

# Colorado Wildlife Council

November Meeting  
2023



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**Date Issued:**

November 2023

# Agenda

- 01 **Q3 Website Analytics**
- 02 **Creative Updates**
- 03 **Research Updates**
- 04 **Rockies Partnership**
- 05 **PR/ Earned Media**
- 06 **Action Items**

# Q3 Website Analytics

# Traffic Overview (Compared to Q2)

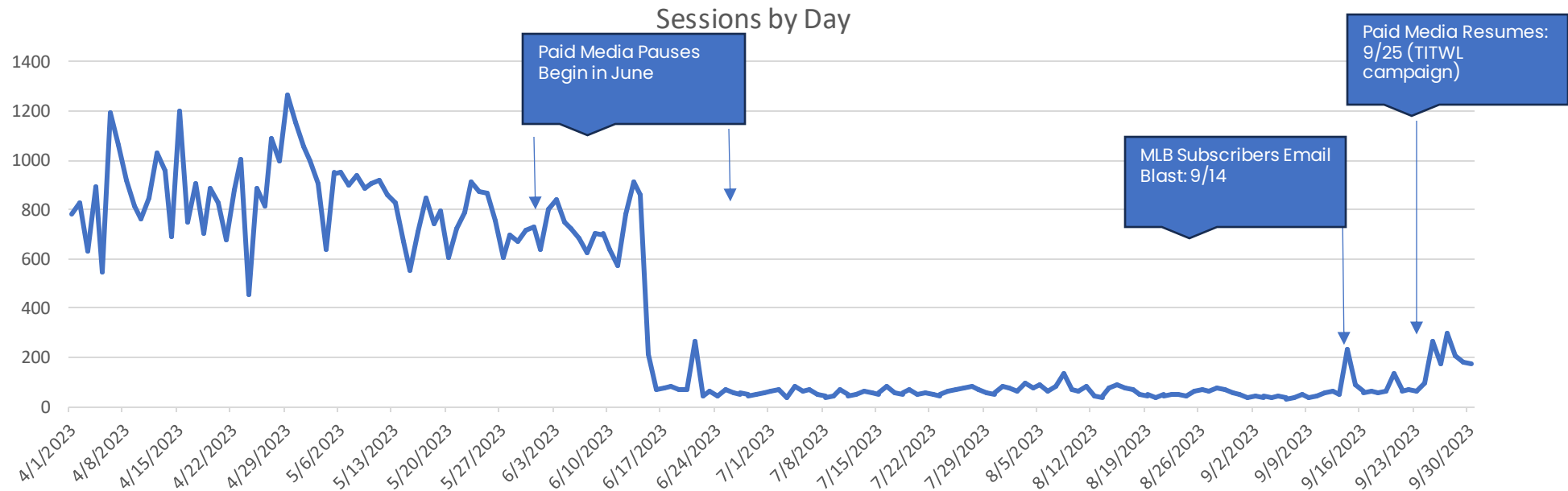
- Sessions: 6,931 (-89.2%)
  - Traffic experienced a significant decrease from Q2 as media efforts were scaled back in Q3. Despite the overall traffic decrease, organic traffic (users from organic search and direct) increased by 12.9% QoQ.
- New Users: 6,261 (-89.3%)
- Active Users: 6,209 (-89.4%)
- Engagement Rate: 52.13% (+136.6%)
  - As paid traffic tends to engage with the site at rates lower than that of organic traffic, the decrease in paid traffic led to a significant improvement in engagement rates from the previous quarter.

# Top Pages by Pageviews

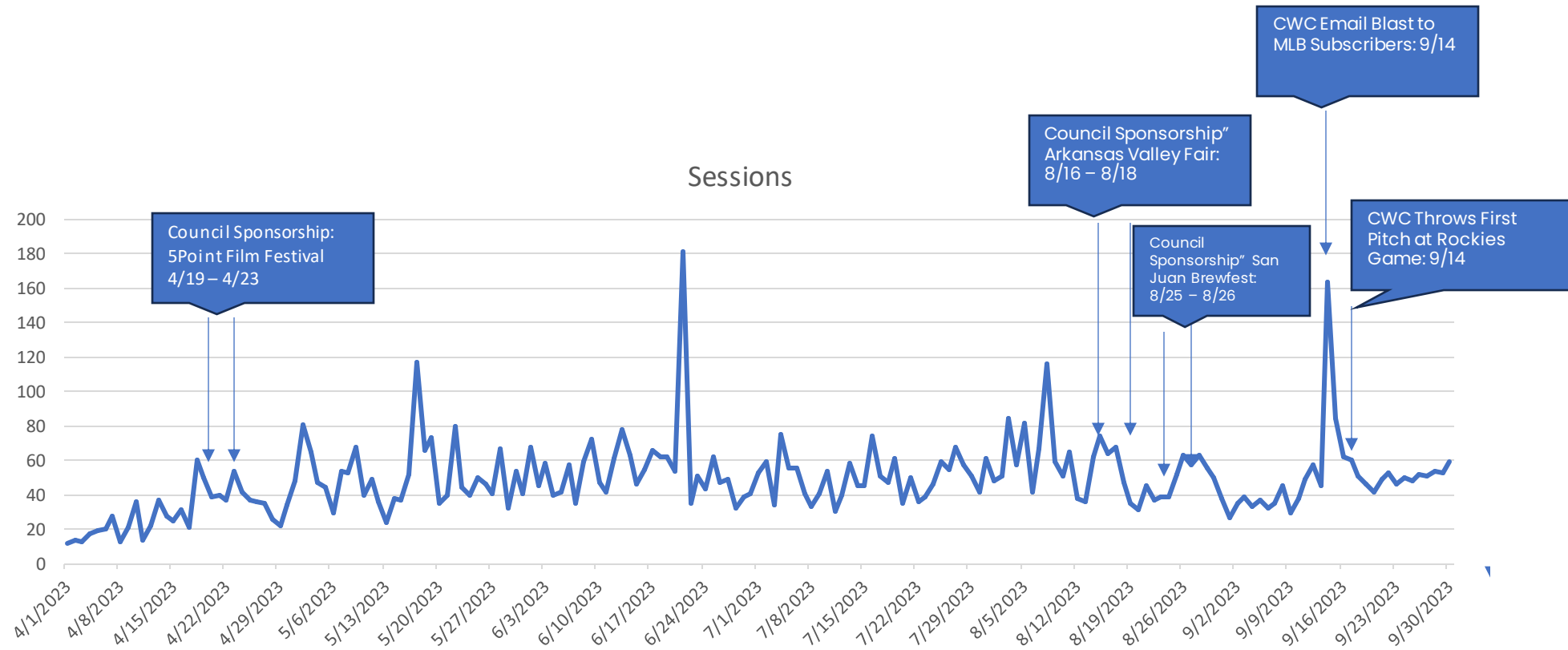
Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	17,063 100% of total	6,265 100% of total	2.72 Avg 0%	0m 47s Avg 0%
1 /	11,229	3,265	3.44	0m 45s
2 /wildlife/pronghorn/	1,930	1,376	1.40	0m 31s
3 /who-we-are/	1,182	703	1.68	0m 47s
4 /benefits/	555	290	1.91	0m 51s
5 /take-action/	305	197	1.55	0m 40s
6 /wildlife/black-footed-ferret/	304	232	1.31	0m 36s
7 /wildlife/	297	172	1.73	0m 31s
8 /wildlife/canada-lynx/	187	140	1.34	0m 32s
9 /wildlife/wild-turkey/	161	120	1.34	0m 39s
10 /wildlife/black-bear/	152	126	1.21	0m 41s

- Outside of the homepage, the top viewed content on the site was the Pronghorn page, followed by Who We Are, and Benefits. Of the top 4 pages, users typically spend the most time on the benefits page and the least time on the Pronghorn page.
- Though a smaller percent of pageviews, users tended to engage with the Wildlife pages (Black Footed Ferret, Canada Lynx, Wild Turkey, Black Bear and the main category page) at rates lower than the site averages.

