,982 Sessions
- The Trade Desk / Video: 1,953 Sessions



Top Traffic Channels  
(Paid) –  
Q4 2022

Top 5 Paid Traffic Sources/Mediums					
Source	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Facebook/Social	4,477	30.62%	93.70%	1.08	3
TTD/Video	1,953	13.56%	70.56%	1.38	40
TTD/Display	1,631	13.36%	85.59%	1.16	13
TTD/Native	1,353	11.16%	81.67%	1.24	14
Undertone/Social	852	9.25%	90.26%	1.12	7
<b>Paid Totals</b>	<b>11,493</b>	<b>78.61%</b>	<b>85.51%</b>	<b>1.19</b>	<b>16</b>

- Facebook Social was the top traffic driver to the site during Q4 2022, accounting for 30.62% of all visits, though users from Facebook had the lowest engagements rate of any source with the highest bounce rates, lowest pages/session and shortest average session duration.
  - Note: Our Facebook strategy has been designed to keep users in platform rather than driving users to the site. Within platform, users have a 14% video completion rate.
- TTD/Video was the third highest session producing source during Q4 (behind Facebook and Direct) accounting for 13.56% of all visits. Users from TTD/Video were some of the most engaged users on the site with only organic search users engaging at higher rates.
  - Users from TTD had a 98.33% VCR for CTV and 82.95% VCR for pre-roll videos



Top Traffic Channels (Organic) – Q4 2022

Organic Traffic Sources					
Source	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Direct	1,982	13.56%	81.89%	1.32	34
Organic Search	1,145	7.83%	43.58%	2.43	143
<b>Organic Totals</b>	<b>3,127</b>	<b>21.39%</b>	<b>67.86%</b>	<b>1.73</b>	<b>74</b>

- Direct and organic search traffic combined for 21.39% of all visits to the CWC site during Q4 2022. Users from organic search were the most engaged users on the site, while users from direct engaged at the site at rates lower than users from both organic search and TTD Video, but higher than all other paid channels.

Top 10  
Geos – Q4  
2022

City	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Denver	3,623	38.08	81.20%	1.24	18
Colorado Springs	781	8.21%	70.93%	1.63	64
Aurora	552	5.80%	83.15%	1.26	20
Englewood	396	4.16%	84.60%	1.23	34
Lakewood	221	2.32%	81.90%	1.24	22
Fort Collins	206	2.17%	82.04%	1.23	22
Thornton	201	2.11%	79.60%	1.32	29
Greeley	164	1.72%	81.10%	1.21	18
Grand Junction	152	1.60%	82.89%	1.21	19
Westminster	143	1.50%	78.32%	1.33	14
<b>Total</b>	<b>14,620</b>	<b>-</b>	<b>91.74%</b>	<b>1.30</b>	<b>28</b>

- IP filters for R&R employees went into effect 10/5.
  - Highlands Ranch fell out of the top 10 cities by visitation, most likely due to the filter removing R&R employees.
  - 3 CWC IP filters were implemented on 1/6/23.
- Users from Colorado Springs increased 529.84% QoQ and were the most engaged users on the site, averaging over a minute on site and navigating to 1.63 pages/session.
  - 117 of the 781 Co. Springs sessions came on 12/9, the day of the most recent CPW meeting on wolf reintroduction.

Top 5  
Landing  
Pages –  
Q4 2022

Landing Page	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Homepage	12,258	83.84%	83.70%	1.25	22
Wildlife/Pronghorn	569	3.89%	79.61%	1.29	23
Wildlife/Canada-Lynx	250	1.71%	72.40%	1.50	51
Benefits	240	1.64%	67.50%	1.49	81
Wildlife	236	1.61%	41.95%	2.66	189
<b>Total</b>	<b>14,620</b>	<b>-</b>	<b>81.74%</b>	<b>1.30</b>	<b>28</b>

- The homepage was the most used landing page during Q4 with 83.84% of all sessions being directed here. No other page accounted for more than 4% of entrances.
  - Wildlife/Pronghorn was the second most used landing page with 3.89% of sessions. No paid media is directing users to this page and users are most likely landing here after clicking on a third party link that directs users to this page.
- Users who landed on the main Wildlife category page were the most engaged, spending over 3 minutes on site on average and navigating to 2.66 pages/session, while users who landed on the homepage were typically the least engaged with the highest bounce rate, lowest pages/session and shortest average session duration.



# **Paid Media**

*Update*

# **Paid Media** Updates

- **Copper Mountain  
Ski Lift Ads  
launched 12/28**
- **Influencers  
have submitted  
their content  
for approval.**

