

Colorado Wildlife Council

January Meeting
2024



COLO
WIL
COU

Date Issued:

January 2024

Agenda

- 01 **Competitive Report**
- 02 **Web Analytics Updates**
- 03 **Paid Media Updates**
- 04 **Rockies Partnership**
- 05 **Creative Updates**
- 06 **Action Items**

R&R Team Updates

Team Structure Updates

- Jacqueline Meason, Corporate Director of Brand, and Amelia Holt, Project Supervisor, will begin leading the CWC business
- Miriam Swofford and Dani Schneider will be leaving the CWC team

Competitive Report

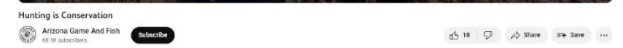
Arizona

CONSERVE & PROTECT

The Arizona Game and Fish Department manages more than 800 species of wildlife, using the best available science to conserve and protect these incredible animals for today and future generations.

We're keeping Arizona's wildlife wild.

SCIENCE-BASED WILDLIFE CONSERVATION



I'M ANNIE BARKAN,
MEXICAN WOLF TECHNICIAN

Michigan



Michigan

Hey there, Michigander!

It takes a village to protect and support Michigan wildlife.

Hunters, anglers, conservationists, biologists and outdoor and wildlife enthusiasts — everyone plays a part, including you!

But how? Well ... let's get started!



Michigan wildlife depends on us.

Wildlife management practices like species population monitoring and disease prevention activities are the cornerstone of healthy, balanced populations.



Healthy ecosystems take teamwork.

It takes thousands of professionals and volunteers to maintain and conserve our precious freshwater shorelines, forests, native plants and wildlife populations.



Beauty lies in the balance.

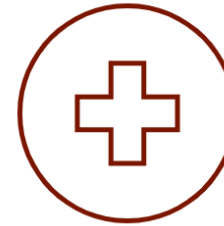
Regulated hunting and fishing seasons benefit us all — healthy and balanced wildlife populations, fewer unwelcome wildlife encounters and more food for consumption and donation.

Wildlife can't do it alone. They need our help.

Wildlife management practices are a cornerstone of healthy populations. Numerous management activities are funded by hunting and fishing licenses, including:



Species population monitoring and surveys



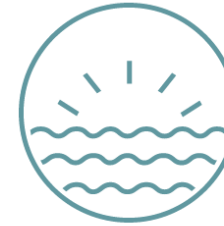
Disease prevention activities



Food plot provision



Forest management



Habitat protection and construction (aquatic and terrestrial)

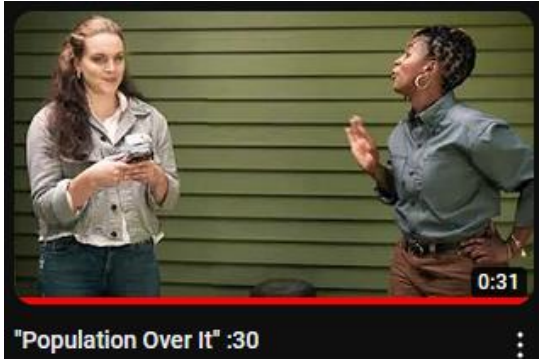


Invasive species prevention and mitigation



Conservation-minded hunting and fishing regulations

Michigan



Michigan



Web Analytics

Q4 2023 Recap

10/1/23 - 12/31/23

Q4 Web Traffic Overview (Compared to Q3)

- During Q4 two campaigns ran – This is the Wild Life and A Day in the Life
 - This is the Wildlife: 9/25 – 10/31/23
 - A Day in the Life: 11/15 – Current
- Sessions: 33,658 (+385.6%)
 - Traffic experienced a significant increase from Q3 as media efforts were re-launched in mid Q4.
 - Direct and Organic Search traffic also increased by 70.9% and 33.1% respectively QoQ
- New Users: 31,080 (+369.4%)
- Active Users: 31,562 (+408.3%)
- Engagement Rate: 33.5% (-35.8%)
 - As paid traffic tends to engage with the site at rates lower than that of organic traffic, the increase in paid traffic led to a decrease in engagement rates from the previous quarter.

Paid Media Sources – Top 5 (All Campaigns)

Source - Medium	Sessions	Total Users	Engagement Rate
Undertone - Page Grabber	10,372	9,642	31.4%
Facebook/Instagram - Paid Social	3,085	3,017	17.0%
The Trade Desk - Display	3,044	2,794	24.7%
TikTok - Social	2,764	2,787	14.4%
The Trade Desk - Preroll	1,768	1,682	36.4%
Paid Totals	26,237	24,835	28.6%

- Undertone was the top traffic driver last quarter with over 10.3k sessions or 39.5% of paid traffic. Users from Undertone tended to engage with the site above the rates of paid averages and just below the overall site average.
- Trade Desk, which was active across four mediums (Display, Preroll, Native, and CTV), was the second highest traffic driver with 6.85k sessions in total. While users from Display tended to engage with the site at rates below the site average, users from Preroll and Native had the highest engagement rate of any paid sources with at least 250 sessions.

Paid Media Sources – Top 5 (This is the Wild Life Campaign)

Source - Medium	Sessions	Total Users	Engagement Rate
The Trade Desk - Display	1,032	970	18.4%
Facebook/Instagram	768	763	18.1%
The Trade Desk - Native	515	404	28.7%
The Trade Desk - Pre-roll	397	380	29.0%
The Trade Desk - CTV	172	171	22.1%
Paid Totals (This is the Life Campaign)	3,126	3,013	24.4%

- Within the This is the Wild Life Life campaign, Trade Desk was the top paid driving source with 67.9% of paid visits, and was active across 4 mediums (Display, Native, Pre-roll, and CTV).
 - Users from Native and Pre-roll tactics engaged with the site at rates higher than the paid campaign averages, while Display and Native users engaged below the paid averages.
- Facebook/Instagram was the only non-TTD source in the top 5 during this campaign, though users from Facebook tended to engage at rates lower than any of the TTD mediums.