# Daily Visitation (All Traffic)



# Daily Visitation (Organic Traffic) & Sponsorship Dates



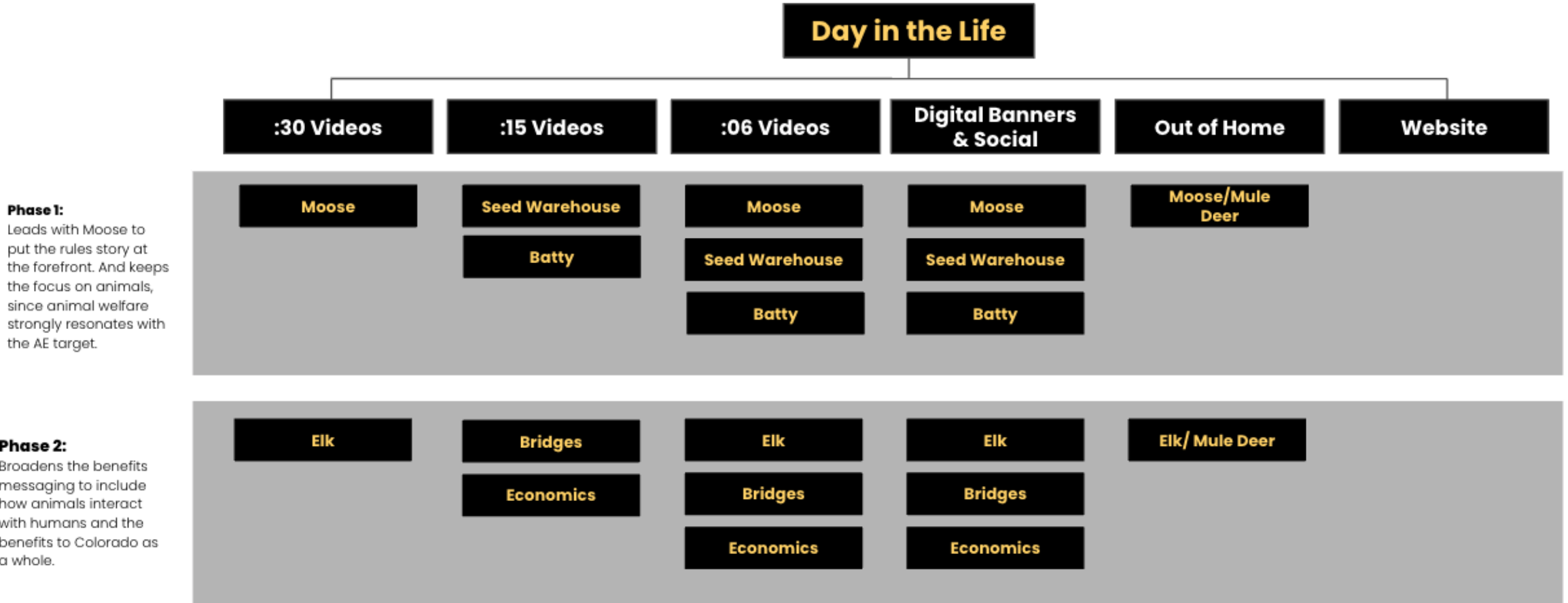
# Creative Updates

Phase 1 Campaign Assets: November 15<sup>th</sup>, 2023–January 31<sup>st</sup>, 2024



# Phase 1 & 2

## Creative Asset Overview



**Phase 1**  
**Video – Moose :30**



**Phase 1**  
**Video – Batty :15**



**Phase 1**  
**Video – Seeds :15**



**Phase 1**  
**Animated Banner**

**Phase 1  
Billboard**



Shiras Moose

# 3,500 AND GROWING.

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Reintroduced thanks to license fees  
from regulated hunting and fishing.

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



Mule Deer

# SCIENCE IN THE WILD.

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Thanks to license fees from  
regulated hunting and fishing.

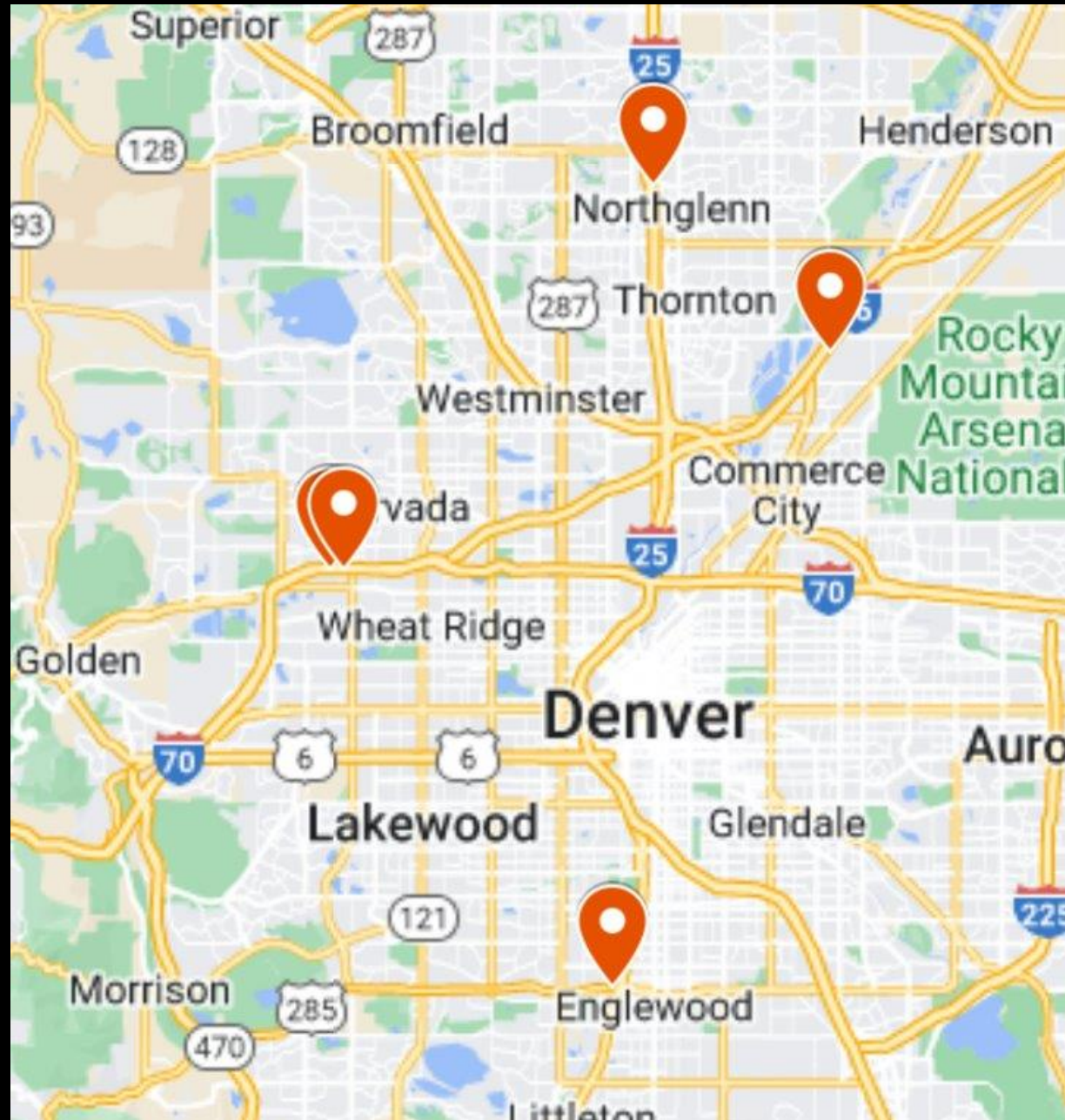
[COwildlifecouncil.org](http://COwildlifecouncil.org)



# Billboard Updates

- To keep the billboards fresh and to share additional campaign messaging we would like to swap out the billboards in late January/ early February.
- Creative updates: Moose would become Elk message and the Mule Deer would move to another location.
- Cost to swap out creative for Phase 2 messaging is: \$3,150
- The budget for the creative swap would come from the Opportunity Fund- media added \$8k in savings from the current OOH recommendation to the opportunity fund. Opportunity fund current balance: \$58,963. (started at \$50k)

**OOH Billboard Locations**  
**First shown in Aug. deck**





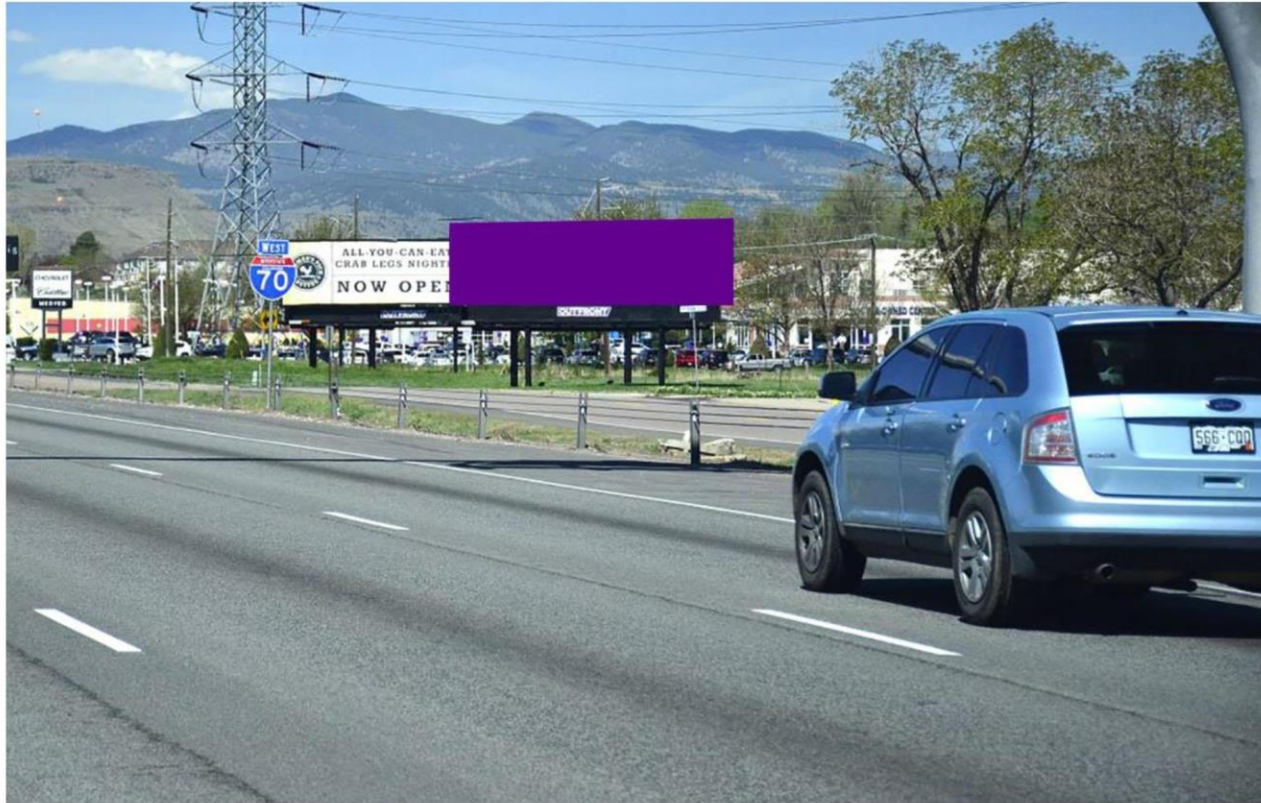
# I-70 East Face

Media Partner	Unit	Facing	Size	Start Date	End Date
Outfront	8881A	East	14'X48'	11/27/23	3/31/24