# Ski Lift Ads

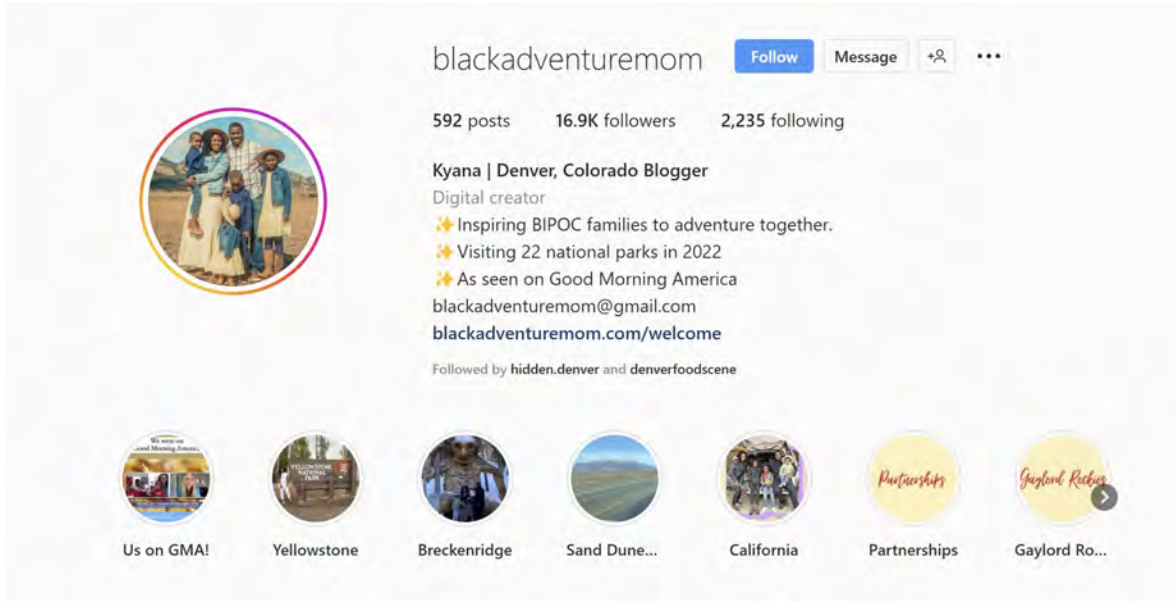
# Paid Media Ski Lift Ads



# Influencers

# 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

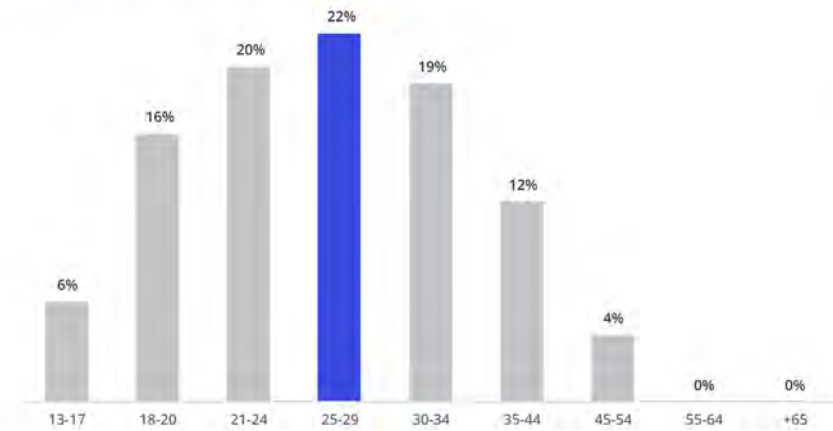
blackadventuremom@gmail.com  
blackadventuremom.com/welcome

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

[Us on GMA!](#)  
 [Yellowstone](#)  
 [Breckenridge](#)  
 [Sand Dune...](#)  
 [California](#)  
 [Partnerships](#)  
 [Gaylord Ro...](#)

## Audience Demographics

Age [LDA](#) [HFSS](#) [🌐](#)

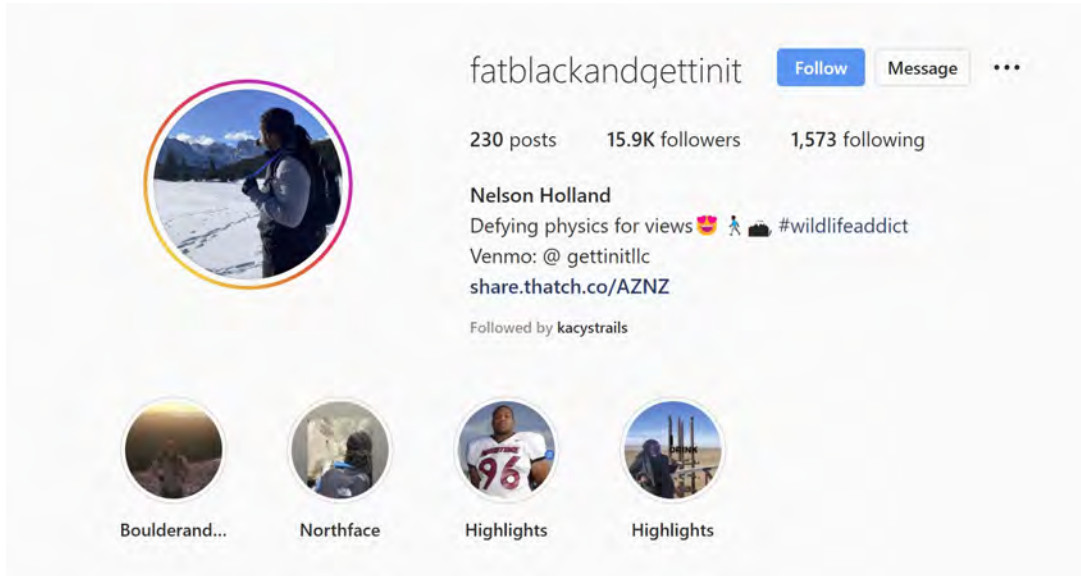


## Gender



# Paid Media Influencers

# Nelson Holland @fatblackandgettinit



fatblackandgettinit [Follow](#) [Message](#) [...](#)

