

# Colorado Wildlife Council

July Meeting  
2023



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**Date Issued:**

July 2023

# Agenda

- 01 **Paid Media OOH Recommendation**
- 02 **Q2 Analytics**
- 03 **Rockies Partnership Updates**
- 04 **Creative Updates**
- 05 **Action Items**

# Paid Media

OOH Recommendation

# Channel Strategy

# Target Audiences

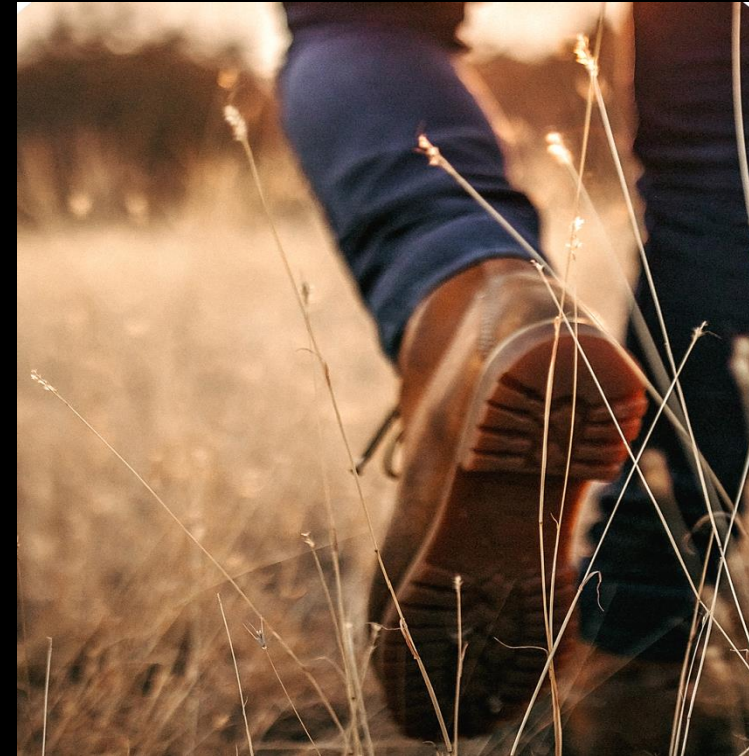
## Primary Audience



### **Adventurous Environmentalist**

- Adults 18 to 44
- Outdoorsy audience who enjoys hiking, fishing and camping
- More likely to be female
- Leans democratic and liberal
- Falls in higher income bracket

## Secondary Audience



### **Hunter Adjacent**

- Adults 18 to 29
- Not active hunters, but indifferent to or supportive of hunting
- More likely to be male
- Range on political views; majority are independents
- Falls in a lower income bracket

# 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

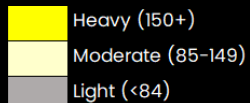
## Platform Specifics

	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:

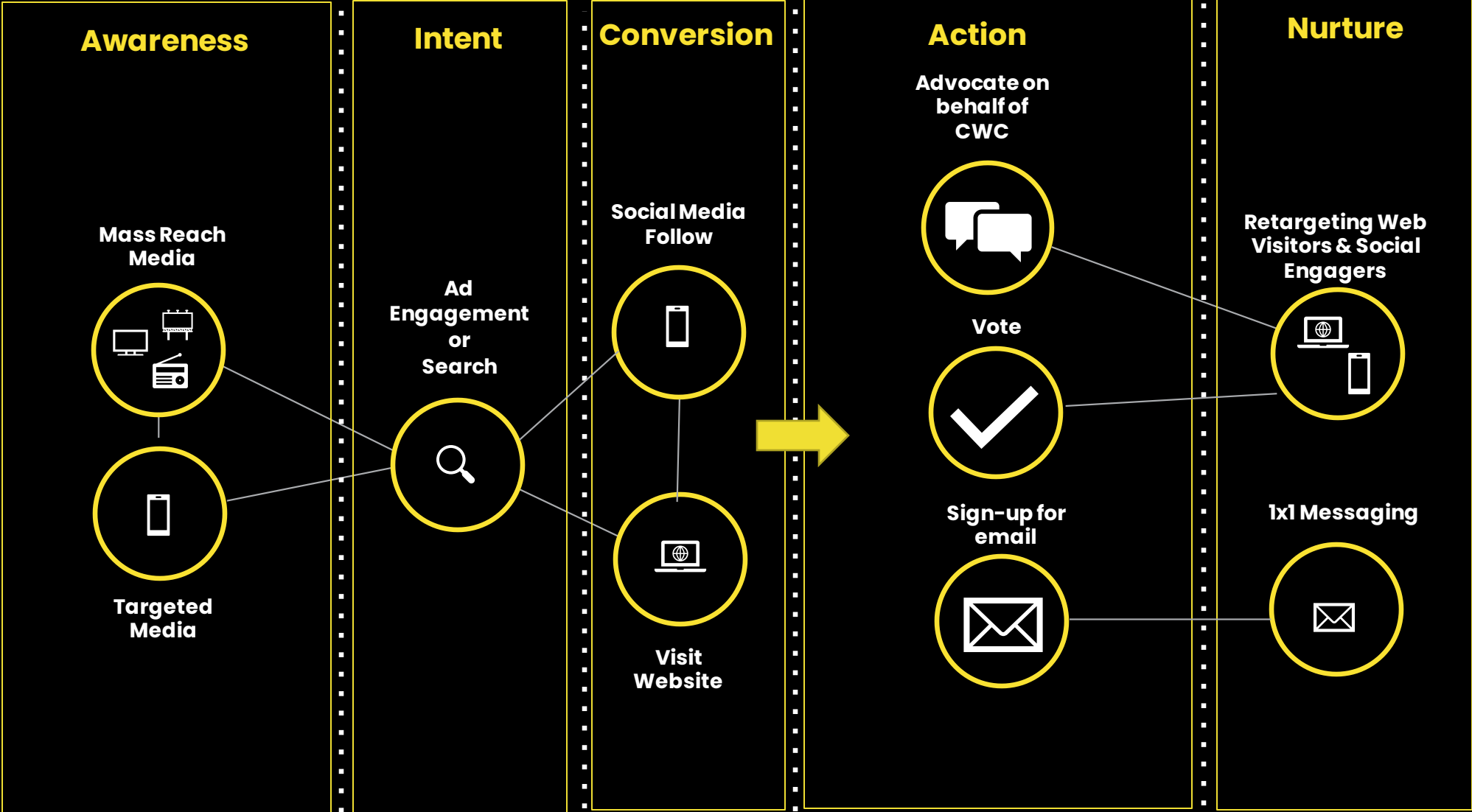
(Email, Influencers)



# Audience Journey

**Objective:**

Through traditional and digital media channels, increase awareness among the "Adventurous Environmentalist" and "Hunter Adjacent" audiences, paving the way for them to become advocates.



# Paid Media

*FY '23/'24 Recommendation*

# Media Objectives & Goals

- Campaign Objective
  - Increase **awareness** among the Adventurous Environmentalist and Hunter Adjacent audiences 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 (VCR) and website visits

# Planning Parameters

<b>BUDGET:</b>	\$1,645,030
<b>TIMING:</b>	July 1, 2023 – June 30, 2024
<b>AUDIENCES:</b>	Adventurous Environmentalist Hunter Adjacent
<b>TACTICS:</b>	Television OOH The Trade Desk YouTube Facebook/Instagram Reddit Snapchat TikTok Email

# Media Audiences

- **Adapting the CWC target audiences:** With the target audiences of the **Adventurous Environmentalist** (primary) and **Hunter Adjacent** (secondary and within the AE audience), we will optimize and fine tune the audience as the campaign gathers data and evolve this audience over time.
  - **Diversity & Inclusion:** Integrate specific BIPOC data segments into the media plan that reach diverse audiences that fall within the Adults 18-44 demo.
  - **New to Colorado:** Target those who fall within the AE audience but are new to Colorado.
  - **Outdoor:** Continue to target those who are interested in outdoor activities, but do not participate in hunting or fishing.
  - **Geo-targeting:** Target those near our downtown mural.
- **Stakeholder inclusion:** Remain visible among CWC's key stakeholders to ensure that we're remaining top-of-mind for our advocates. Reach them specifically within paid media efforts such as TV, OOH, social influencers, evergreen social, and earned efforts.
- **Growth:** Leverage lookalike and retargeting audiences based on past campaigns and website visitors.