MARKET  
Denver

BOARD #  
8881A

ADDRESS  
I-70 Ns .50 mi W/O Kipling 2 F/E



**18+ Weekly Imp:** 456,295

**Size:** 14'x48'

**Area:** Denver/Denver

**Zip Code:** 80033

**Latitude:** 39.78476

**Longitude:** -105.119974

**Material:** Vinyl

**Illuminated:** Yes

**Extension:** Yes

**Spec Sheet:** B1A

**geopath ID#:** 637089

# I-70 West Face

Media Partner	Unit	Facing	Size	Start Date	End Date
Lamar	10064	W	12'X48'	11/27/23	3/31/24

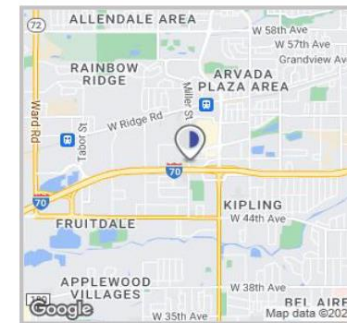
## PANEL #10064

I-70 .2 MILE W/O KIPLING STREET NS WF



LOCATION #2

**ADVERTISING STRENGTHS:** Targets eastbound traffic on the main commuter route from the mountains and western suburbs of Evergreen, Golden and Wheat Ridge, driving east towards Denver and Denver International Airport. Prime location just before I-70 splits with I-76.



**WEEKLY IMPRESSIONS:**  
413,327\*

**MEDIA TYPE/STYLE:**  
Permanent Bulletin - Regular

**GEOPATH ID:**  
7402778

**LAT/LONG:**  
[39.78478 / -105.11405](#)

**MARKET:**  
DENVER

**PANEL SIZE:**  
12' 0" x 48' 0" [View Spec Sheet](#)

**VINYL SIZE:**  
13' 0" x 49' 0"

**FACING/READ:**  
West / Left

**ILLUMINATED:**  
YES

**RATE:**  
\$7,800.00

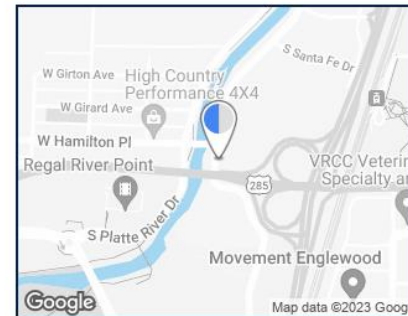
**PRODUCTION COST:**  
900

**SHIPPING ADDRESS:**  
12301 Grant St #240

# Metro Denver

Media Partner	Unit	Facing	Size	Start Date	End Date
Mile High	03-3063	E	10'X30'	11/27/23	3/31/24

N/L Hampden .3 w/o Santa Fe E/F



Street View

## Description

Fantastic bulletin targeting westbound commuters headed toward the Littleton and Lakewood suburbs. Hampden is also known as Hwy 285 and is heavily used for mountain travel.

## Illuminated Bulletin

City: Sheridan, CO 80110

Facing: East (RR)

Latitude/Longitude: 39.6539/-105.0054

Bulletin Face Size: 10' x 30'

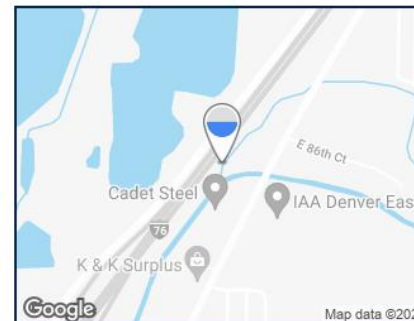
Geopath ID#: 7400699 Weekly Impressions: 248,474

\$2500.00 / 4 Week Period (Rate is based on 4.5 4-Week periods.)

# Metro Denver

Media Partner	Unit	Facing	Size	Start Date	End Date
Mile High	02-2160	N	14'X48'	11/27/23	3/31/24

E/L I-76 s/o 88th Avenue N/F



Street View

## Description

Targets traffic headed into Denver metro from NE suburbs located just east of I-270 Hwy 36/I-25 interchange.

## Illuminated Bulletin

City: Commerce City, CO 80022

Facing: North (CR)

Latitude/Longitude: 39.8517/-104.9182

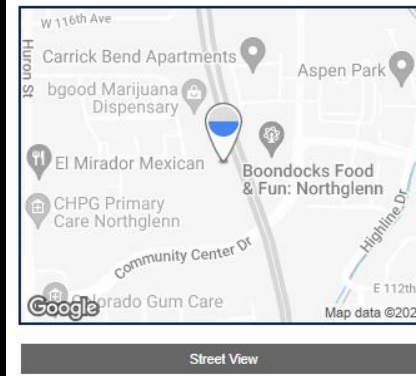
Bulletin Face Size: 14' x 48'

Geopath ID#: 7400827 Weekly Impressions: 312,013

\$3000.00 / 4 Week Period (Rate is based on 4.5 4-Week periods.)

# Metro Denver

Media Partner	Unit	Facing	Size	Start Date	End Date
Mile High	04-4019	N	11'X36'	11/27/23 1/15/24	12/17/23 3/31/24



## Description

Excellent right hand read targeting traffic heading towards North suburbs of Thornton/Westminster/Arvada and also downtown commuting traffic. Just north of 104th exit with major shopping retailers and dining establishments.

## Illuminated Bulletin

City: Northglenn, CO 80234

Facing: North (RR)

Latitude/Longitude: 39.9033/-104.9900

Bulletin Face Size: 11' x 36'

Geopath ID#: 7400761 Weekly Impressions: 610,549

\$10000.00 / 4 Week Period (Rate is based on 4.5 4-Week periods.)

# Research

Updates

# Annual Tracker

## 2023 Methodology Update

- 15-minute SMS and online survey among 1,701 Registered Voters in Colorado, including oversamples of 298 Hunters, 495 Anglers, and 421 Adventurous Environmentalists (AEs), conducted by Benenson Strategy Group.
- Fielded September 6th to September 26th, 2023.
- The margin of error for the total sample (n=1,112 RVs) is  $\pm 2.33\%$ .
- The margin of error for AEs (n=421) is  $\pm 4.68\%$ , Hunters (n=289) is  $\pm 5.65\%$  and Anglers (n=495) is  $4.32\%$ .



# **Key Findings and Recommendations**



### 3 Things to Know about CWC's Audiences



Approval for hunting holds steady despite pause in messaging

- ✓ Overall hunting approval steady with levels in 2022
- ✓ CO voters strongly believe there should be legal, regulated hunting



Adventurous Environmentalists—who are more likely than CO voters overall to be opinion shapers—need further education on conservation benefits of hunting

- ✓ Our targets have **lower levels of knowledge on hunting regulations**
- ✓ More AEs are Opinion Shapers than any other segment of voters we tested
- ✓ **Winning AEs over** will have a broad **positive influence on opinions** of legal hunting and fishing in the state






There's a cohort of hunting and fishing advocates waiting to hear from CWC, and you need to reach them where they are

- ✓ **Potential Advocates are:** 1) Hunters and Anglers, 2) who are Opinion Shapers and 3) consider themselves "very likely" to advocate for Hunting and Fishing in Colorado
- ✓ Potential advocates account for **7% of CO Voters** and **38% of Hunters in Colorado**
- ✓ Only **15% of these potential advocates** are "**very familiar**" with CWC
- ✓ Engaging with this group and increasing CWC's familiarity among them is key to getting them involved in advocacy



