

CWC Creative Subcommittee Meeting Notes

Members Present: Ehrhart-Gemmill, Gates

Members Absent: Twinem

Also Present: R&R Partners: Miriam Swofford (Corporate Director of Brand), Dani Schneider (Account Coordinator), Pat Buller and Greg King (Creative)

Week of 10/23/2023

Monday 10/23:

R&R to provide:

- Final digital assets shared with subcommittee for review/approval (due 8 am on 10/27)
- Updated video links shared with subcommittee for review/approval (due by 3 pm on 10/24)

What needs to be approved?

- Animated Banners: review/approve ALL sizes of banners
- OOH: review approve final layout of light rail and billboards
- Videos: review/approve of videos and their edits (please review/approve Moose and Economics but know the VO will be updated and the final final videos will be shared again for approval)
 - o Bridges: please note "Colorado Parks and Wildlife" is included in the lower thirds but we do not have the time allocation for Elissa to verbally say it. We also want to ensure the social and digital ads are clearly coming from CWC vs CPW.

Tuesday 10/24:

- Picture lock- subcommittee must approval the video edits (Moose and Economics VO is not updated) (due by 3 pm)
 - o If any edits are needed after picture lock is approved, overages will occur

Wednesday 10/25:

- VO record session for Moose and Economics
 - o If you would like to attend this virtually, please let us know
 - o R&R highly recommends having at least 1 person from subcommittee or CPW present for this session
 - We are recording what is presented in the scripts but with inflections and how things are said, we want to have someone there review what is being recorded.
 - Brittini could join the 3-5 recording session but any time earlier she will not be able to join
 - R&R to send address to Brittini
- Color and audio prep

Thursday 10/26:

- Color correction

Friday 10/27:

- Final feedback is due for OOH/ Digital assets (**due by 8 am MT**)
- Audio mix

Week of 10/30/2023

Monday 10/30

- If feedback is provided on 10/27, R&R will share updated asset(s) for review and approval
- Video versioning and conform of videos will be completed

Tuesday 10/31

- Final Final approval of digital/ OOH assets is due (if feedback was shared on 10/27)

Wednesday 11/1

- R&R to traffic assets to media