# Out-of-Home

# Original Recommendation

# Ski Lift OOH

## TIMING

Dec. 1, 2023 – March 31, 2024  
(4 Months)

## TACTICS

130 Chairs

## GEO

Winter Park & Breckenridge





# Light Rail Wrap



# Static Bulletin Boards

## **TIMING**

**August – November 2023  
& March – May 2024**

## **TACTICS**

**Full wrap (x2 sides)**

## **GEO**

**Denver Metro Area**

## **TIMING**

**December 2023 – March 2024**

## **TACTICS**

**2 Bulletin boards (14' x 48')**

## **GEO**

**Denver, along I-70 (East & West facing)**

# OOH Comparison

# OOH – Denver Area

Leverage OOH placements to reach the target audience during the winter months as they come and go from ski resorts near Denver, CO, as the audience has an affinity for snow sports such as skiing and snowboarding. Note that the Winter Park Ski Train does not offer advertising and we could not locate any private ski buses that offer any opportunities.

Buy Detail	CO – Denver <i>Original</i>	CO – Denver <i>Alternative</i>
<b>Number of OOH Boards</b>	2	3-4
<b>Number of Ski Lift Chairs</b>	130 (65x Winter Park, 65x Breckenridge)	0
<b>Number of Light Rail Wraps</b>	1 Full Wrap	1 Full Wrap
<b>Locations</b>	Boards: TBD, along I-70 near Front Range	Boards: TBD, along I-70 near Front Range
<b>Total Weeks</b>	Boards: 18 weeks Light Rail Wrap: 28 weeks Ski Lift Chairs: 18 weeks (4 months)	Boards: 18 weeks Light Rail Wrap: 28 weeks
<b>Estimated Weekly Impressions</b>	Boards: TBC once locations are selected Light Rail Wrap: 433,941 Ski Lift Chairs: 1,400,000	Boards: TBC once locations are selected Light Rail Wrap: 433,941
<b>Total Cost</b>	\$212,913	\$212,913
<b>Flighting</b>	Boards: 11/27/23 – 3/31/24 Light Rail Wrap: 8/1/23 – 11/19/23 3/4/24 – 5/26/24 Ski Lift Chairs: 12/1/23 – 3/31/24	Boards: 11/27/23 – 3/31/24 Light Rail Wrap: 8/1/23 – 11/19/23 3/4/24 – 5/26/24

# Added Value & Next Steps

## Added Value Considerations

- The Ski Lift Chairs has proven to over deliver and delivered 147% of estimated impressions in FY '22-'23, providing 16,600,000 added value impressions
- While we will always endeavor to negotiate as much added value/bonus as possible, with a relatively small number of static OOH boards on the original and alternative OOH plans, it may be challenging to secure added value near or equivalent to the Ski Lift Chairs added value that has been provided in the past

## Next Steps

- July 13, 2023 CWC to provide OOH feedback/approval
- Mid-July, 2023 Review deliverables (assets and landing pages)
- July 21, 2023 traffic creative assets to Media
- August 1, 2023 Media goes live