## 2023 Tracker Key Metrics Summary

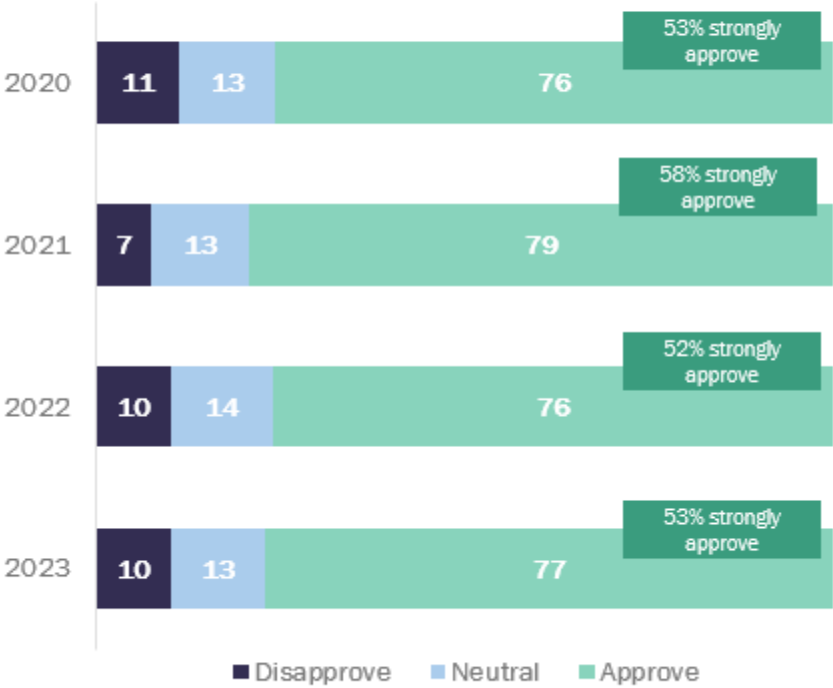
Summary Legend	 Decrease from 2022	 Steady with 2022	 Increase from 2022
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Key Metric	Approval of Hunting	Too Many Hunting Regs	No Change Needed in Hunting Regs	More Hunting Regs Needed	Know About Hunting Regs	Approval of Fishing	Too Many Fishing Regs	No Change Needed in Fishing Regs	More Fishing Regs Needed
2023 Score	=	=	-	+	+	=	=	=	=

These changes across key metrics are not surprising in light of the pause in advertising and still show strong overall support for hunting and fishing

# With statewide approval holding steady, CWC is well-positioned for success with a future campaign that helps to educate the target...

Approval of Legal, Regulated Hunting Among Total

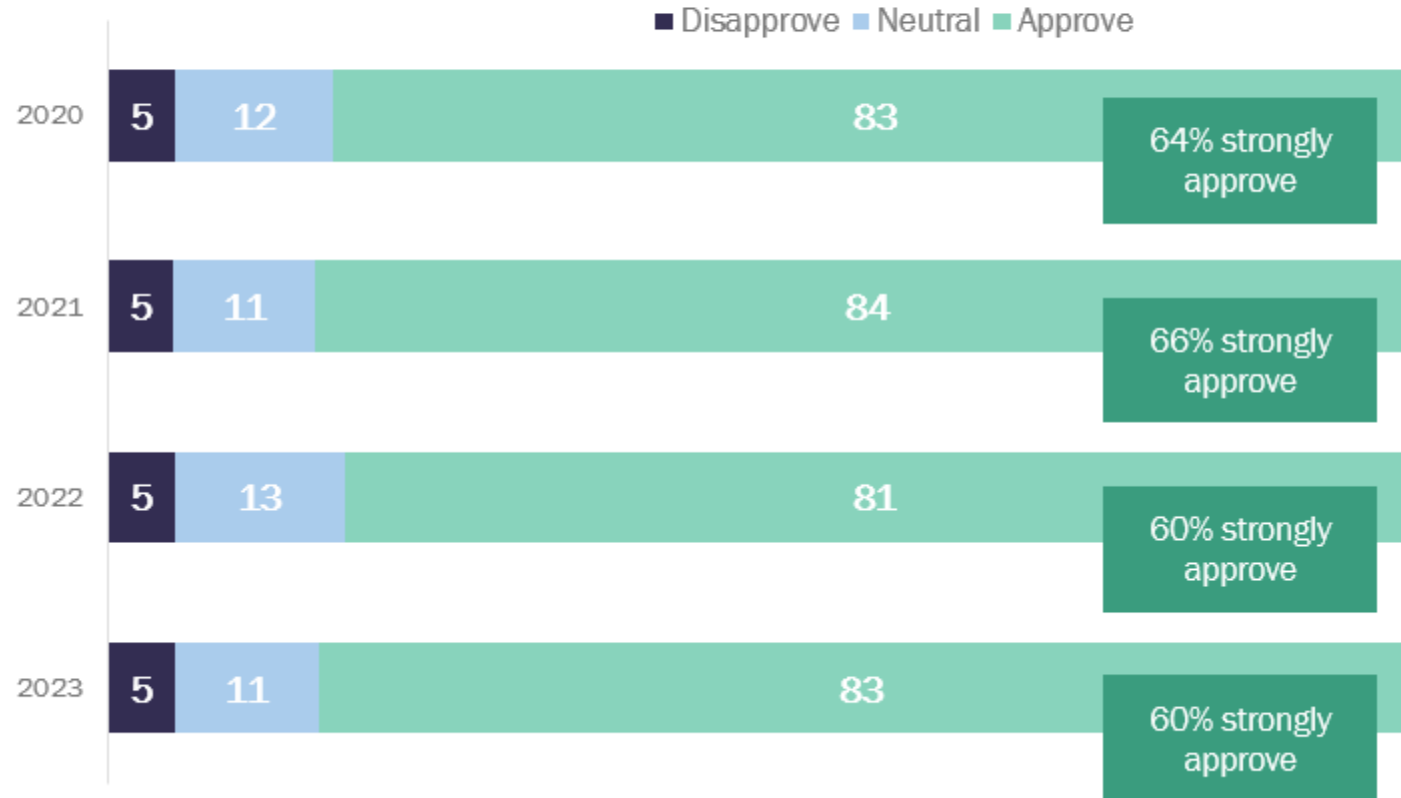


Ad recall also holds steady despite pause in advertising; While that's a positive sign that the ad was sticky for some, it also indicates that most voters didn't notice it's absence.

# Approval is steady for legal, regulated fishing from last wave, but *intense* fishing approval has not yet recovered to 2021 levels

Among Colorado Voters

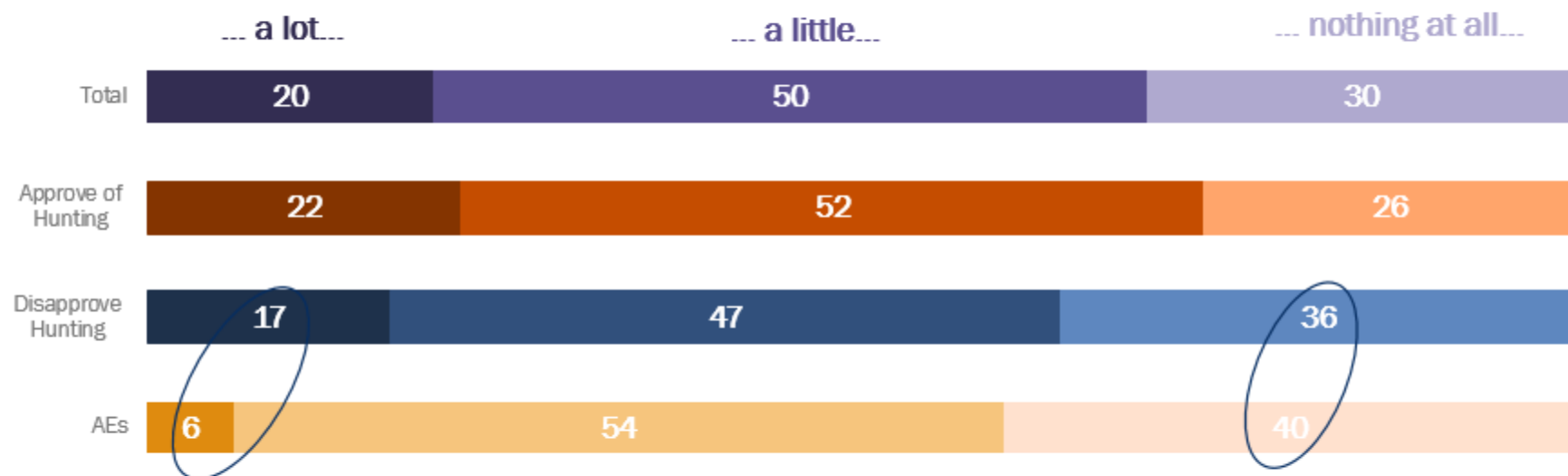
## Approval of Legal, Regulated Fishing



Significantly higher / lower at 95% level vs. 2022

## Educating voters on hunting rules and regulations can garner more support and appreciation for hunting; AEs are still lacking this critical knowledge