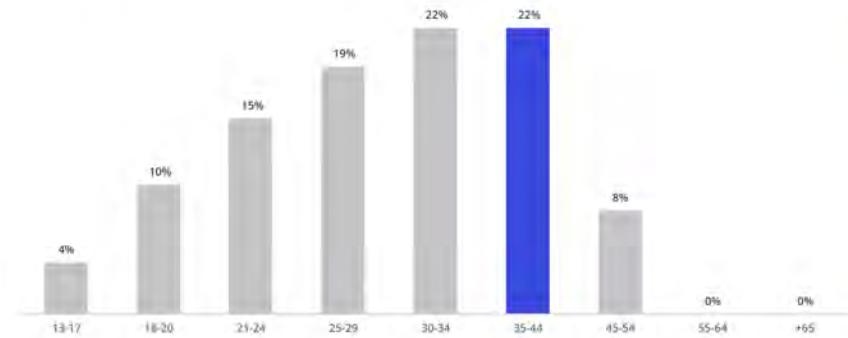
230 posts   15.9K followers   1,573 following

**Nelson Holland**  
 Defying physics for views 🇺🇸 🧑‍🦲 🧑‍🦲 #wildlifeaddict  
 Venmo: @gettinitllc  
[share.thatch.co/AZNZ](https://share.thatch.co/AZNZ)  
 Followed by kacystrails

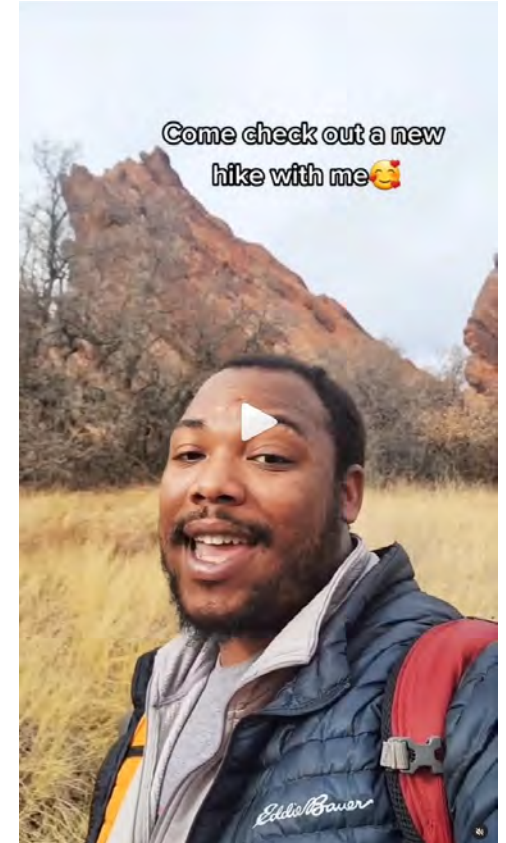
Boulderand...   Northface   Highlights   Highlights

## Audience Demographics

Age [LDA](#) [HFSS](#) [🌐](#)



Gender



# Paid Media Influencers

# Tae Westcott @taewestcott

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

1,215 posts 6,706 followers 1,584 following

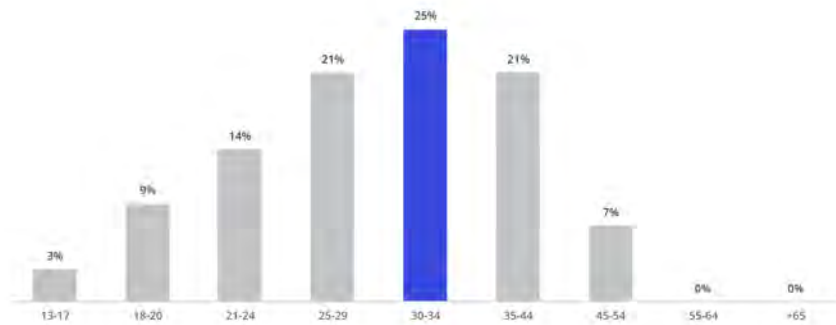
**Tae Westcott**  
Public figure  
• Professional Skier •  
| Adventure | Photography | Create |  
[ @xgames Social/Content ]  
[ @aspensnowmass Host TaesDay ]  
• Aspen, Co  
#TAESLIFE  
[www.taewestcott.com](http://www.taewestcott.com)

Followed by shyonthefly, xgames, coppermtn + 1 more

Winter 23 Mexico Philippines 2 Philippines Fall 22 Summer 22 Hawaii

## Audience Demographics

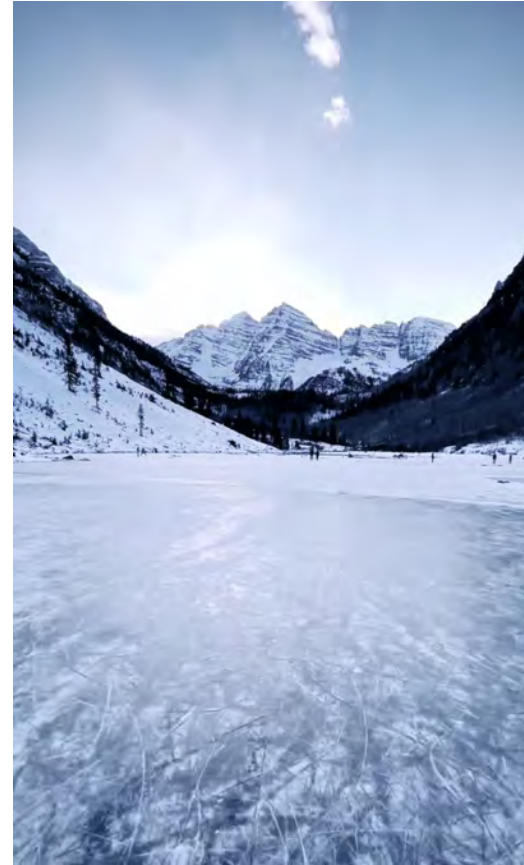
Age [LDA](#) [HFSS](#) [O](#)