Paid Media Sources – Top 5 (A Day in the Life Campaign)

Source - Medium	Sessions	Total Users	Engagement Rate
Undertone - Page Grabber	10,372	9,642	31.4%
TikTok	2,783	2,762	14.3%
Facebook / Instagram	2,286	2,256	16.9%
The Trade Desk - Display	1,986	1,825	28.2%
The Trade Desk - Preroll	1,373	1,302	38.5%
Paid Totals – Day in the Life Campaign	23,056	21,846	29.3%

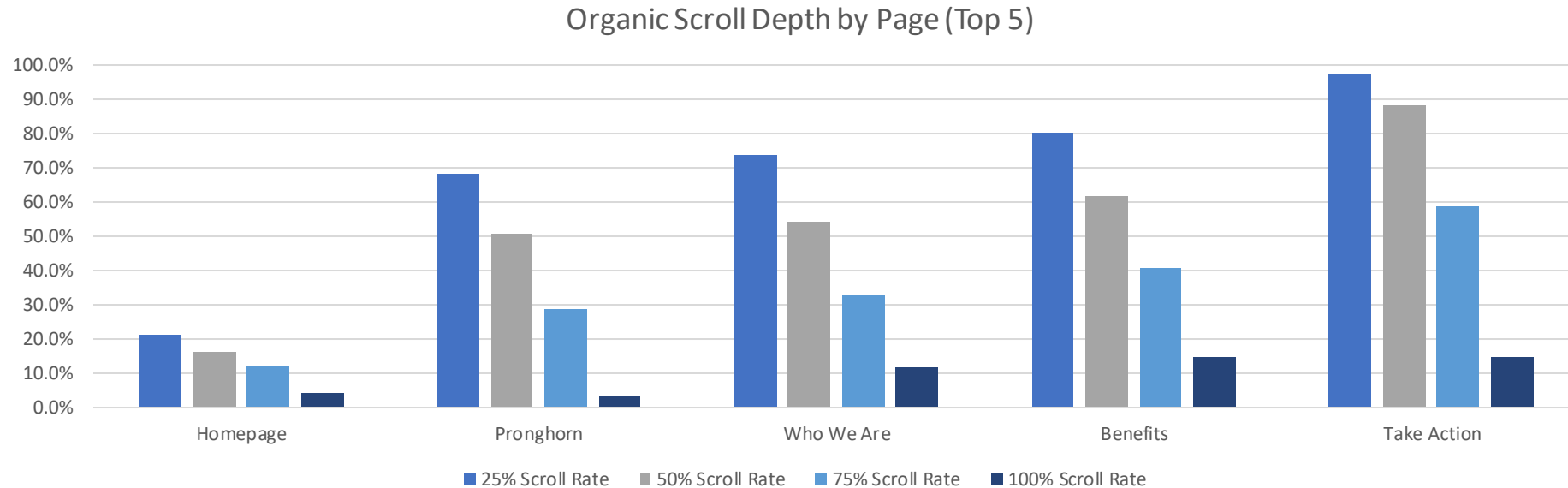
- The 'A Day in the Life' campaign saw the launch of Undertone – Page Grabber ads and that was the top traffic driver since launch. Undertone users tended to engage with the site at rates above the campaign average.
- TikTok and Facebook/Instagram users both engaged with the site at rates below the site average.
- Trade Desk – Preroll users had the strongest engagement rates during the campaign, similar to what was seen in 'This is the Life'

Top Pages by Pageviews

	Page path and screen class ▼ +	↓ <u>Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>
		51,220 100% of total	31,562 100% of total	1.62 Avg 0%	30s Avg 0%
1	/	43,788	28,195	1.55	10s
2	/wildlife/pronghorn/	1,740	1,261	1.38	32s
3	/who-we-are/	1,069	650	1.64	57s
4	/benefits/	928	532	1.74	14m 32s
5	/wildlife/	667	311	2.14	51s
6	/take-action/	625	281	2.22	46s
7	/wildlife/canada-lynx/	340	227	1.50	54s
8	/wildlife/black-footed-ferret/	269	195	1.38	1m 02s
9	/wildlife/boreal-toad/	258	180	1.43	40s
10	/wildlife/elk/	216	148	1.46	53s

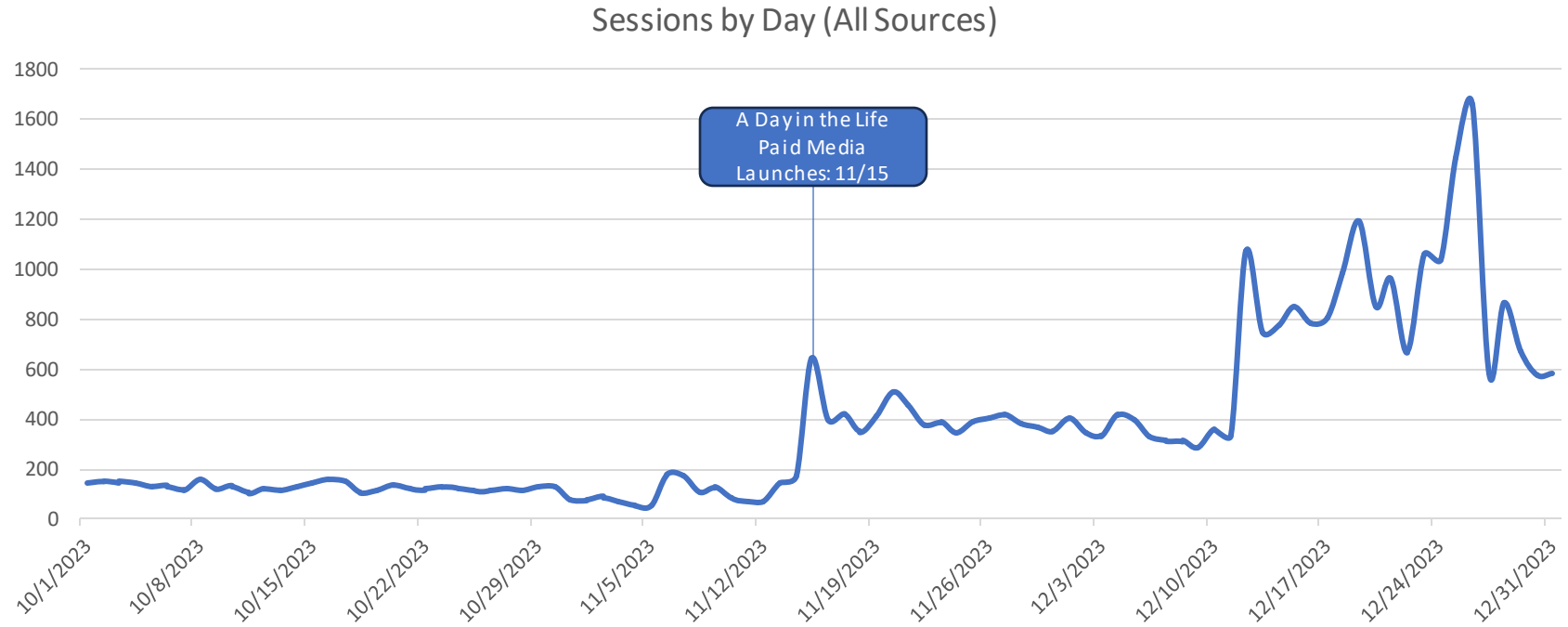
- The homepage continues to account for the largest percent of pageviews, though users tend to engage at higher rates on content heavier pages.
- Though it accounted for less than 1k pageviews, users spent a **significant** amount of time on the benefits page.