*I know... about the rules and regulations regarding hunting in Colorado*



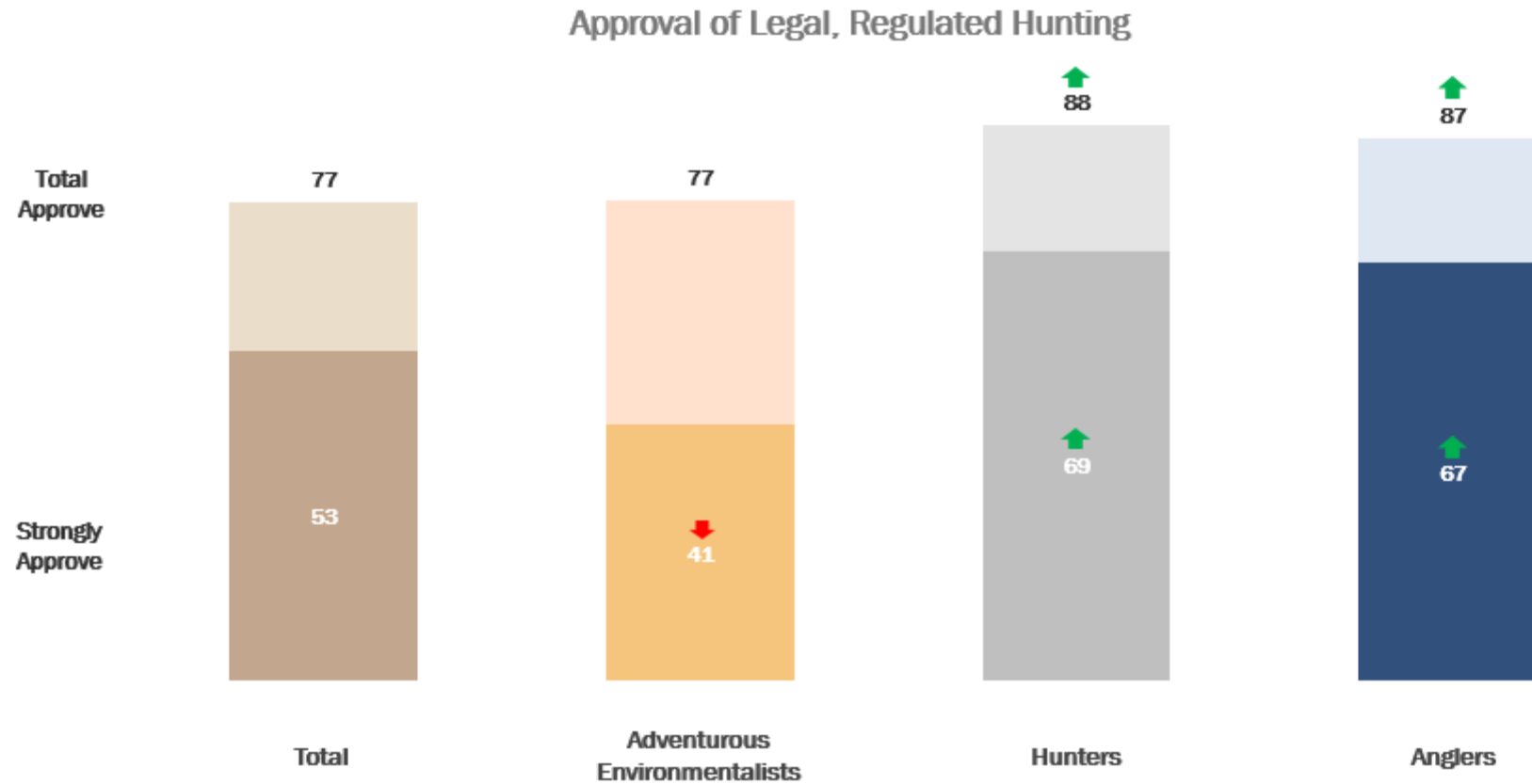
We continue to see a **strong connection between hunting approval**—especially *strong approval*—and **knowledge of hunting regulations**. Educating voters on legal hunting continues to be important specifically for our **target segment**.



**Adventurous  
Environmentalists,  
Hunters and Anglers**

# Many Adventurous Environmentalists do not yet see the link between hunting and conservation, and are less likely to strongly approve of hunting than Colorado voters as a whole

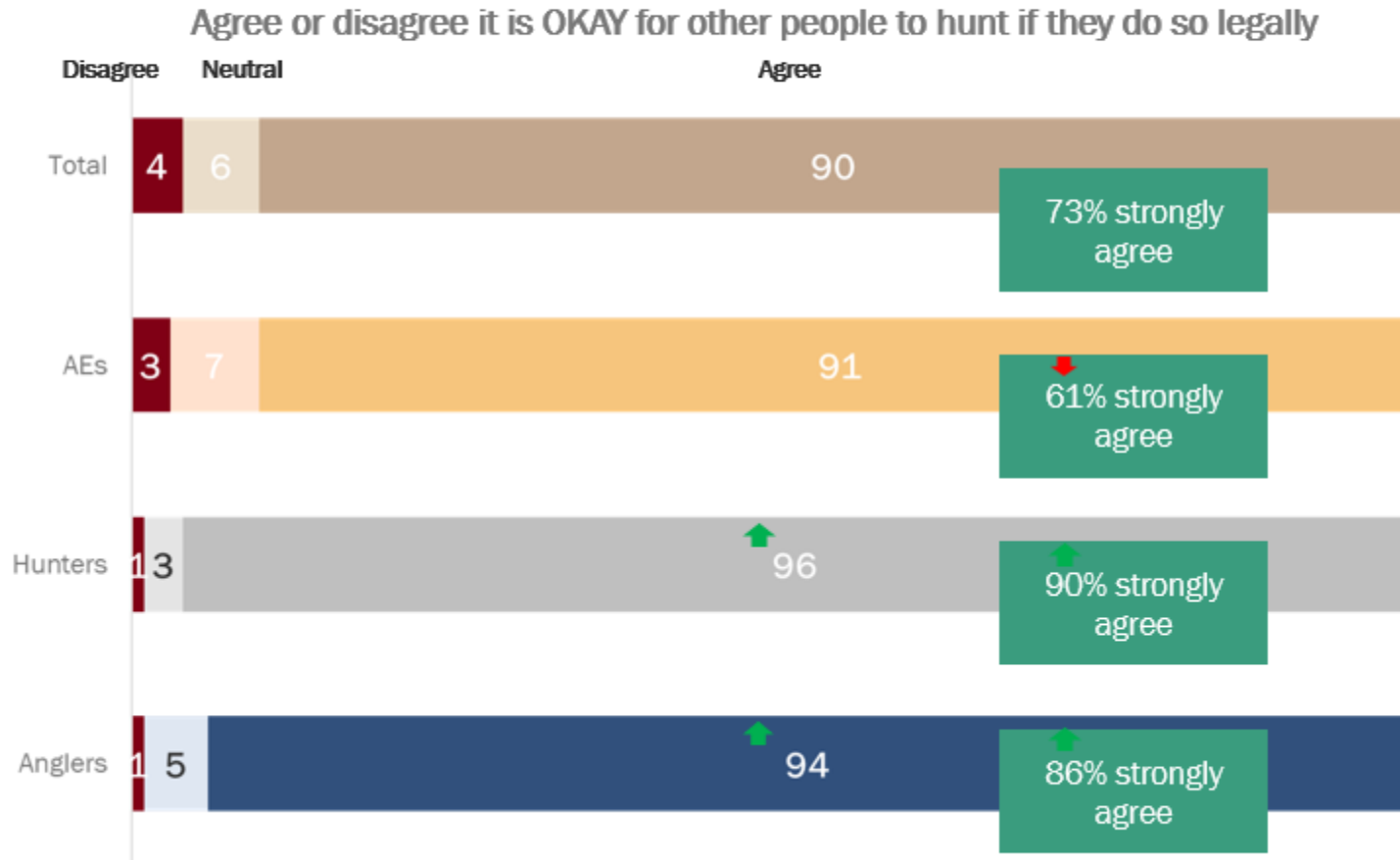
Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers



Significantly higher / lower at 95% level vs. CO voters

## And while most AEs are not questioning the decision of others to hunt legally, their weaker intensity of agreement compared to CO voters shows skepticism

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers



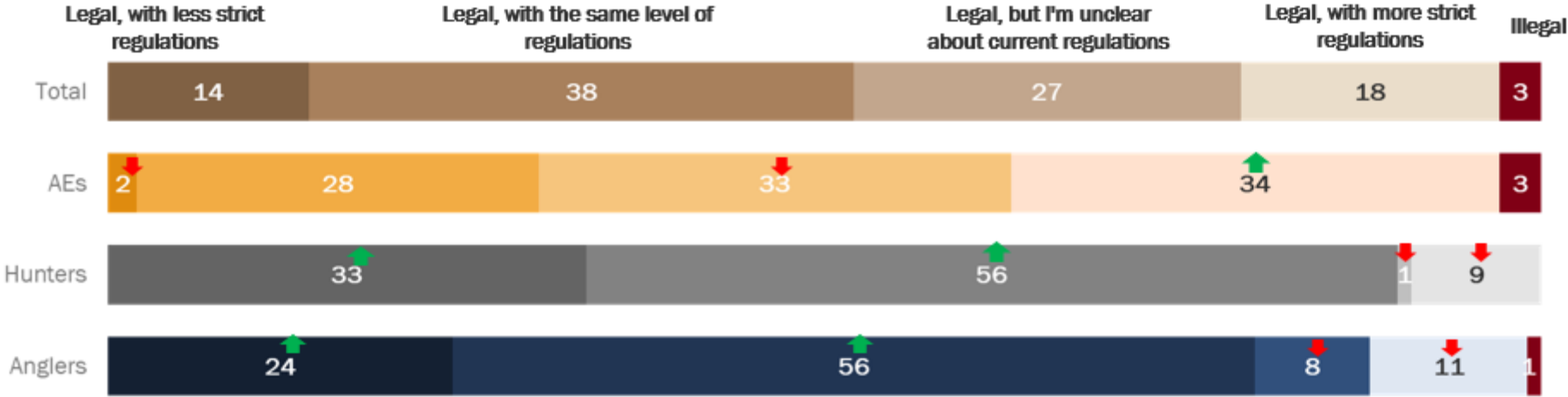
Significantly higher / lower at 95% level vs. CO voters