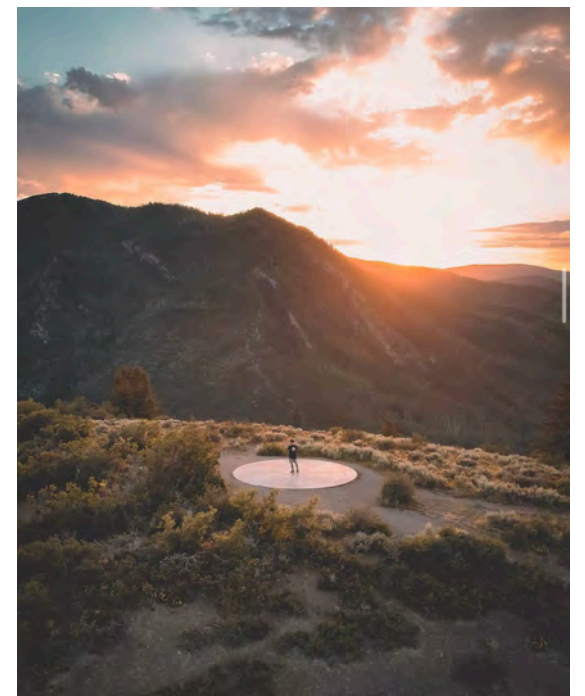
## Gender



Female - 47.04%  
Male - 52.96%



Watch Reel





# Action Items

# Action Items

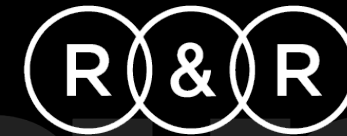
## Action Items

- Select creative concepts for testing
- Subcommittee to review influencer content
- R&R working through 101 video edits

## Upcoming

- Next in-person meeting: February 9th

**Thank**  
You



Thank  
Thank  
Thank  
Thank  
Thank

**Prepared by:**  
R&R Partners

**Company Representative:**  
**Jacqueline Meason**  
**Corporate Director - Brand**

[www.rrpartners.com](http://www.rrpartners.com)

# Appendix

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

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	972	\$126,360	\$0	\$126,360
2 Travel Expenses	0	n/a	\$15,000	\$15,000
<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	\$330,000	\$472,740
4 Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5 Website Maintenance	146	\$18,980	\$400	\$19,380
<b>SUBTOTAL:</b>	<b>1,454</b>	<b>\$189,020</b>	<b>\$330,400</b>	<b>\$519,420</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	\$1,052,550	\$1,118,850
<b>SUBTOTAL:</b>	<b>510</b>	<b>\$66,300</b>	<b>\$1,052,550</b>	<b>\$1,118,850</b>

<b>GRAND TOTAL**:</b>	<b>3,290</b>	<b>\$427,700</b>	<b>\$1,647,300</b>	<b>\$2,075,000</b>
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## 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>

## 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
<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>

## 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
<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>

## 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
<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>

## 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	
<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>FY 2/23 Members:</b>	<b>Estimated Time Involved:</b>	<b>Commitment Details:</b>
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	Robin Brown Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

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

# Exploratory Research

Creative Concepts Testing Results



# Deep Dive Into Each Spot





# Spot 1: A Day in the Life of a Wildlife Biologist



# Summary of Spot 1: A Day in the Life of a Wildlife Biologist



- METHODOLOGY
- EXECUTIVE SUMMARY
- SUMMARY OF EACH 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.



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

**Officer: We interact with both people and wildlife, and every day out here is different.**

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 trophy hunting is illegal. But, regulated hunting has 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: This is the Wildlife Logo.**  
In partnership with Colorado Parks and Wildlife.  
COWildlifecouncil.org





# Incorporating a trusted source in the spot cut through the noise for respondents and clearly conveyed the message that trophy hunting is already illegal in CO

## Utilizing a professional to communicate the message made a lasting impact on respondents

- "I prefer this one best of all. *No cheesy interviews* or staged outdoor activities. *True biologist experience, and it also mentions trophy hunting.*"  
-Female, 55+, CO Voter
- "I like this *imagery and message because I associate hunting with these images: the park ranger and elk.*"  
-Female, 18-34, AE
- "It gave a *real perspective* and a day to day of the job our wildlife employees do. *Informative and personal.*"  
-Female, 55+, CO Voter

## The message of trophy hunting came across to both segments through the use of a trusted messenger

### AEs

- "I like that it addresses *trophy hunting and how the license money is used.*"  
-Male, 18-34, AE
- "Levity, and *very clear the connection that hunting can play in maintaining our outdoors.*"  
-Male, 18-34, AE
- "*Showing the park ranger and elk along with the message and humor all tied it together really well.*"  
-Female, 18-34, AE

### HA's

- "I liked *the imagery and the professionalism* of this spot."  
-Female, 35-44, HA
- "The information was *presented by a professional, and it was backed up with a visual example* of what CWC might do to help wildlife."  
-Female, 55+, HA
- "It's *informative and shows an animal and a figure of authority* that looks happy."  
-Female, 45-54, HA

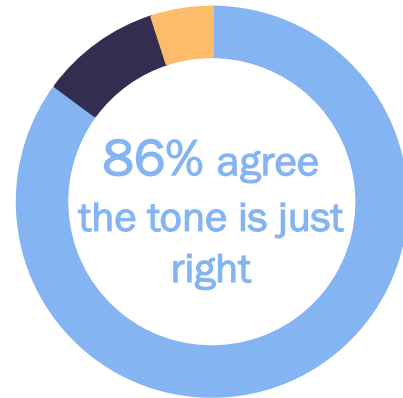


# There were little to no dislikes of this spot... most felt the tone was just right and incorporated the level of detail they needed

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH SPOT



■ Just Right ■ Too Serious ■ Too Lighthearted



While performing well across all segments, this spot performed best among AEs.