# Original Flowchart



R&R Partners  
Colorado Wildlife Council  
2023-2024

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Cost	% of Total																																									
<b>Adventurous Environmentalist 18-44 (&amp; Hunter Adjacent 18-30)</b>	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24		
<b>SPOT TV / CABLE - Denver DMA</b>																																																							
:15s/:30s A18-49, English													\$200,000	12%																																									
Watermark + Traffic													\$13,312	1%																																									
<b>Spot TV / Cable Total</b>	\$0	\$0	\$20,783	\$31,566	\$21,566	\$21,566	\$21,566	\$21,566	\$31,566	\$21,566	\$21,566	\$0	<b>\$213,312</b>	<b>13%</b>																																									
<b>OUT-OF-HOME</b>																																																							
CO Rockies Sponsorship													\$375,000	23%																																									
Static Bulletin Boards - 2x along I-70 - Lamar, Includes Production													\$80,963	5%																																									
Light Rail Full Wrap (2x 119.75" x 826.25") - Lamar, Includes Production													\$65,000	4%																																									
Ski Lifts - Winter Park & Breckenridge													\$66,950	4%																																									
<b>OOH Total</b>	\$0	\$17,500	\$6,000	\$12,000	\$0	\$62,788	\$31,125	\$31,125	\$40,375	\$381,000	\$6,000	\$0	<b>\$587,913</b>	<b>36%</b>																																									
<b>DIGITAL</b>																																																							
Email - MailChimp													\$225	0%																																									
Social - Facebook/Instagram - AR Filter Ads													\$15,000	1%																																									
Social - Facebook/Instagram - Paid Ads													\$100,000	6%																																									
Social - Facebook/Instagram - Promoted Posts													\$4,125	0%																																									
Social - Reddit													\$31,500	2%																																									
Social - Snapchat													\$27,000	2%																																									
Social - TikTok													\$67,500	4%																																									
Spotify Streaming Audio													\$63,000	4%																																									
Digital Ad Serving													\$105	0%																																									
<i>The Trade Desk DSP</i>																																																							
Display - Native/Standard													\$72,000	4%																																									
Video - Connected TV													\$99,000	6%																																									
Video - Pre-Roll													\$81,000	5%																																									
<i>Undertone</i>																																																							
Influencers													\$84,000	5%																																									
Rich Media													\$67,500	4%																																									
Digital Ad Serving													\$850	0%																																									
Video - YouTube													\$81,000	5%																																									
<b>Digital Total</b>	\$394	\$77,500	\$77,500	\$91,500	\$91,500	\$11,894	\$77,500	\$91,500	\$91,500	\$91,500	\$91,500	\$19	<b>\$793,805</b>	<b>48%</b>																																									
<b>Opportunity Fund</b>													\$50,000	<b>96%</b>																																									
<b>MEDIA TOTAL</b>	\$394	\$95,000	\$104,283	\$135,066	\$113,066	\$96,248	\$130,191	\$144,191	\$163,441	\$494,066	\$119,066	\$50,019	<b>\$1,645,030</b>	<b>97%</b>																																									

# Q2 Web Analytics

To be shown in meeting

# Rockies Partnership

Updates

# Rockies Partnership Social Post #1

- Fishing for Facts was shared to Rockies Facebook on June 16th.
- The video featured Dinger and his handler fishing and sharing facts related to fishing
- Facebook: [watch here](#)



# Rockies Partnership Updates

- Mark your calendars for Sunday, September 17! CWC promotional day at Coors Field is coming up!
- Promo giveaway- moose mural reusable tote bag

# Creative

Updates

# Production Updates

- A Day in the Life production was a success!
- Production occurred June 14 –19 in Colorado Springs, Denver, Gold Hill, Estes Park, Kremmling, and Parshall
- Spots featured CPW officers/ biologists as well as paid talent extras

# A Day in the Life Production



# We Want to Hear from YOU!

As we build on A Day in the Life content, we want to continue share exciting/ educational stories

- How does hunting and fishing benefit you?
- What impact does hunting and fishing have on your local economy?
- What other interesting stories have you heard that license fees play a role in?

Share your stories here:

<https://forms.gle/w4FzkCVVWk5VCZms8>

# Action Items

## **Action Items:**

- Approve Paid Media OOH Recommendation
- Fill out the Google Forms with A Day in the Life stories/ recommendations

## **Upcoming Council Meetings:**

- August 10 – in-person

**Thank**  
You



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Thank

**Prepared by:**  
R&R Partners

# Appendix



# FY 23/24 Budget (\$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>\$14,406.67</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>

# 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
<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>

## 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 23/24:** July 1 – June 30, 2024 (\$1,645,030)
- **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 9:** September 2023 (dates tbd)
- **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

- [Kyana Miner](#)
- [Macquel Martin](#)
- [Nelson Holland](#)
- [Jason George](#)
- [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	Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