# AEs do want more strict hunting regulations than most Colorado voters—and almost none want to see regulations relaxed

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

Perceptions of Hunting Regulations

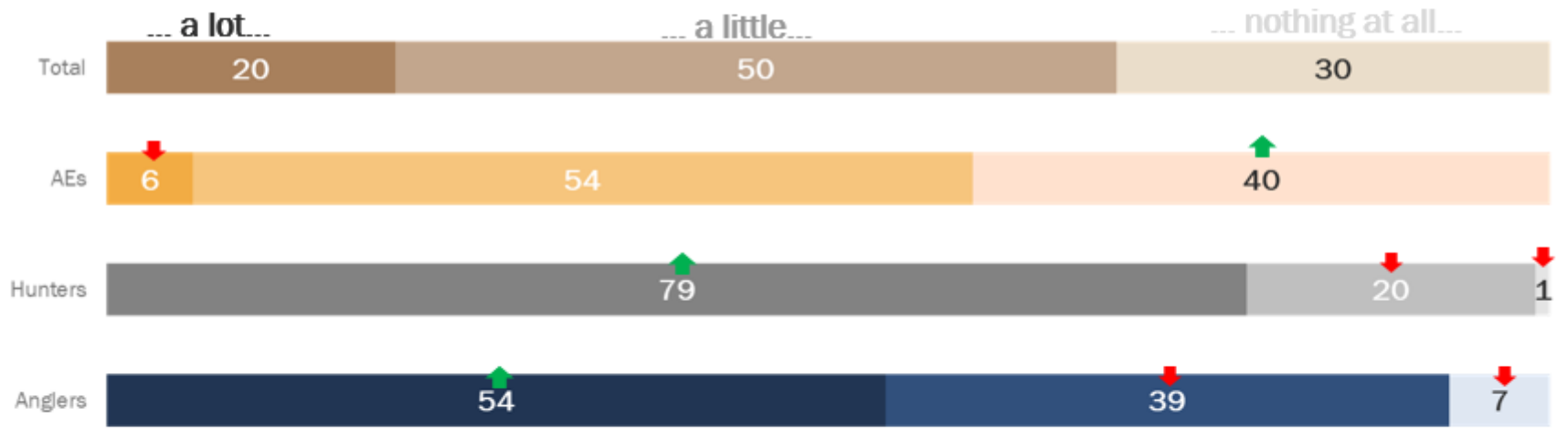


Significantly higher / lower at 95% level vs. CO voters

**Despite a stronger desire to increase regulations, AEs tend to know little to nothing about what these regulations actually entail—education could affect how they think and vote**

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

*I know... about the rules and regulations regarding hunting in Colorado*

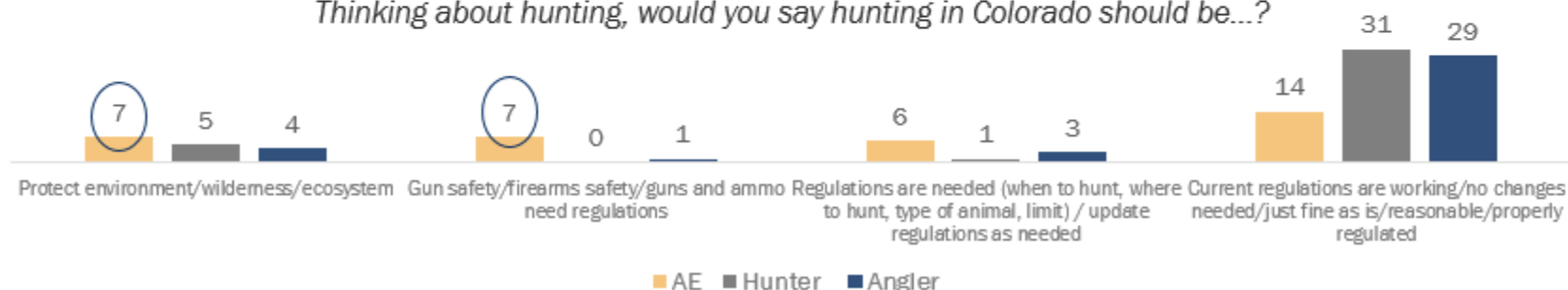


Significantly higher / lower at 95% level vs. CO voters

## AEs tend to point to environmental concerns and enforcement when considering hunting regulations, while hunters and anglers generally value current regulations, with some suggestions for improvement

Among Adventurous Environmentalists, Hunters, and Anglers

Thinking about hunting, would you say hunting in Colorado should be...?



### Adventurous Environmentalists

"I think the current methods of **restricting licenses and making people apply for some types, areas, seasons are good**. As long as they are being administered in a **fair and equitable manner**."

-Male, 55-59, Democrat

"I am **worried about poaching** and our elk being killed in Estes Park."

-Female, 60-64, Democrat

I worry **there's not enough enforcement officials**. I believe there is **significant illegal behavior** because of this.

-Female, 55-59, Independent

### Hunter

I believe that the regulations that are current are **fair and appropriate** for all. **Hunters and non-hunters as well as property owners are considered in ALL** the regulations.

-Female, 50-53, Republican

Hunting is an important issue in life as far as safety. If **people aren't safe then they should not be allowed to hunt or carry guns**. **Hunting is a privilege I believe**.

-Male, 40-44, Democrat

The **lottery system in Colorado makes it difficult to hunt** here. Given the large elk and deer populations it seems that **tags should be a little easier to obtain**.

-Male, 45-49, Republican

### Anglers

"**I don't hunt, so I am not familiar with the regulations**. I have not seen or heard any hunters complaining about the regulations, **so I assume that they are not too restrictive**."

-Male, 75-79, Republican

I often see **wildlife killed for no reason**, living in a rural area. If many people knew how many wildlife died because of their actions, **I don't think they would want to be hunting as often or to be more careful**.

-Female, 18-24, Independent

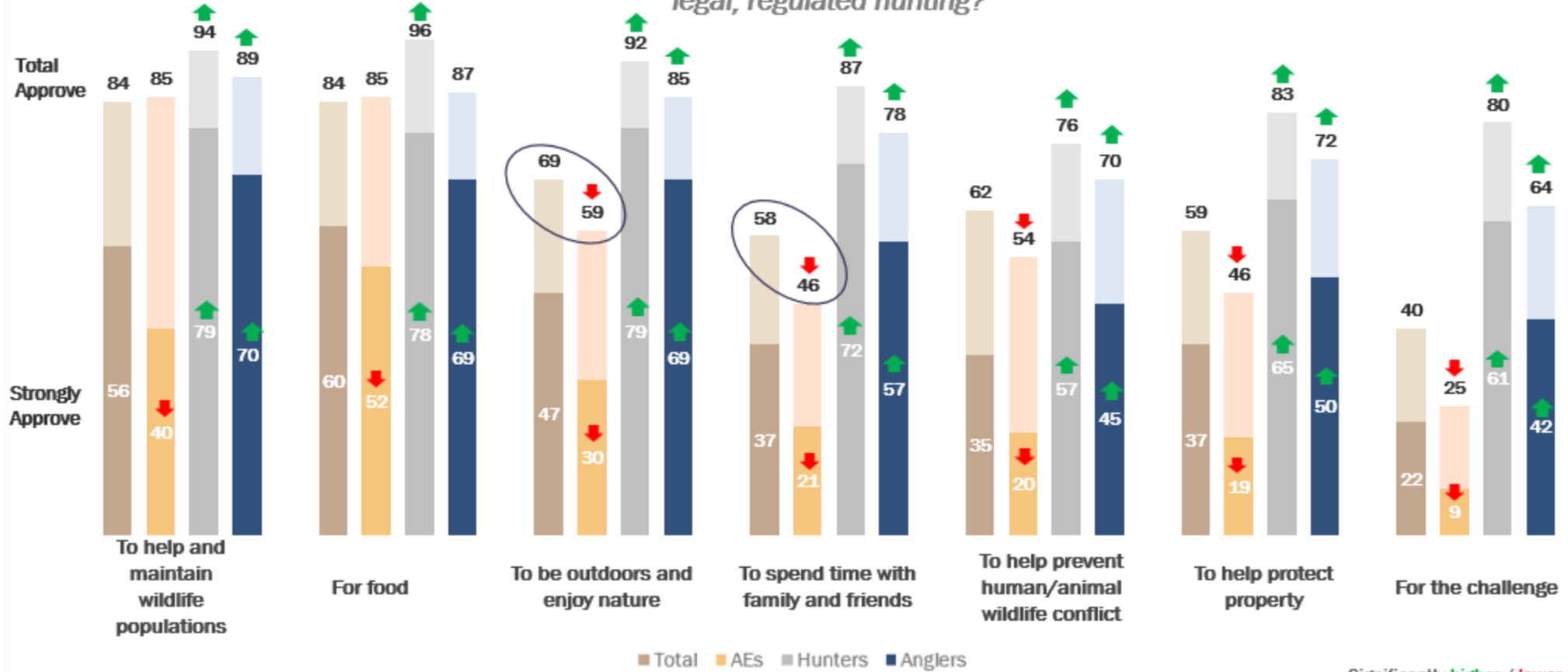
Licensing and restrictions are about right as they are now. **Leave it to the experts**.