Scroll Depths by Page (Top 5)

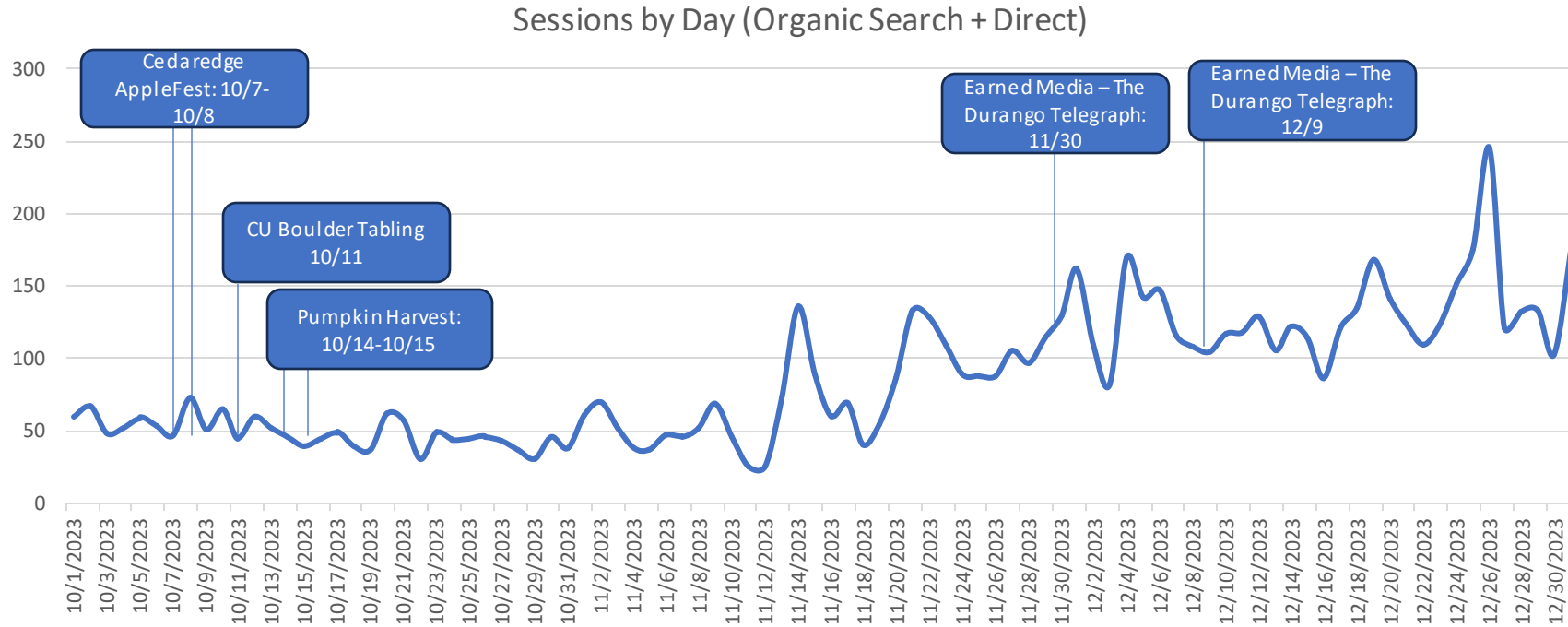


- Homepage scroll depths decreased at each level (25%, 50%, 75% and 100%) from the previous quarter, though the other content pages in the top 5 all experienced an increase of at least 1.8% QoQ at the 25% mark and generally saw increases at further depths.

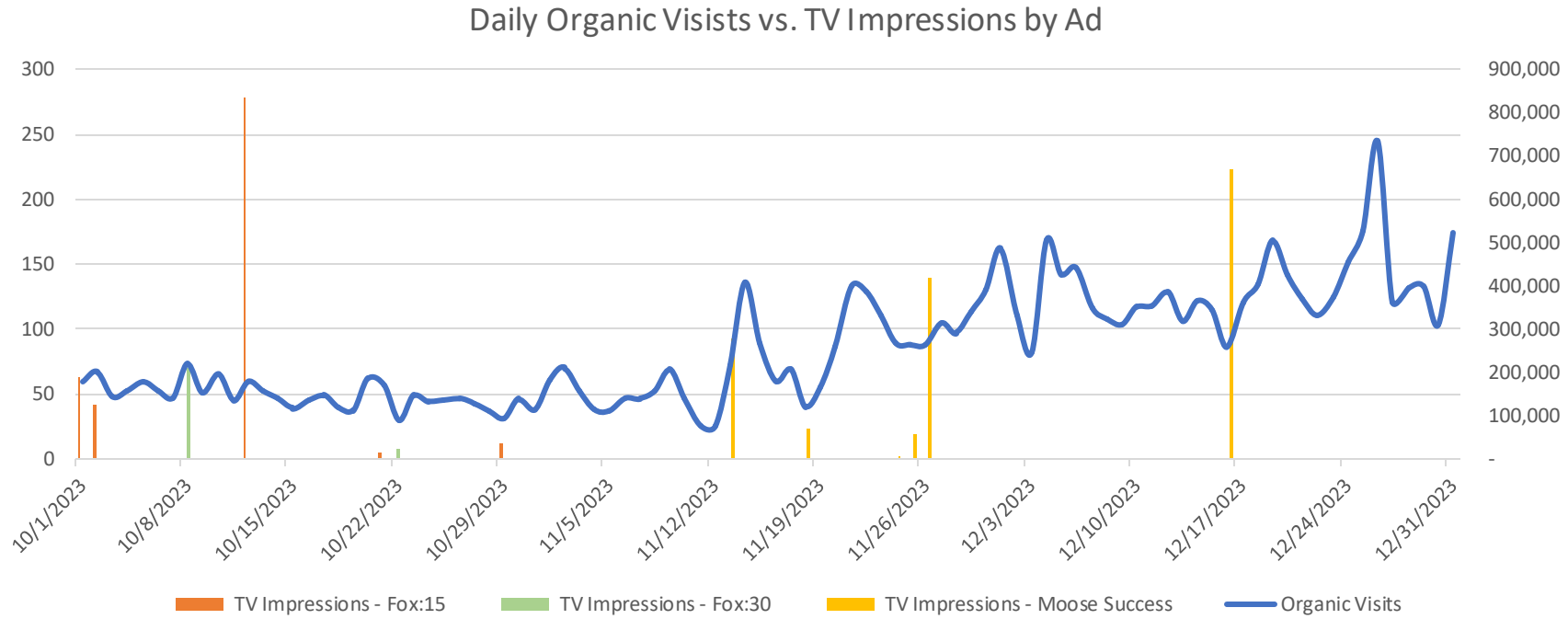
Daily Visitation (All Traffic)