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

# Media Appendix

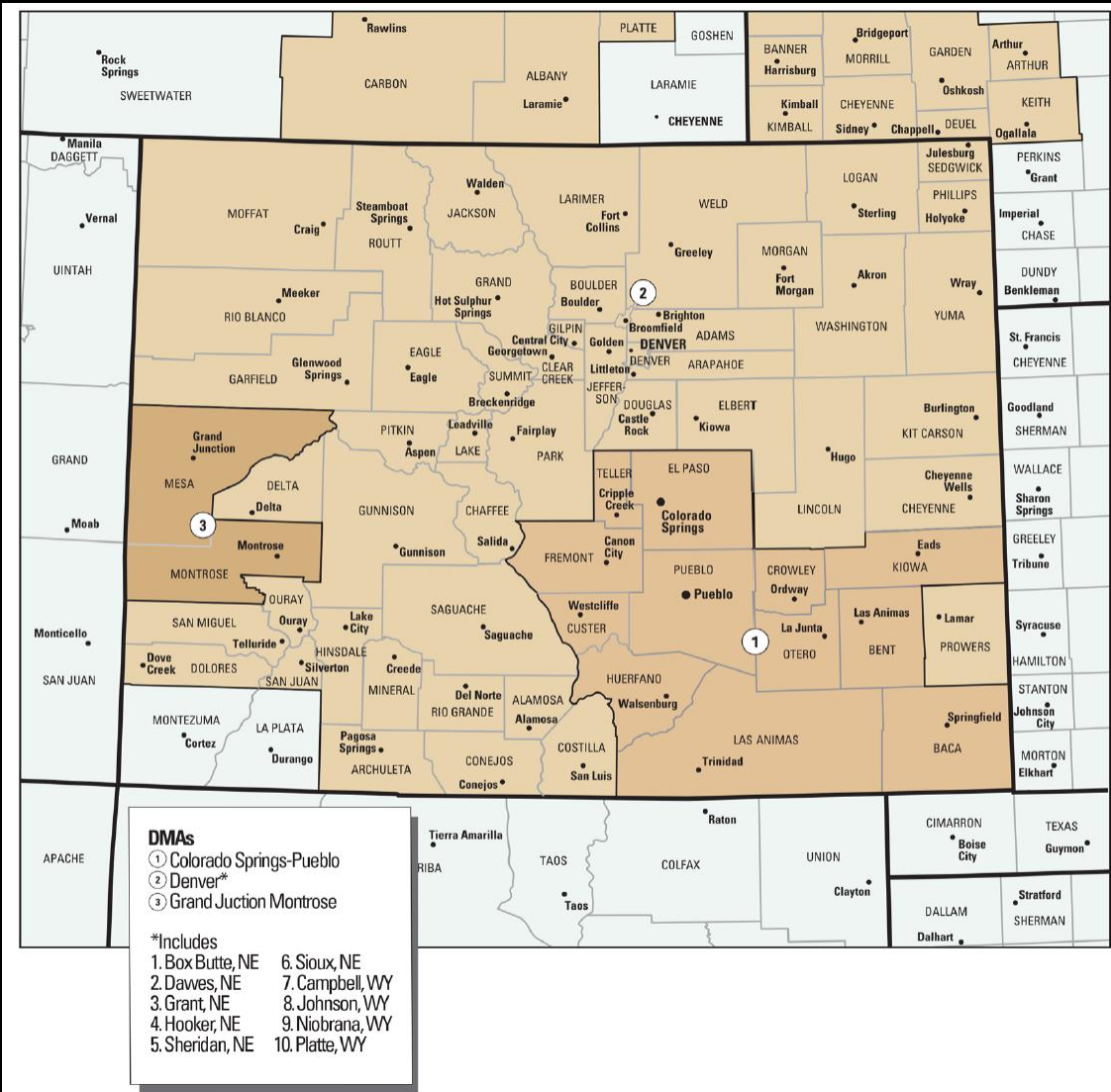
# Market Research

# 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 County 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 US Census, the Denver population is White (80%), with the next largest group being Hispanics (29%). Whereas Grand Junction is even more predominantly White (91%) and less population of Hispanics (16%)
- Over 90% of both Denver and Grand Junction have graduated high school. 50% of Denver have Bachelor's degrees or higher, with only 33% of Grand Junction residents having Bachelor's 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>