-Male, 65-69, Democrat

# Most voters are moderately supportive of hunting to enjoy nature and spend time with family/friends; AEs tend to be less supportive, a result of their lack of knowledge around legal hunting

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

To what extent do you approve or disapprove of the following motivations for legal, regulated hunting?



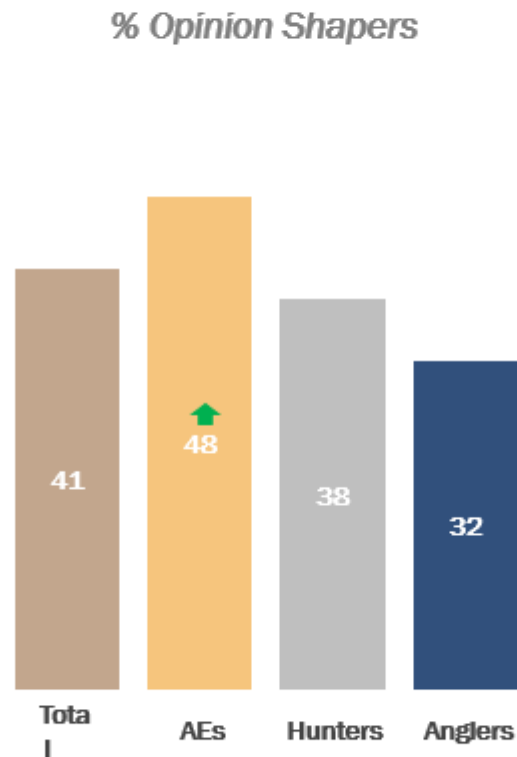
Significantly higher / lower at 95% level vs. CO voters



# **CWC Familiarity and Support**

# Adventurous Environmentalists are more likely to be Opinion Shapers than Hunters, Anglers, or CO voters—AEs influence the people around them, so winning them over is key

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers



## Opinion Shapers are defined as....



College educated



Read, watch, or listen to news sources at least a few times a week or read industry news



Or be active in society, such as writing letters to elected officials or donating money to a non-profit or charity

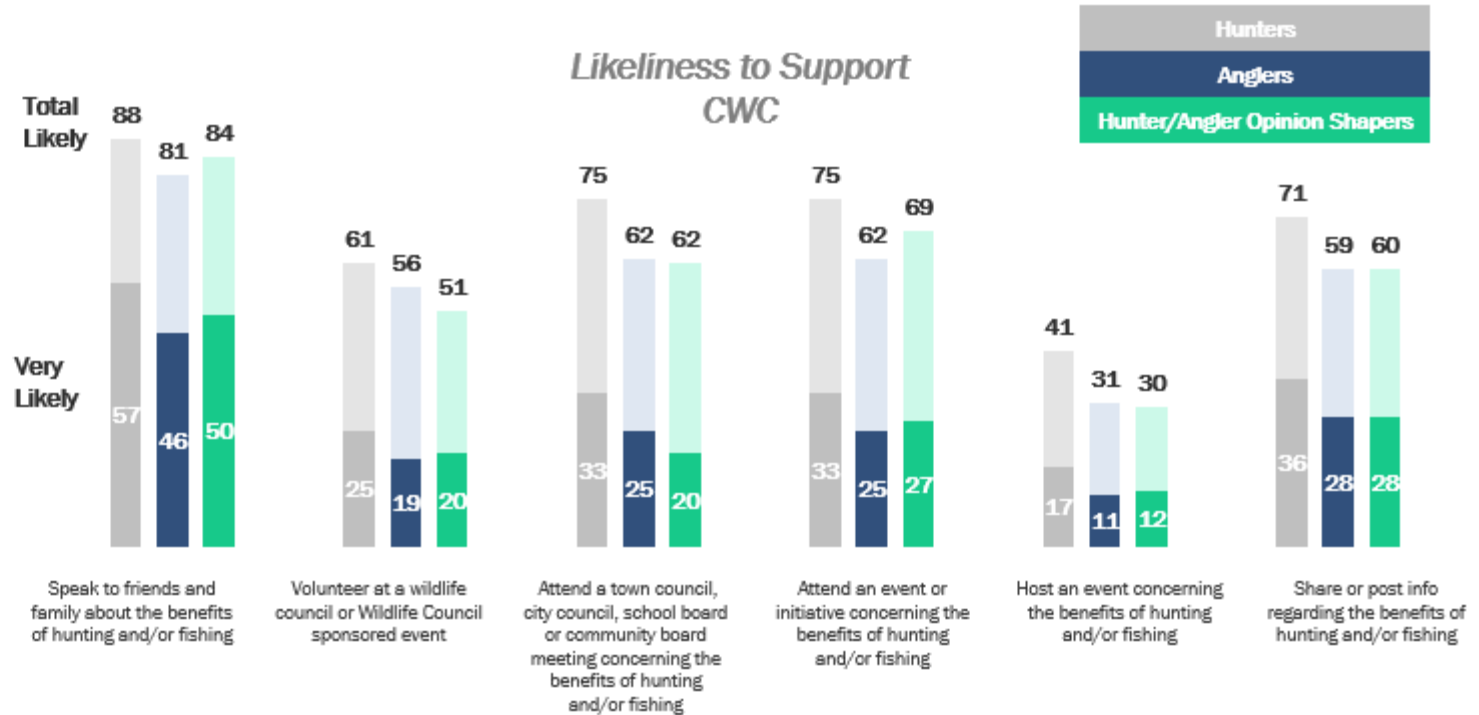
## And they matter because...

- ✓ These individuals can be advocates
- ✓ They have a deep care for their communities and are educated on current news
- ✓ They often have influence among their communities and those closest to them

Significantly **higher** / **lower** at 95% level vs. CO voters

# Hunter and Angler Opinion Shapers are most open to advocating for CWC but through channels that are most convenient to them

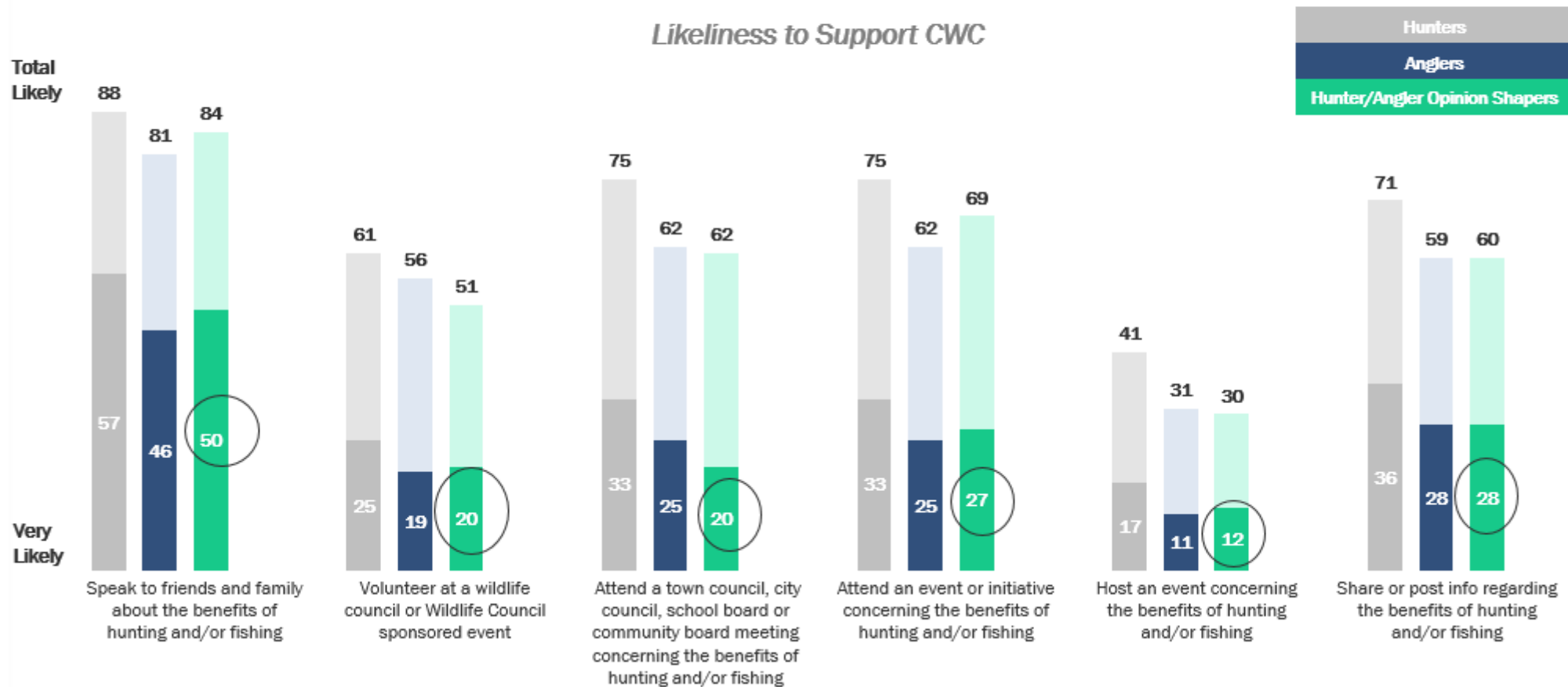
Among Hunters and Anglers  
% Familiar with CWC



There is an **opportunity to tap into Hunters and Anglers who are Opinion Shapers**. However, while they are **willing to promote the CWC among their peers and on social media**, they **show less enthusiasm for taking more active steps** like volunteering, attending events or inviting others, or participating in town council meetings. To win the active backing of this group, it will be **crucial to connect with them and build a more fully engaged relationship with them**.