Daily Visitation (Organic Traffic) & Sponsorship Dates



Daily Visitation (Organic Traffic) & TV Impressions



Paid Media Updates

Paid Media Overview

- 01 FY 23/24 ITW Media Performance**
- 02 FY 23/24 ADITL Media Performance**

Media Objectives & Goals

- Campaign Objective
 - Increase **awareness** among the In The Wind audience 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

FY 23/24 Media Performance

September 2023 – October 2023

Paid Media Report & Highlights

Planning Parameters

BUDGET	\$45,111
TIMING	September 25, 2023 – October 31, 2023
AUDIENCE	In The Wind (Adults 18–34)
TACTICS	Broadcast Television Facebook/Instagram The Trade Desk: CTV Display Native Pre-roll

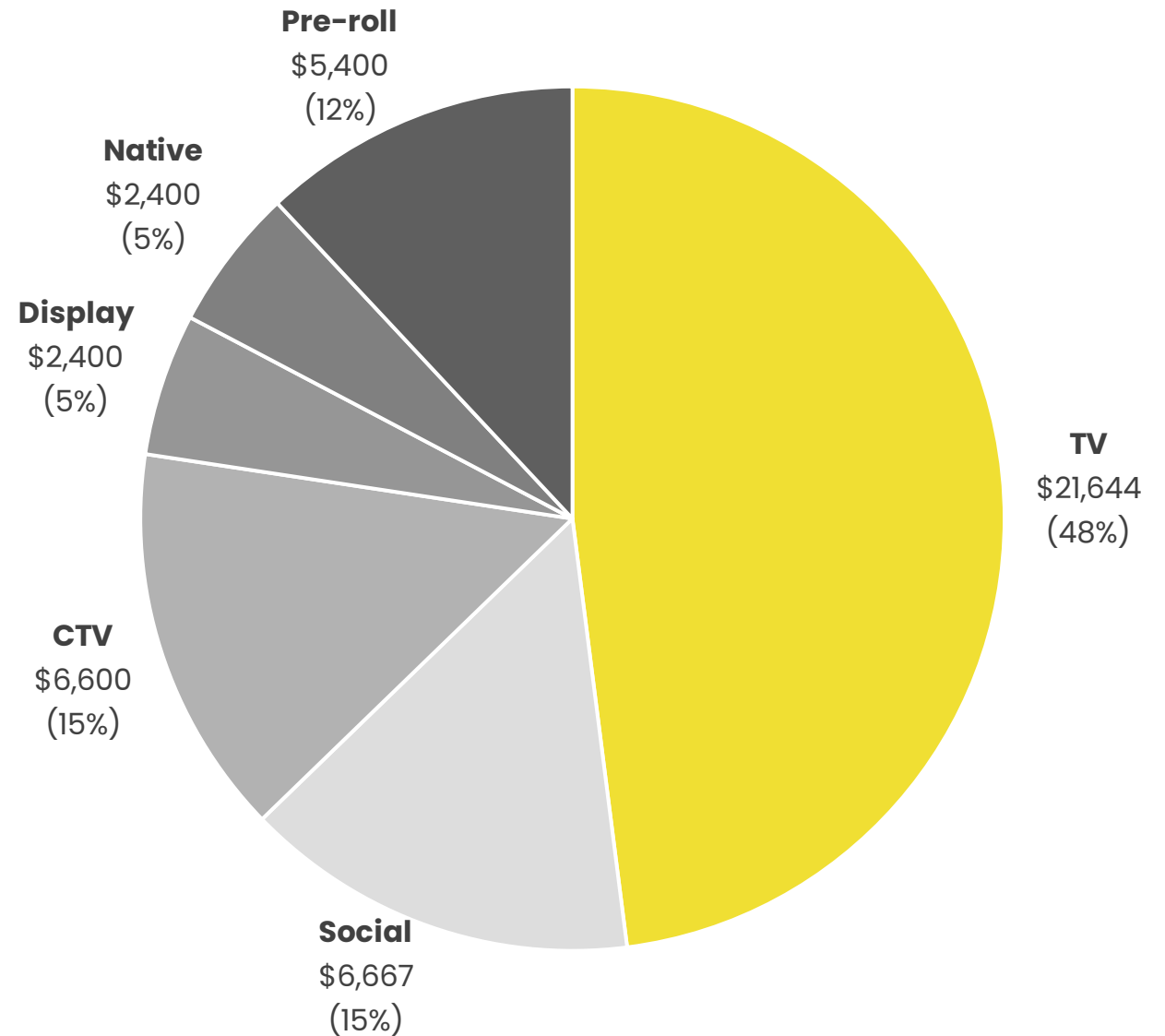
Campaign Results

9.25.23 to 10.31.23

3,890,157 total impressions

4,712 total clicks

\$45,111 total cost



In the Wind Key Metrics

Television:

- The campaign delivered 95,599 impressions for Adults 18-34 with 8 total spots running in various NFL games including Broncos/Chiefs. The Fox creative ran in both 15 and 30 second versions.

Facebook/Instagram:

- The campaign delivered 2,039,013 impressions in total with an overall CTR of 0.15%, which is slightly below the FY '22-'23 average CTR of 0.23%, which could be attributed to the short flight and/or ad exhaustion.

The Trade Desk:

• **CTV**

- The CTV campaign delivered 186,955 impressions, with a 98% completed view rate, overperforming from the 85% benchmark.

• **Display**

- The Click Through Rate (CTR) for the campaign finished at 0.103% overall, which is significantly above the benchmark of .05%. The Display campaign delivered 555,118 impressions.

• **Native**

- The Click Through Rate for Native achieved a 0.97% overall and generated 725 clicks with 744,107 impressions.

• **Pre-roll**

- A total of 269,455 impressions were delivered with a CTR of 0.156%, which beats the benchmark of 0.57%.

This is the Wild Life Creative

Social

The Colorado Wildlife Council Sponsored · 🌐

Colorado's moose population is growing fast. Which means there's more of them to love!