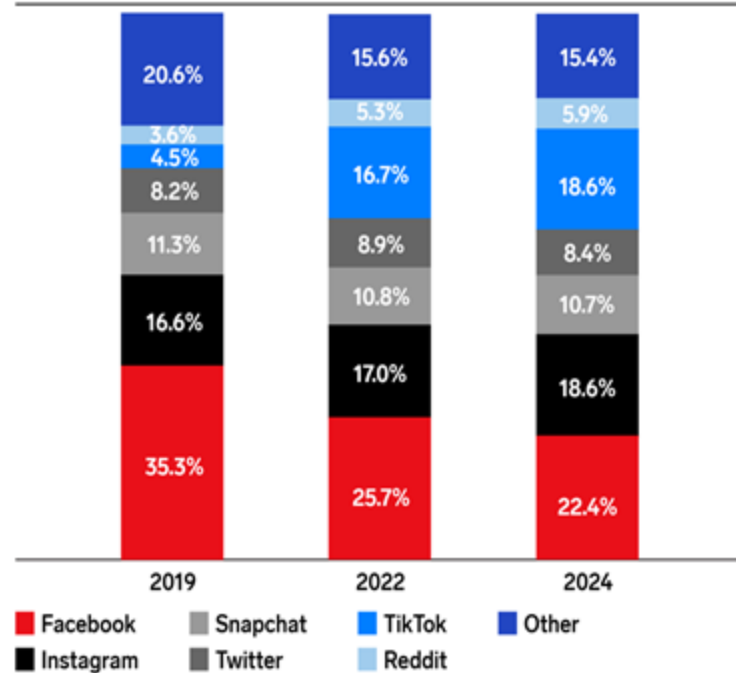
Note: ages 18+; includes digital via any device (excludes mobile voice), print (magazines and newspapers), radio, TV, and other; \*excludes video streamed through social networks; \*\*includes all internet activities on desktop and laptop computers; \*\*\*excludes digital  
Source: eMarketer, April 2022

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eMarketer | InsiderIntelligence.com

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

% of total

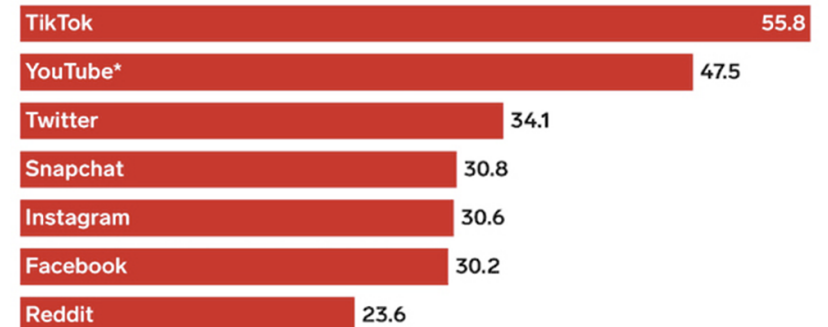


Note: ages 18+; includes all time spent on social network platforms regardless of device or multitasking  
Source: eMarketer, April 2022