**Hunters and Anglers both show strong interest in supporting CWC, but when it comes to actually showing up and speaking out, look at “Very Likely” respondents among Hunter/Angler who are Opinion Shapers—these are the people you can count on to advocate for hunting and fishing**

Among Hunters, Anglers, and Hunter/Angler Opinion Shapers








## Hunters and Anglers really want to join you in advocating for CWC—but with only 15% very familiar with the organization, they need to hear from you first


Profile: Hunter/Angler Opinion Shapers Who Are Very Likely to Support CWC \*


### Demographics

Mostly—but not entirely—**male (73%)** compared to CO voters (48%) 

 **Over-indexes on 30-44-year-olds (38%)** compared to CO voters (27%)

Majority are **Native Coloradans (20%)** or **lived in Colorado for 20+ years (52%)** 

 This group skews **conservative (56%)** or **Republican (42%)** compared to average CO voter (29% & 24%, respectively)

**63% are Hunters** and **76% are Anglers** 

### How to Reach Them

As heavy news consumers, this group **gets their news daily OR multiple times a day** from:



**Online news sites (52% vs 40% for CO voters)**

**Facebook (33% vs 20% for CO voters)**



**TV News (32% vs 30% for CO voters)**

**In addition to hunting and fishing, their interests include:**



**71% follow local politics (63% CO voters)**



**66% follow sports (44% CO voters)**



**80% follow business and financial news (48% CO voters)**



**55% follow tech industry news (41% CO voters)**

### Awareness & Familiarity (CWC)

- It's easier to catch their attention on this topic: **26% recall seeing a CWC ad**, vs 11% of CO voters
- Still, **only 21% are very familiar** with CWC

\*Note: small base size, consider directional

# Rockies Partnership

2024 Options



# 2023 Rockies Partnership Recap

2023 Partnership - \$300,000 plus cost to produce promotional giveaway item

## Creative Assets:

- DESIGNATION AND LOGO RIGHTS
- OUTFIELD WALL SIGNAGE
- PRE-GAME VIDEO
- L-BAR BRANDING
- MOOSE MURAL
- DIGITAL ASSETS
  - Two (2) Social Posts
  - One (1) Email Blast
- HOSPITALITY
  - Four (4) VIP Tickets to four (4) games
- PROMOTIONAL DAY
  - September 17th, 2023



# FUTURE OPPORTUNITIES



# 2024: SOCIAL MEDIA SCAVENGER HUNT



Colorado Wildlife Council will be the presenting partner of a social scavenger.

Colorado Rockies fans will be tasked with taking a photo of themselves out in the wilderness with their Rockies gear for a chance to win mutually agreed upon VIP items and experiences.

## Option 1:

- User-Generated Content series, fans post photos of "key destinations" while attending games at Coors Field
- Fans enter contest with co-branded hashtag
  - e.g. #KeepCoorsFieldWILD Option

## Option 2:

- User-generated Content series, fans submit photos / videos in real Wild-Life settings from their favorite places in Colorado

Winners will be honored as the Rockies Wild Man of the Season during a pregame ceremony and receive free tickets for their family and fellow wild men/women, an autographed item, and a money-cant-buy experience. e.g. Tour of the CF Forest.



# 2024: COLORADO WILDLIFE FOREST



Colorado Wildlife Forest will have a dominant presence in Center Field as one of the coolest and most unique placements in all of professional sports.

We will transform our beautifully landscaped lake and forest environment in centerfield into a co-branded CWC activation as a fixture of the ballpark! This space is frequently shown on TV broadcasts across the Rocky Mountain Region.



# 2024: TV-VISIBLE SIGNAGE: BULLPEN WALL SIGNAGE



Colorado Wildlife Council will be showcased on a 11' x 27' BULLPEN sign will be visible in-ballpark, as well as, on local and national television broadcasts, during replays, home runs and pitching changes.

This static signage above the Coors Field bullpen, located in right center field, is the largest signage position available.

LOCATION	Location	Total Exposures	Total Duration	100% Media Value For 2022	Sponsorship Impressions
Static	Outfield Bullpen	18,267	21_04_20	<b>\$5,775,110</b>	<b>153,928,747</b>



# 2024: MCGREGOR SQUARE OVERVIEW



McGregor Square is the premier downtown destination in Denver. Our new mixed-use facility is adjacent to Coors Field and will be a pregame stop for all Rockies fans AND a 365-day activation platform for our valued partners.

## PROPERTY OVERVIEW – Three buildings, 365 Days of Activation

- HOTEL BUILDING
  - 176 key Hotel operated by Sage Hospitality
  - 20,000 square feet of indoor/outdoor space for corporate events, weddings, conferences, charity events, etc
- OFFICE BUILDING
  - 11 Stories, Retail banking, gym, food-hall, and bar
- RESIDENTIAL BUILDING
  - 103 Units, approx. \$1,100 / sq ft





# 2024: LED Totems: moments of exclusivity



Colorado Wildlife Council will be included on all five (5) Totem LED signage at McGregor Square. The Totem LED schedule will feature one brand on all Totem LED boards for :15 to create moments of dominance and signage exclusivity.

Tool Location	Exposure per Hour	Operation per Day
LED Totems	3min	20-30min



# 2024: ROCKIES RENEWAL OPPORTUNITY SUMMARY



## OPTION 1 (Keep as is)

RENEWAL \$300,000

2024 ONE-YEAR PARTNERSHIP

- Designation and Logo Rights
- TV-Visible Outfield Wall Signage for all 81 Rockies Games
- L-Bar Branding during all 81 Rockies Games
- Pre-game Video prior to all 81 Rockies Games
- Gate B Moose Mural
- Colorado Wildlife Council Promotional/Theme Day
  
- Digital Assets on Rockies Channels
  - One (1) Email Blast
  - Two (2) Social Posts
  
- Hospitality:
  - Four (4) VIP Tickets to Four (4) Regular Home Games

## OPTION 2

RENEWAL ASSETS + BELOW INCREMENTAL SPEND \$

2024 ONE-YEAR PARTNERSHIP

- Current Asset Mix plus the below incremental assets:
  
- Colorado Wildlife Forest branding + \$75,000
  - During all 81 Rockies Home Games
  
- + Bullpen Sign \$75,000
  - This is a swap out, CWC will receive Bullpen in lieu of Outfield Wall Sign
  - (\$150,000 total for Bullpen + Forest)
  
- Social Media Scavenger Hunt Contest + \$50,000
  
- :30 In-Game Radio Spots During 81 Games + \$25,000
  
- McGregor Square LED Integration + \$55,000

### Things to note:

**We have \$375,000 budgeted for the Rockies for 2024 which includes the production of the giveaway item. There is an additional \$50,000 available via the opportunity fund.**

- The Bullpen Sign inclusion is a replacement asset. The sign would move from the Outfield Wall to the bullpen for \$75K.
- McGregor Square LED can start in January and run until the end of the 2024 baseball season.
  - The ice-skating rink will be up starting in December at McGregor Square
- The social scavenger hunt would be in addition to your current social assets. We could use those current social assets to make that scavenger program bigger.

# PR / Earned Media

Updates

# RR/ Earned Media

- Our PR team is working on a piece to pitch to Colorado media outlets ahead of Small Business Saturday and the holidays
- The piece would highlight a small business that is positively impacted by hunters/ anglers
- This business would be a place people frequent during the hunting/fishing season (ex- small restaurant, coffee shop, convenience store, etc)

Do you have a small business in mind? Perhaps it's one you frequent or know of others who frequent it?

Once written, we will share the piece with the PR subcommittee for review/approval, then our team will pitch it to outlets!

# Action Items

## Action Items

- OOH Phase 2 renewal
- Approval for the 2024 Rockies partnership/ council decision on what package they want to move forward with
- Small Business Saturday recommendation

## Upcoming

- December 14 – in-person council meeting

R&R is closed on the following dates this November/December:

- 11/10 – Veterans' Day
- 11/23 & 11/24 – Thanksgiving
- 12/25-1/1 – Holiday Break

**Thank**  
You



Thank  
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**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
0 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>

# 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 Kelly Weyand	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 Kelly Weyand	.25 hours per quarter	Review copy and images for quarterly email newsletter

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



# 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.