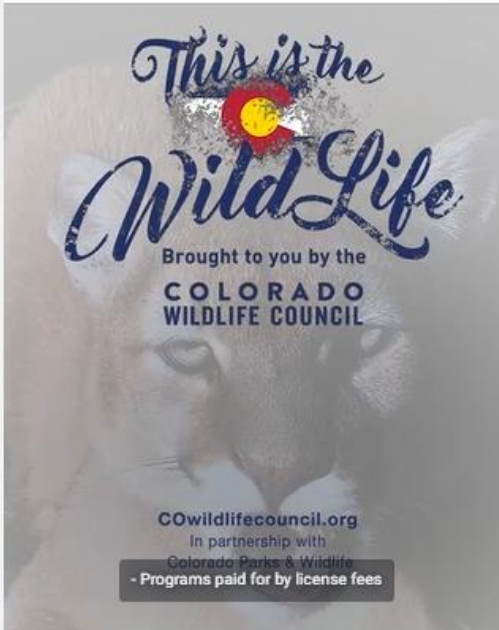
cowildlifecouncil.org
Conserving Colorado's Wildlife [Learn more](#)

👍 2

👍 Like 💬 Comment ➦ Share

The Colorado Wildlife Council Sponsored · 🌐

Biologists tracking animals is a way to understand our wildlife better.



cowildlifecouncil.org
This is the Wild Life
Supported by hunting and... [Learn more](#)

👍 Like 💬 Comment ➦ Share

The Colorado Wildlife Council Sponsored · 🌐

Goats have thrived in Colorado since 1947 due to conservation efforts funded by license fees from hunting and fishing.



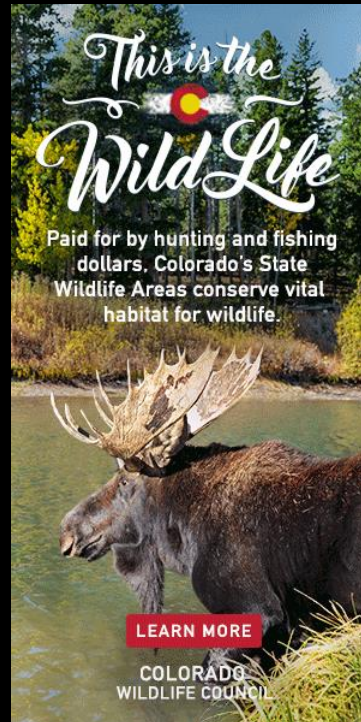
cowildlifecouncil.org
Conserving Colorado's Wildlife [Learn more](#)

👍 🧐 18 2 shares

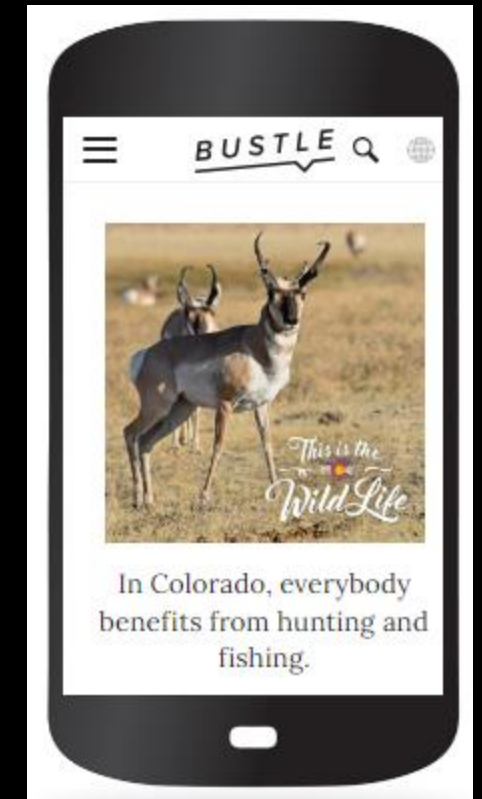
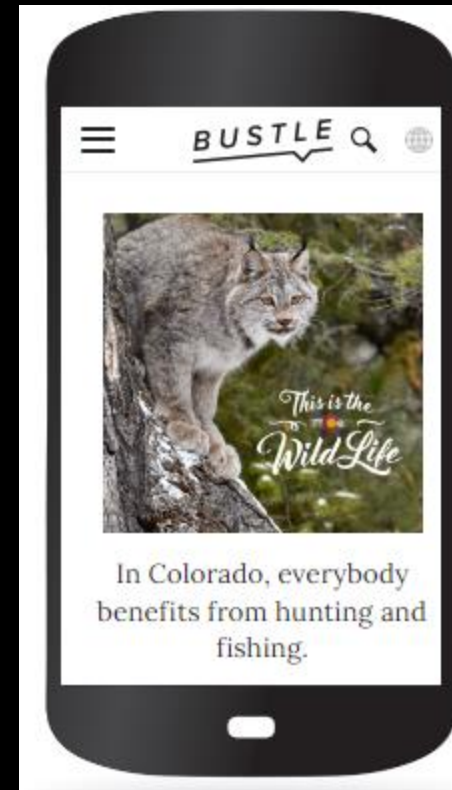
👍 Like 💬 Comment ➦ Share

This is the Wild Life Creative

Display



Native



This is the Wild Life Creative

CTV



Pre-Roll

Fox



Fox



Co-Exist



Co-Exist

November 2023 – December 2023

Paid Media Report & Highlights

Planning Parameters

BUDGET

\$1,598,344

TIMING

November 1, 2023 –
June 30, 2024

AUDIENCE

Adventurous Environmentalist
(Adults 18-44)

TACTICS

Broadcast Television
OOH
The Trade Desk
YouTube
Facebook/Instagram
Reddit
Snapchat
Spotify
TikTok
Email