eMarketer | InsiderIntelligence.com

## 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

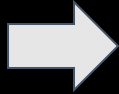
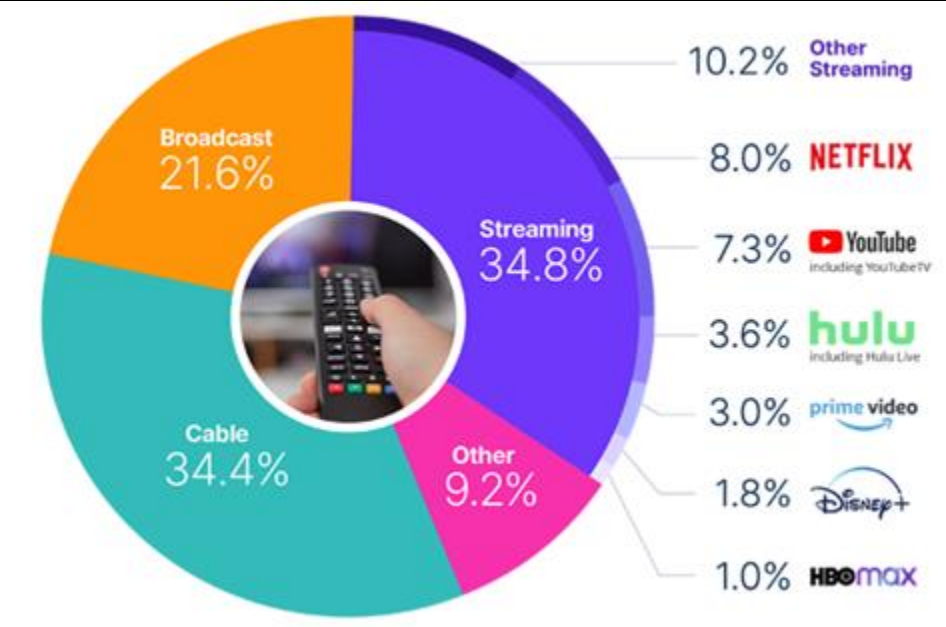
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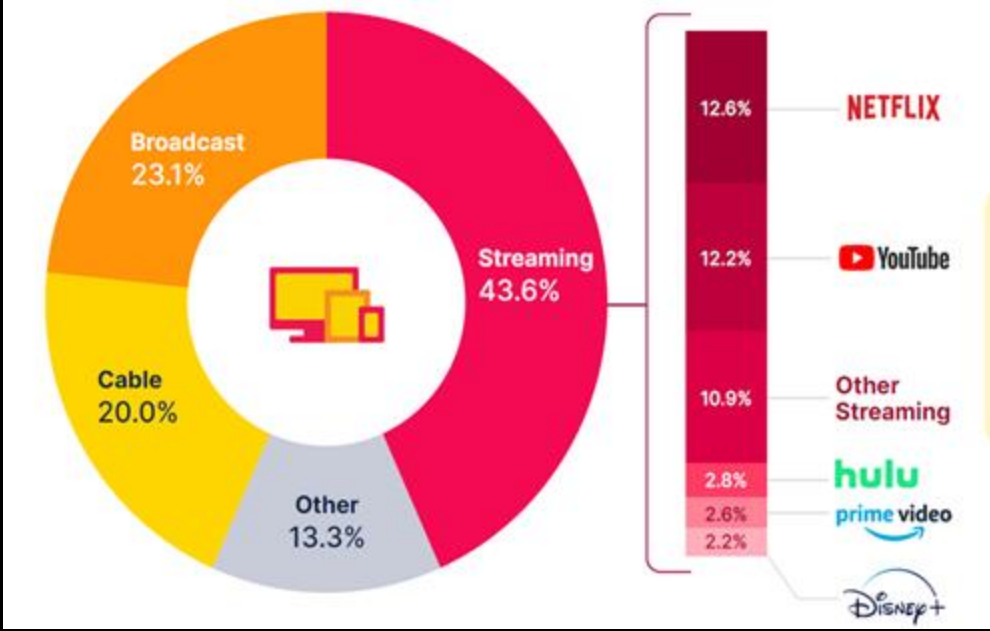


