



COLORADO WILDLIFE COUNCIL

Creative Sub-committee Conference Call Notes
January 19, 2023 ~ 8:30 - 9:30 am

Members Present: Ehrhart-Gemmill & Twinem

Members Absent: Gates

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer) & Jennifer Anderson (Staff Liaison); R&R Partners: Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Libby Lewis (Project Manager), & Pat Buller (Creative)

R&R Partners: Concept Review

Reviewed the proposed concepts: A day in the life of a biologist (Biologist) and Brought to you by Hunting (Brought to you).

Creative Sub-Committee Discussion

Committee: What is the hook/sell is for each concept?

R&R: For Biologist, connect wildlife success stories with hunting and fishing dollars (hunting pays for this not tax dollars).

Committee: Can we test different angles of the creative. Do viewers remember CWC, tagline, CPW, story, etc.? Will it sound authentic with a script?

R&R: Will have a script, but let the biologists share in their own words.

Committee: Concerned about staff not wanting to be on camera and in stories. May have to share stories that already occurred (e.g. b-roll). Will need to include CPW's Public Information Officers with any new media, including CWC commercials that feature CPW. Also need scope of how many CPW staff, filming days/hours, etc. Help us understand how CPW images of staff will be used on TV/CTV, social media, billboards, etc.

R&R: Will create a list of expectations for CPW staff during filming (makeup, filming info, etc.).

Committee: The animatics are very detailed, is there a potential to simplify so we can pivot/change/learn (simple sketched storyboards)?

R&R: If the animatics are too simple/sketched it can be difficult for the audience to understand concept. It is also difficult to test multiple elements.

Committee: Could we get copy of playlist of music?

R&R: Yes.

Committee: Will there be the opportunity to test different variations of each concept since there is a lot of nuance? Could we see the question sets for testing?

R&R: Will contact our Research team for the questions.

Committee: What is the audience's perceptions of law enforcement officers (e.g. District Wildlife Managers (DWM) are also law enforcement (LE))? At CPW, DWM=Biologists=LE. CPW has multiple layers of 'biologist' employees, good to get a pulse with the audience. Does the audience understand that this person is a scientist (DWM=LE) and do they trust them? There has been a shift in trust with LE since 2020.

R&R: For Biologist, it is more about them being an authority figure, distinctions about position does not matter to general public. They see CPW as a trusted source regarding rules/regulations, we want to see if the trusted source is understood by the audience (not get into the weeds).

Committee: Concerned about using the terminology of trophy hunting.

R&R: Biologist would briefly address trophy hunting. Other resources are defining trophy hunting and the audience is concerned about this. Do not need to define it, just need to address it and move on.

Committee: Please include all of the committee to review scripts so we can review in advance and have time to propose edits. Glad we will be testing these concepts, but there is a lot going on with the messaging (convoluted). The Biologist spot has several messages which is confusing - the legal way of hunting and wildlife rescues are paid for by hunting/fishing. The tagline at the end “This is the Wildlife” doesn’t seem to fit. Would like to see it tie all together/cohesivity.

R&R: Wanted to continue with ‘This is the Wildlife’ during this transition phase from the current campaign to the next, rather than start/stop. The hook is: paid for by hunting/fishing. Some of this will set us back on our timeline and the deadline is 6/30/23.

Committee: Audience wants to hear factual information. Let us know if we need to remain with the current campaign for budget reasons.

R&R: At this time it is difficult to ‘detail out’ too many scripts when we don’t know what concept CWC will move forward with.

Committee: Since we are paying a lot for the research/testing, want to make sure we are testing the right thing. What is the campaign formula is for the creative so we can understand it better? For example, we want the audience to walk away with A, B and C. Would like a list to know exactly what we are trying to say.

R&R: Understood, will compile the key message, support message, tagline, etc. We will still test two different spots with 2 different messages.

<u>2023 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Date	Day of Month
February – Meeting	2/9	2nd Thursday
<i>March - Call</i>	<i>3/9</i>	<i>2rd Thursday</i>
April - Planning Retreat	4/17 - 4/18	3rd Mon/Tues
<i>May – Call</i>	<i>5/11</i>	<i>2rd Thursday</i>
June – Meeting	6/8	2nd Thursday
<i>July - Call</i>	<i>7/13</i>	<i>2rd Thursday</i>
August - Meeting	8/10	2nd Thursday
<i>September - Call</i>	<i>9/15</i>	<i>2rd Thursday</i>
October – Meeting	10/12	2nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2rd Thursday</i>
December - Meeting	12/14	2nd Thursday