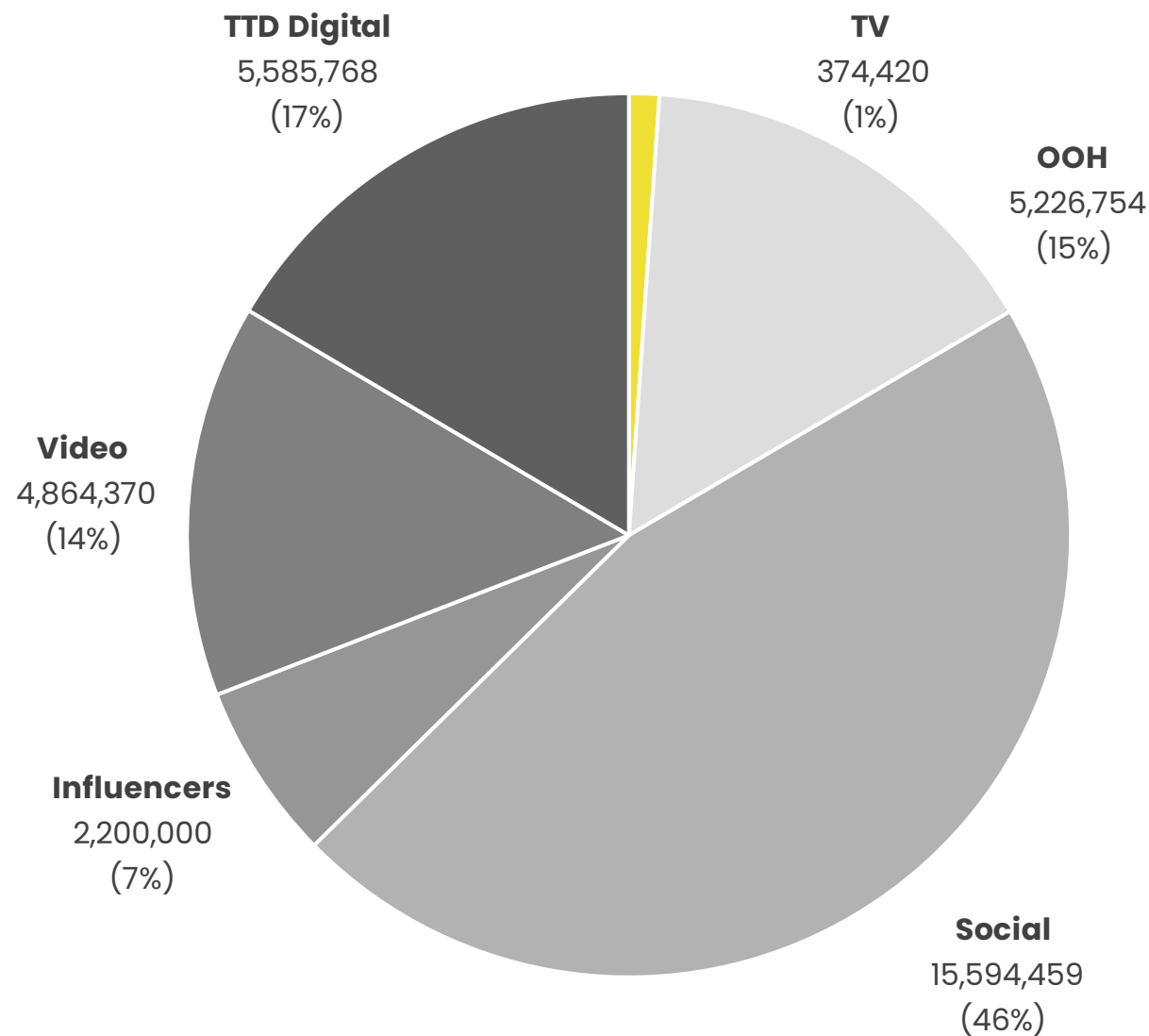
Campaign Results

11.15.23 to 12.31.23

33,845,771 total impressions

56,126 total clicks

\$382,378 total cost



Traditional Media

Television

TIMING

November–December 2023

TOTAL SPOTS

12

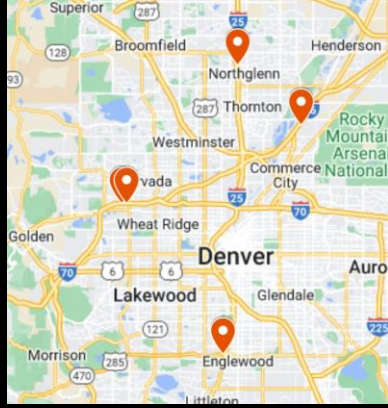
GEO

Denver DMA

Broadcast delivered **374,420 impressions** to Adults 18–49 between November 1–December 31, 2023, with additional details below:

- The :30 Moose spot aired in the Broncos vs. Bills Monday Night game on ABC7 as well as the Broncos vs. Lions Saturday night game.
- Three bonus spots in pre/post-NFL coverage were negotiated for **\$10,500 in added value in Q4.**

OOH Billboards



TIMING

November 2023 – March 2024

TACTICS

5 Static Billboards

GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 968,076

5-week report total: 2,189,174



OOH Light Rail Wrap

TIMING

November 2023 – May 2024

TACTIC

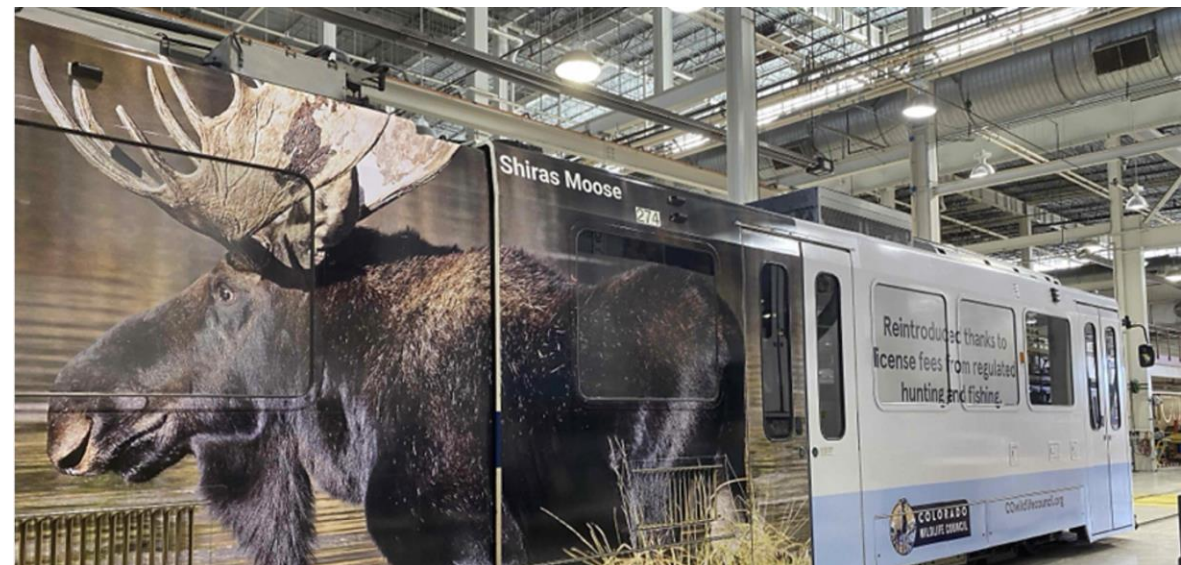
1 Full Light Rail Wrap (2 sides)

GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 433,941
7-week report total: 3,037,580