*Informative on pros of hunting, makes friends of non-hunters (i.e. with rules for hunters), and helps save wildlife - all in one spot!*

-Male, 18-34, AE

*It was on-point without being cheesy or pushy.*

-Male, 55+, CO Voter

*Hits the right tone. Resource expert and sense of urgency paired with some education about funds supporting conservation.*

-Male, 35-44, CO Voter

*It shows the many sides of how hunting provides resources to assist wildlife when needed. No one wants to see an animal in distress.*

-Male, 45-54, CO Voter

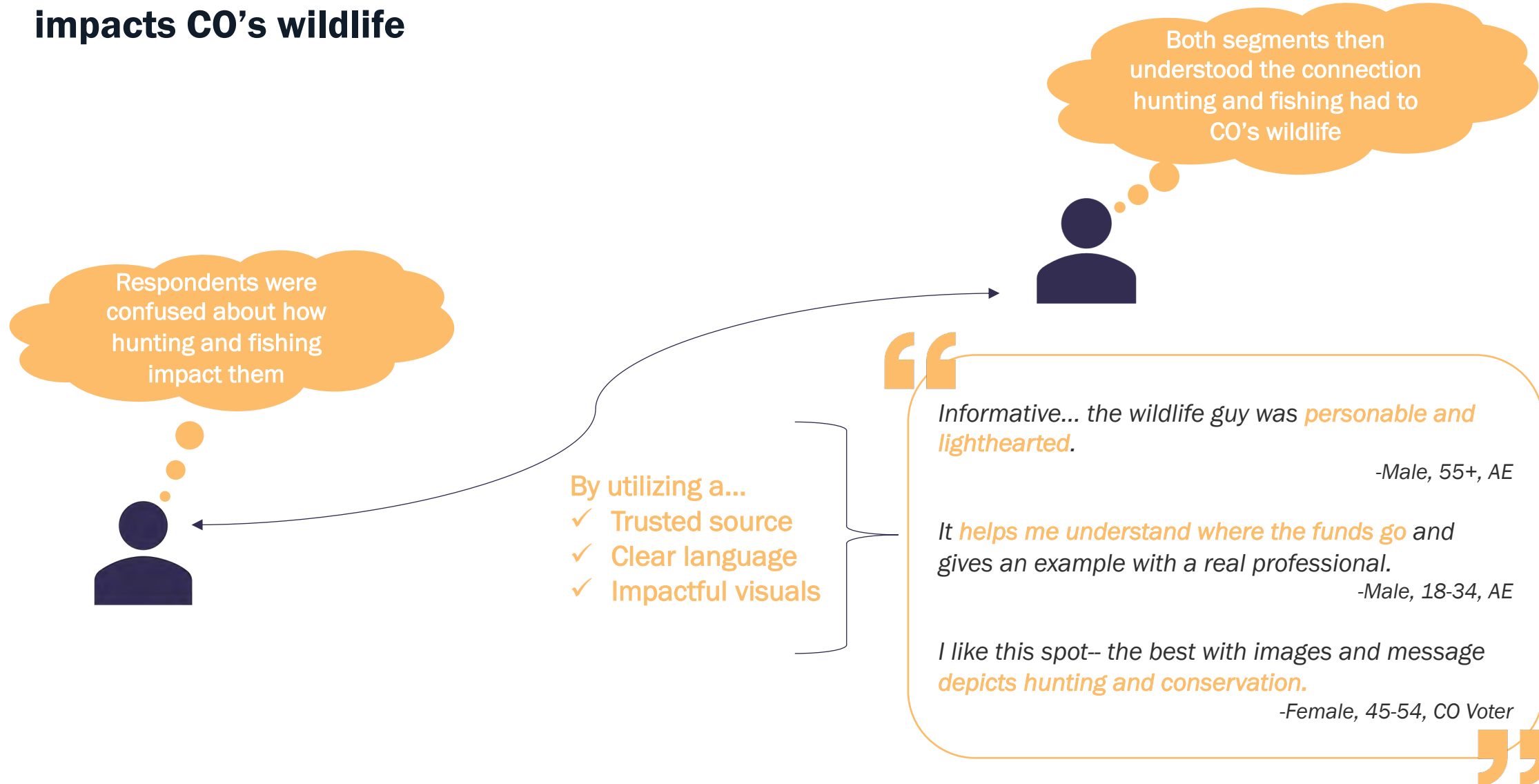


# The use of the professional biologist clearly demonstrated to both segments the benefits of hunting and helped facilitate a better understanding of how hunting impacts CO's wildlife