# Media Landscape – Time Spent with Television/Video

## Total US Population



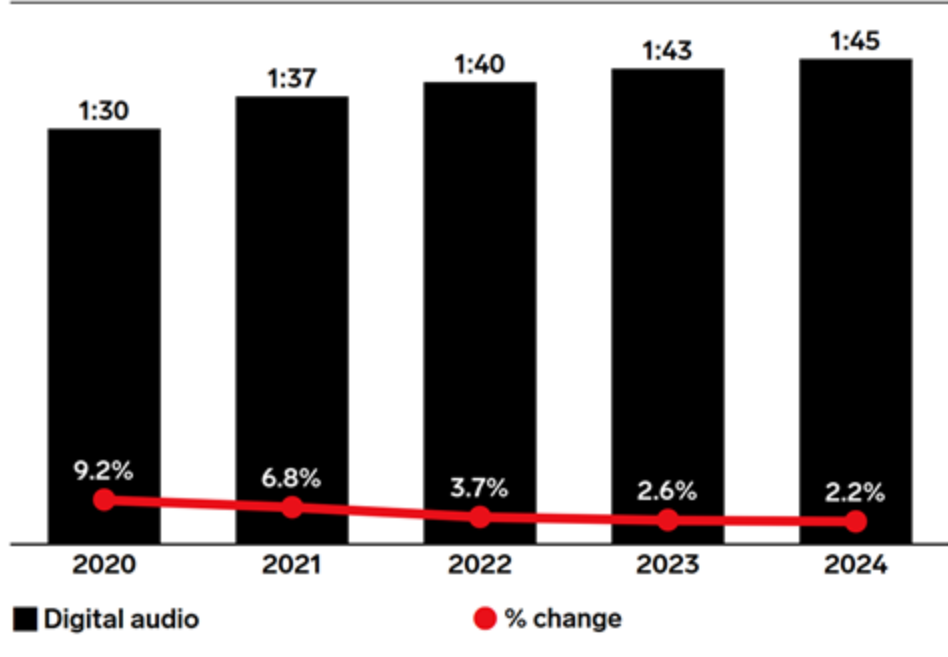
## Total Hispanic Population



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

# Media Landscape – Time Spent with Digital Audio

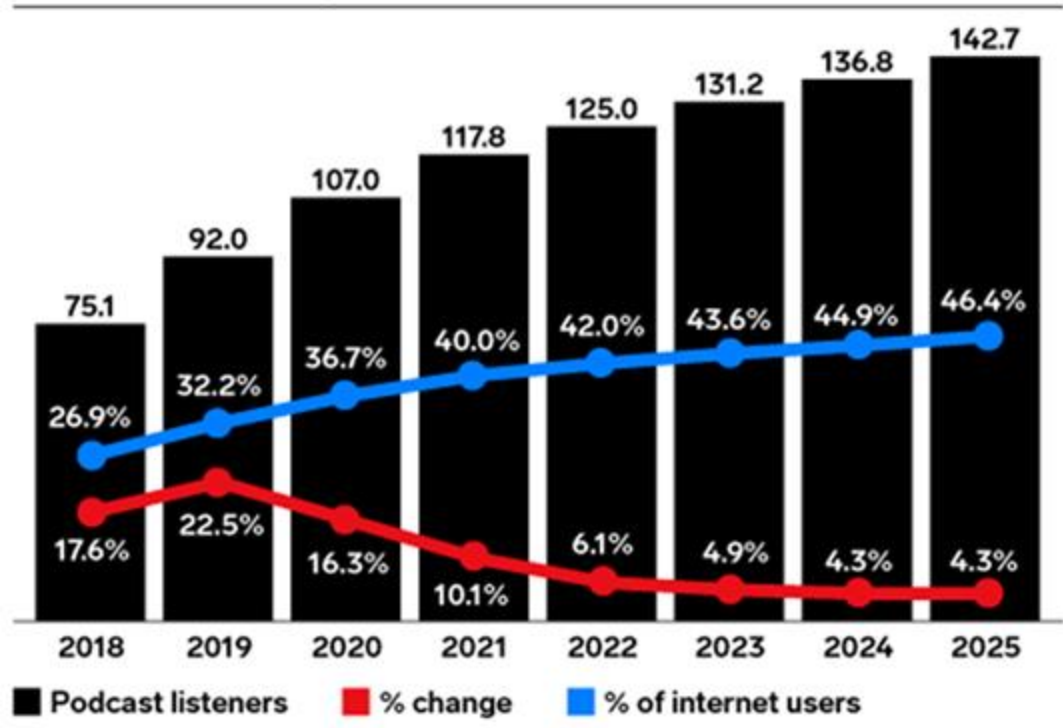
**Digital Audio: Average Time Spent in the US, 2020-2024**  
 hrs:mins per day among population and % change



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



**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

# Media Glossary

# 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.