Colorado Rockies Sponsorship

2023 Season executions:

- Pre-game video on jumbotron
- Outfield wall signage
- L-bar branding
- Moose mural
- Bag giveaway on 9/17/23
- Digital (2 social posts, 1 eblast)

Total attendance for the 2023 season: 2,607,935

Estimated impressions for the 2023 season: 2,935,181



Pre-game video on jumbotron



Tote giveaway

Colorado Rockies Sponsorship



L-Bar Signage



Outfield Wall



Mural

Digital Media

Digital Media Tactics – The Trade Desk

Activation Summary	Tactic	Impressions	KPIs	Cost
<p>Reaching the target audience’s attention within content where they spend time and attention including online video and connected TV.</p> <p>Targeted the audience with multiple messages across several channels with optimal frequency to keep Colorado Wildlife Council top-of-mind.</p> <p>Targeting:</p> <p>Behavioral: Primary audience of outdoor enthusiasts via hiking, camping; lean left politically, aged 18-44, income of \$75k+. Secondary audience of hunter affinity, independent or moderate voter, aged 18-29, income under \$75k.</p> <p>Testing photography and birdwatching enthusiast audiences as well as custom AI audiences modeling current Colorado Wildlife audiences.</p> <p>Retargeting website visitors</p>	Connected TV	822,870	97.7% Completion Rate	\$28,670
	Pre-Roll Video	1,006,731	66.4% Completion Rate 2,306 Clicks 0.229% CTR	\$23,872
	Display	1,513,971	1,208 Clicks 0.080% CTR	\$10,590
	Native	2,242,196	2,063 Clicks 0.092% CTR	\$10,629

The Trade Desk Learnings

- **The new creative has just started running and is showing a slight dip in completion rate – typically at 98%+ VCR, now showing a 97.7% VCR.**
- **Best performing creative by clicks/CTR or Impressions**

Tactic	Metric	Creative
CTV	Impressions	Batty :15
Pre-roll	Clicks	Moose
Native	CTR	Moose
Display	Clicks	Moose (Mobile)

- **The Adventurous Environmentalist audience is performing the best across CTV, Native and Display campaign groups. The Distillery Pre-Roll audience (details in following bullet) is performing the best for Pre-Roll.**
- **For CTV, a group of Disney/Disney+/Hulu inventory groups performed the strongest in overall impressions delivered. Fubo inventory was also strong with live sports content.**
- **We are testing custom audiences through Distillery's Custom AI audience. These are built by analyzing Colorado Wildlife's first-party pixel data to create a profile specific to the brand. The Custom AI Model then scores and ranks new potential audience members every 24 hours based on in-market signals, keeping the audience fresh and targeted only to relevant consumers as well as new prospects as they are scored into the model**
- **For FY23-24, we have included some additional audience targeting due to interests inferred from past campaigns, including photography enthusiasts and birdwatching. (Web content including photography as well as petapixel.com for camera equipment/photography were more frequently seen in browsing activity.)**
 - **Certain key words are blocked for 23/24 to avoid negative content post CWC exposure as it relates to wildlife ("killed", "attacked", "euthanized").**

Social Media

Tactic	Activation Summary	Impressions	KPI	Cost
Facebook/Instagram	<ul style="list-style-type: none"> Utilized the platforms' robust first-party targeting capabilities to reach the Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data. Leveraged look-alike and retargeting audiences based on data from past campaigns and website visitation. Boosted organic content to achieve greater engagement and reach beyond the organic feed. 	8,512,789	18,171 Clicks 5,522,957 Video Plays 513,711 Post Engagements 0.21% CTR	\$35,931
Influencers	<ul style="list-style-type: none"> Amplified messaging and organically connected with the target audience at one of their frequent media touchpoints. Partnered with 2 influencers, Nelson (a prior partner) and Presley. In addition to the influencer's current in-feed content, the influencers produced more dynamic content such as IG Reels. 	2,200,000	1.5M Organic & Paid Reach 6,215 Likes 1,333 Link Clicks 319K Reel Plays	\$30,000
Reddit	<ul style="list-style-type: none"> Targeted the Adventurous Environmentalist and Hunter Adjacent audiences through wildlife focused creative based on based on interactions with content or communities relating to the outdoors and sustainability. Leveraged retargeting audiences based on website visitation. 	573,772	1.676 Clicks 218,339 Video Views 38.1% Video View Rate 0.29% CTR	\$8,313
Snapchat	<ul style="list-style-type: none"> Targeted the Adventurous Environmentalist and Hunter Adjacent audiences through wildlife focused creative based on based on interactions with content or communities relating to the outdoors and sustainability. 	636,335	2,752 Clicks 305,599 Video Views 48.0% Video View Rate 0.43% CTR	\$8,392
TikTok	<p>Drove brand awareness and ad recall among adults 18-44 with thumb-stopping video creative.</p> <p>Utilized the platforms' targeting capabilities to reach the Adventurous Environmentalist and Hunter Adjacent audiences based on their interests and demographic data.</p>	5,871,563	9,939 Clicks 5,818,449 Video Plays Cost per Completed View \$0.01 0.17% CTR	\$19,610

Social Key Learnings

Facebook:

- Facebook drove an average frequency of 6.08x throughout this period of the campaign.
- The Conservation engagement ad on 12.18 generated the highest CTR of 4.77%.
- The 15s Batty creative held the strongest video completion rate at 12.4%

Influencers:

- Each influencer delivered one Instagram photo, two IG Story sets and two IG Reels, producing 19,272 likes and 4,711 clicks to the website.
- Nelson's IG photo drove the most traffic, with 653 clicks to the site.
- Nelson's IG reels delivered the majority of the views with over 41K plays.

Reddit:

- Campaign CTR averaged above the 0.17% benchmark at 0.29%, improving 26% from FY22/23.
- Seeds 15 has the highest CTR at 0.29% and held the strongest video view rate at 38.3%.