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH SPOT



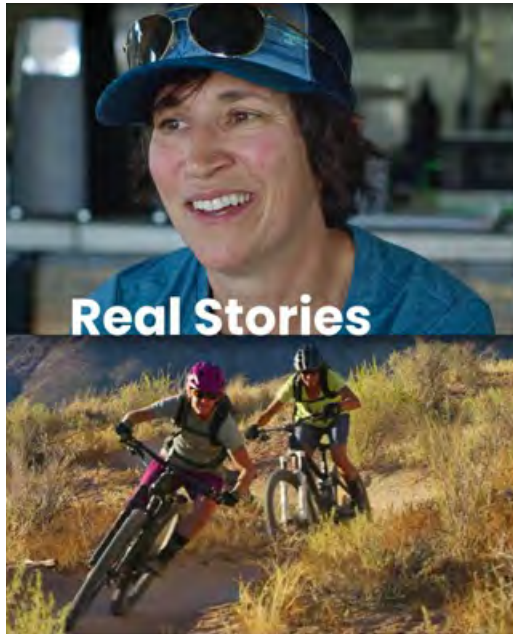


# Summary of Spot 2: Real Stories

METHODOLOGY

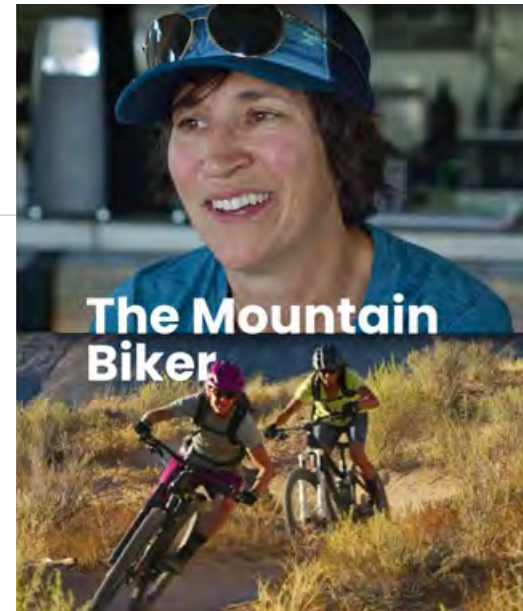
EXECUTIVE SUMMARY

SUMMARY OF EACH  
SPOT



## 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.



We open on woman driving in her SUV in the Colorado mountains. We see her taking her mountain bike off the rack, put on her helmet and start riding. As she rides, we cut to her talking interview style sitting on the tailgate of her SUV.

**Woman:** Like a lot of people I came to Colorado to ski, and never left. I fell in love with the Colorado outdoors and the healthy lifestyle.

We see beautiful shots of her riding.

**Woman:** But a healthy Colorado is more than just our lifestyle. It's keeping wildlife and their habitat healthy. Regulated hunting helps keeps herds healthy.

She stops riding and takes a break, watching a herd of elk.

**Woman:** I don't hunt, I have no desire to hunt, but I would never want to take that away from anyone.

We see more beautiful shots of her riding and more elk walking in the forest.

**Woman:** Managing wildlife should be left up to the biologists and science. Once you start managing with politics and not science, the wildlife loose, and so does all of Colorado.

**Card:** This is the Wildlife Logo.

In partnership with Colorado Parks and Wildlife.  
COwildlifecouncil.org



# Overall, both segments appreciated the highlight of a “real” non-hunting Coloradan communicating how hunting and fishing fees impact their life in CO

## Both segments appreciated the neutral message coming across in the spot

- “I liked the message more than the imagery. The message is *enjoying Colorado outdoors with hunting being necessary for healthy habitat.*”  
-Female, 18-34, AE
- “I like her *neutral take on hunting.* I like that it showcases the awesomeness of Colorado.”  
-Female, 45-54, HA
- “I *connected with the many sports she does* and with the fact that I don't hunt. I *saw myself in this spot.*”  
-Male, 18-34, AE
- “I liked the aspect of talking to someone who may not hunt but is *neutral to the idea and educated on possible benefits.*”  
-Female, 18-34, CO Voter

## Each understood the intentions behind this spot...

### AEs

- “Someone who *isn't a hunter but appreciates what regulated hunting does* for the state.”  
-Female, 35-44, AE
- “I think this spots emphasizes *the role that hunters play in the environment and presents a positive view* on hunting.”  
-Male, 18-34, AE
- “This woman and other Coloradans are able to enjoy mountain biking because of *hunting which keeps the habitat healthy.*”  
-Female, 18-34, AE

### HA's

- “Hunting *may not be a personal choice* for everyone, *but a valuable one for the environment* and ecosystems of our state.”  
-Male, 55+, HA
- “Hunting helps to *maintain the habitat* and keeps herds of animals healthy.”  
-Female, 55+, HA
- “The woman does not hunt, but *she supports all outdoor activities* in Colorado.”  
-Male, 55+, HA

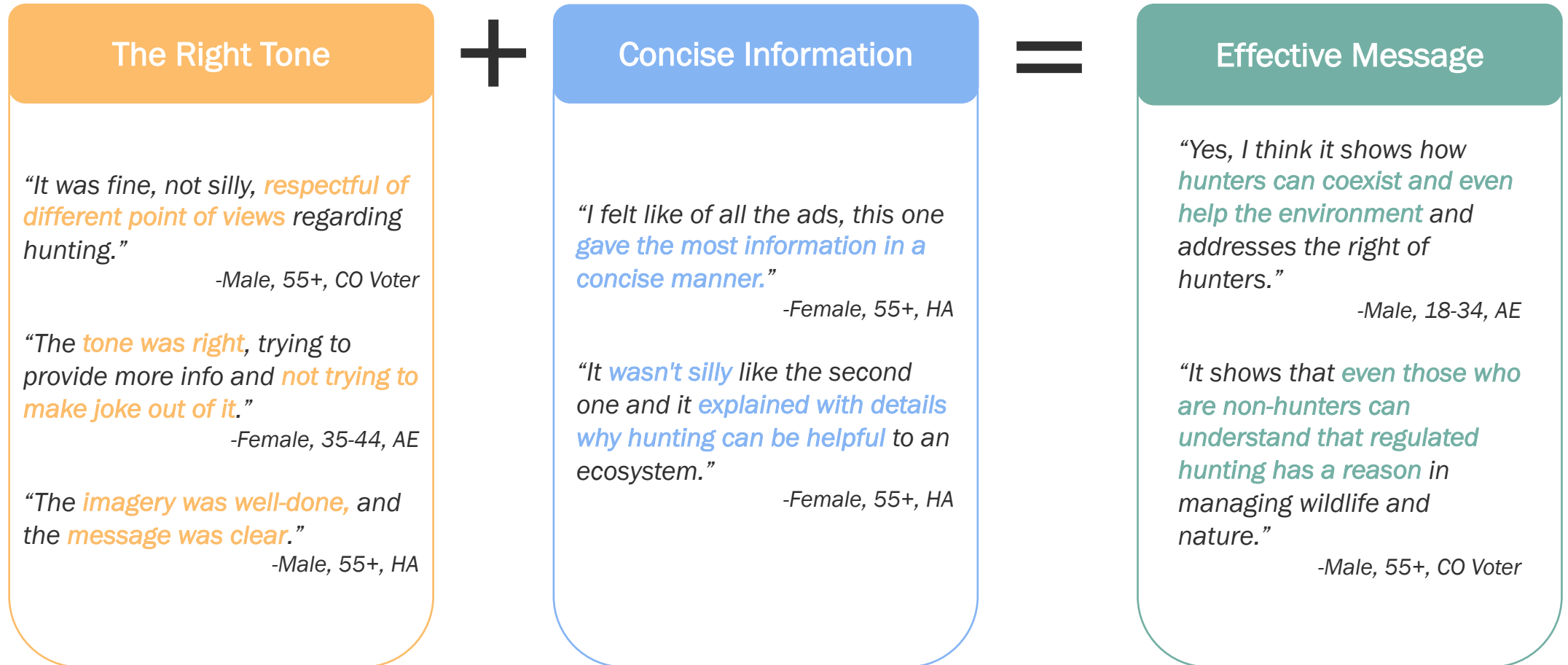


# Both segments felt this spot approached the topic of hunting and fishing with the right tone and provided the most information in a concise way

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH SPOT



# While there were no major dislikes, both segments were still confused on exactly how hunting impacts them while also struggling to see the messenger as a “local”

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH SPOT

At the broader level there may be room to tweak the message to incorporate more details....

“I have a *somewhat better understanding*. I’m assuming the *funds from hunting licenses somehow go towards conservation*.”

-Female, 35-44, AE

“It does a good job of mentioning how hunting helps keep wildlife healthy and how it funds the outdoors. I am *still unsure how either of those are done via hunting though*.”

-Male, 18-34, AE

“This spot did help me see the role of hunting in CO a little bit better, but *it could have some more detail in it*.”

-Female, 18-34, HA

Thinking about the specifics, who is highlighted in the story will matter as well as the specific visuals being shown....

“Perhaps an *ad with hunters might get the point across better*.”

-Male, 55+, CO Voter

“A *transplant talking about what makes Colorado great. Get a native*.”

-Male, 55+, HA

“Seemed a little *disjointed, why is the mountain biker talking about hunting, because she sees Elk occasionally?*”

-Female, 18-34, CO Voter

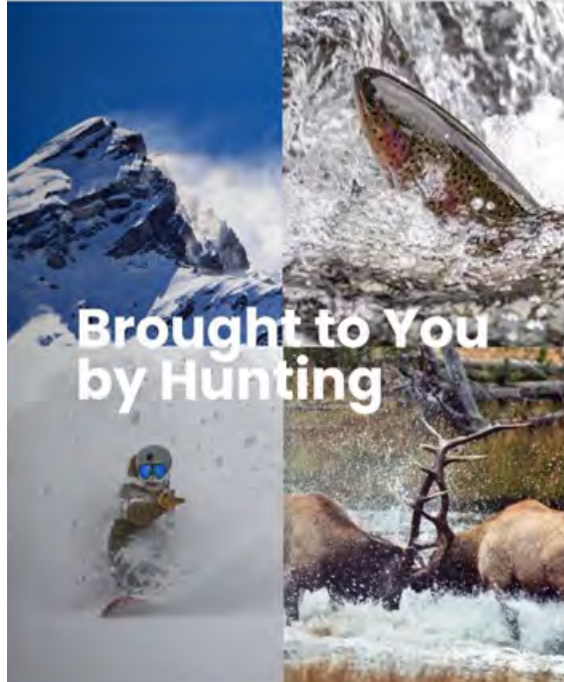




# Spot 3: Brought to You By Hunting

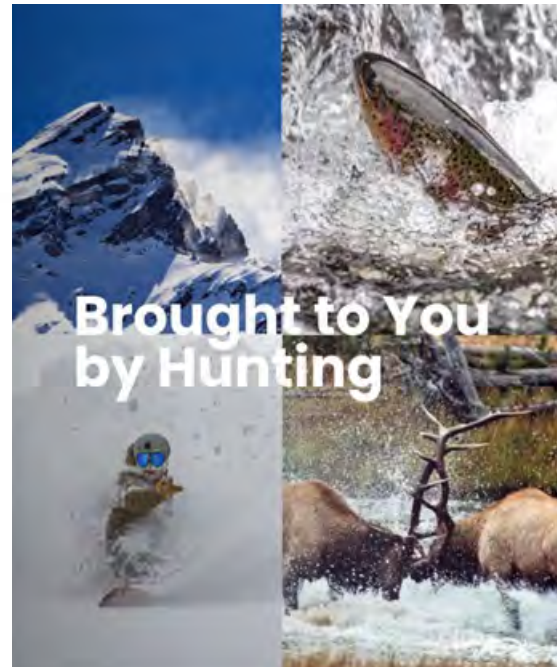


# Summary of Spot 3: Brought to You By Hunting



## 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.



Open on super slow-mo of wind whipping snow off a mountain top.

**Woman: Poets celebrate it in songs.**

Cut to super slow-mo of a trout jumping/fighting its way up stream.

**Woman: Painters glorify it on canvas.**

Cut to super slow-mo of a snowboarder bursting through a wall of snow.

**Woman: And hunting pays for it with licenses and fees.**

Cut to super slow-mo of an eagle catching a fish out of a stream.

**Woman: Legal hunting adds \$3.25 billion to our economy, supports 25,000 jobs for our people, and provides the care and preservation for just about everything you love about this place.**

Cut to super slow-mo of two elk locking horns.

**Woman: This is Colorado... brought to you by hunting.**

**Card: This is the Wildlife Logo.**

In partnership with Colorado Parks and Wildlife.  
COwildlifecouncil.org



# Overall, respondents understood the message clearly in this spot and felt a connection with the message as well as the imagery

## Pairing key visuals with clear language helped communicate the relationship between hunting and CO's other activities

- "I liked the few images in this spot. Also, I liked how it explains how hunting license fees help stimulate the economy and bring jobs to Colorado."*

-Female, 18-34, AE
- "The imagery and the language. The amount of information provided is beneficial."*

-Female, 45-54, HA
- "The imagery is captivating and the fact that it shows animals hunting and elk fighting."*

-Male, 45-54, AE
- "I liked the elk imagery and the eagle catching fish paired with statement about the legal hunting adding billions to the economy."*

-Female, 55+, CO Voter

## The message resonated with both segments as it clearly highlighted the benefits hunting provides to non-hunters

### AEs

- "License fees add billions to the economy and brings jobs to the people."*

-Female, 18-34, AE
- "This spot shows the economic impact of hunting in Colorado."*

-Male, 45-54, AE
- "Hunting provides a significant benefit to the economy - money and jobs - that tie into all forms of outdoor recreation in CO."*

-Male, 18-34, AE

### HA's

- "That hunting and fishing generates a great deal of money to help support our wildlife."*

-Female, 55+, HA
- "Hunting/fishing license fees protect Colorado open spaces."*

-Male, 55+, HA
- "Demonstrates the importance of the hunting fees."*

-Female, 18-34, HA



# Respondents had mostly positive things to say about this spot; however, there was some confusion about the type of imagery utilized within the spot

METHODOLOGY

EXECUTIVE SUMMARY

SUMMARY OF EACH SPOT

While the message was clear for most some were confused by the images of the snowboarding as respondents disagreed that hunting and fishing fees contribute specifically to winter sports

*"Seemed a little disjointed, hunting doesn't bring snowboarding to Colorado."*

-Female, 18-34, CO Voter

*"Not sure how snowboarding ties into hunting message."*

-Female, 45-54, CO Voter

*"I don't like the snowboarder; most people are skiing at the resorts and not out in the wilderness causing avalanches."*

-Female, 55+, HA

*"Hunting doesn't help pay for skiing/snowboarding. That is a whole other can of worms as far as cost and revenue for the state."*

-Female, 35-44, AE

In the next phase of iterations altering the imaging or language may be needed to eliminate any confusion...

## Confusing imagery

*"Tying art and hunting together **makes no sense to me.**"*

-Male, 35-44, AE

*"The **VO and imagery don't match** but help to get more information to viewer to build the connection between hunting (jobs and money) to the rest that CO has to offer (painting, snowboarding, etc.)."*

-Male, 18-34, AE

## Clearer language

*"I **don't like the statements at the beginning...** like someone reading a poem."*

-Female, 55+, CO Voter

*"Some of the **text in the message didn't make sense to me,** like the poet and painter."*

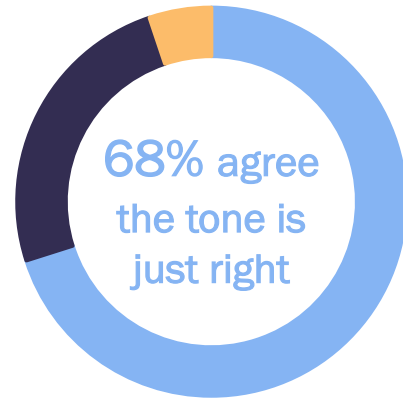
-Female, 18-34, AE

*"I dislike that it **switches from light-hearted to very serious** with a lot of facts."*

-Female, 18-34, CO Voter



# The balance of imagery with the statistic-focused voiceover made the tone just right for most, and it affectively helped both segments understand hunting's role



■ Just Right ■ Too Serious ■ Too Lighthearted

“It’s the *most informative and the imagery is spot on*, showing a lot of benefits of Colorado including recreational activities and wildlife.  
-Female, 45-54, HA

The *imagery and text* were complementary.  
-Male, 55+, HA

*Not too serious, not trying to be super funny* about it either.  
-Female, 35-44, AE

The *photos were spot on, the message was clear*.  
-Female, 55+, CO Voter”

## The balance of imagery and statistics is why this spot had influence

“I like that it was *much more factual than the other spots*.”

-Female, 35-44, HA

“It *gives data to show why hunting is a net benefit to Colorado wildlife*.”

-Male, 18-34, AE

“It shows that *Colorado has so much wide-open space that needs attention and to be taken care of; hunting and all the wildlife employees ensure that it is taken care of*.”

-Female, 55+, CO Voter