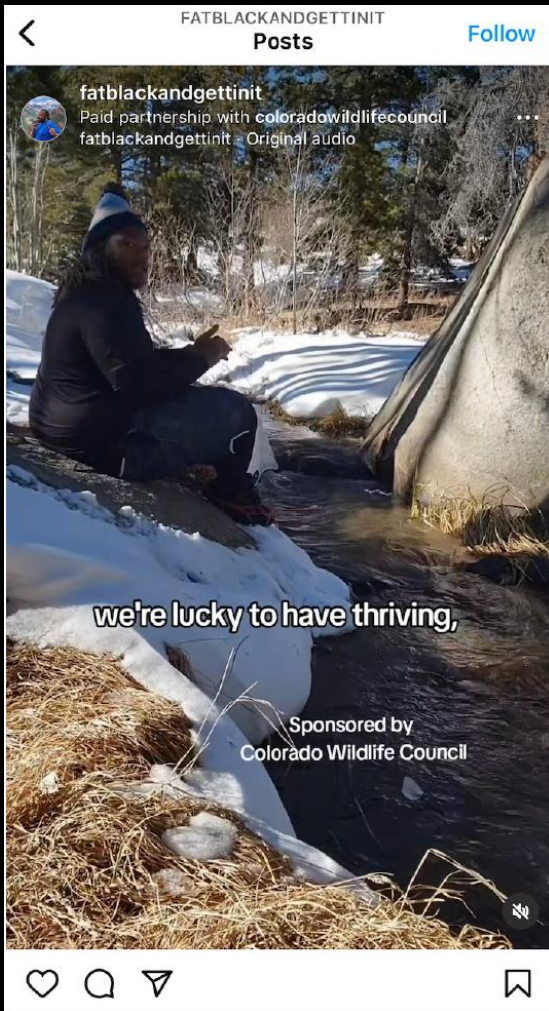
Snapchat:

- The 15s Seed video and 30s Moose video performed similarly, with a 0.44% and 0.43% CTR respectively.
- Video completion rate for the 15s performed 82% higher than the 30s Moose video, averaging 29% with 15s to 15.9% with the 30s spot

TikTok:

- The 15s Seeds video had the highest CTR at 0.18% and the strongest video completion. CPMs were similar across all videos, averaging \$3.34

Fall 2023 Influencer Engagement - Nelson



Nelson Holland 111K Followers	PAID CONTENT	ORGANIC CONTENT
	Impressions: 870,440 Reach: 572,493 Link Clicks: 738 Engagements: 86,622 Reactions: 1,047 Saves: 4 Shares: 47	INSTAGRAM IN-FEED: Impressions: 66,773 Reel Plays: 41,177 Engagement Rate: 2.59% Likes: 5,960 Comments: 115 Reach: 63,999 Shares: 37 Saves: 50
	Content Deliverables: 1 Instagram Photo 2 IG Story Sets 2 IG Reels	3-Sec Video Plays: 84,744

Nelson does a great job of generating a high rate of engagement, as he has a large IG following of 111K. Nelson saw the best organic engagement with an average rate of 2.59%.



Fall 2023 Influencer Engagement - Presley



Presley Fowler 26.1K Followers	PAID CONTENT	ORGANIC CONTENT		
 <p>Content Deliverables: 1 Instagram Carousel 2 IG Story Sets 2 IG Reels</p>	<p>Impressions: 1,303,647</p> <p>Reach: 866,185</p> <p>Link Clicks: 592</p> <p>Engagements: 191,108</p> <p>Reactions: 2,249</p> <p>Saves: 5</p> <p>Shares: 118</p> <p>3-Sec Video Plays: 188,098</p>	<p>INSTAGRAM</p> <table border="1"> <tr> <td> <p>IN-FEED:</p> <p>Impressions: 15,170</p> <p>Reel Plays: 5,067</p> <p>Engagement Rate: .42%</p> <p>Likes: 255</p> <p>Comments: 40</p> <p>Reach: 5,789</p> <p>Shares: 31</p> <p>Saves: 63</p> </td> <td> <p>STORY FRAMES:</p> <p>Impressions: 2,813</p> <p>Reach: 2,804</p> <p>Link Clicks: 3</p> <p>Sticker Taps: 10</p> <p>Shares: -</p> <p>Replies: -</p> <p>Poll Respondents: 29</p> </td> </tr> </table>	<p>IN-FEED:</p> <p>Impressions: 15,170</p> <p>Reel Plays: 5,067</p> <p>Engagement Rate: .42%</p> <p>Likes: 255</p> <p>Comments: 40</p> <p>Reach: 5,789</p> <p>Shares: 31</p> <p>Saves: 63</p>	<p>STORY FRAMES:</p> <p>Impressions: 2,813</p> <p>Reach: 2,804</p> <p>Link Clicks: 3</p> <p>Sticker Taps: 10</p> <p>Shares: -</p> <p>Replies: -</p> <p>Poll Respondents: 29</p>
	<p>IN-FEED:</p> <p>Impressions: 15,170</p> <p>Reel Plays: 5,067</p> <p>Engagement Rate: .42%</p> <p>Likes: 255</p> <p>Comments: 40</p> <p>Reach: 5,789</p> <p>Shares: 31</p> <p>Saves: 63</p>	<p>STORY FRAMES:</p> <p>Impressions: 2,813</p> <p>Reach: 2,804</p> <p>Link Clicks: 3</p> <p>Sticker Taps: 10</p> <p>Shares: -</p> <p>Replies: -</p> <p>Poll Respondents: 29</p>		

Presley has a smaller following, however, she delivers professional-grade video and imagery. Presley's first IG reel delivered the most paid impressions, generating over 732K! Presley's 1st IG Reel generated the highest number of video plays (a total of 131K), as well!



Video

Tactic	Activation Summary	Impressions	KPI	Cost
Rich Media	<ul style="list-style-type: none"> The Page Grabber Moose ad unit reached Adults 18-44 living in Colorado with a passion for the outdoors through Undertone's proprietary high-impact video unit, creating an emotional connection that compels a user to act. 	732,111	11.79% VCR 8.45% Engagement Rate 14,307 Clicks 1.96% CTR	\$11,250
Spotify	<ul style="list-style-type: none"> Sponsored sessions drove brand awareness and ad recall among the AE/HA audience with thumb-stopping video creative that provides the user with a reward for watching the video to completion. 	124,468	77.7% VCR 955 Clicks 0.77% CTR	\$18,000
YouTube	<ul style="list-style-type: none"> Optimized the Skippable In-Stream campaign toward view-rate with a cost-per-view (CPV) bid method. Targeting included: Winter Sports, Outdoor Enthusiasts & Sports Fans. Topics (Hiking, Camping, Outdoor Recreation, Local News, College Sports and Sports News), keywords, retargeting site visitors and engagers from past campaigns. 	4,007,791	95.4% Completion Rate 3,656,250 Total Views 1,416 Clicks 0.04% CTR	\$23,115

Video Key Learnings

Rich Media:

- The campaign delivered 732K impressions within the first few weeks of being live (went live 12/11) with a CTR of 2.02%, which is at the high end of the 1%-2% benchmark range.
- Interaction Rate was 2.6%, while the Engagement Rate came in at 8.45%, and the Viewability at an 81% rate – all above benchmark.
- **Added value of almost 30K impressions**

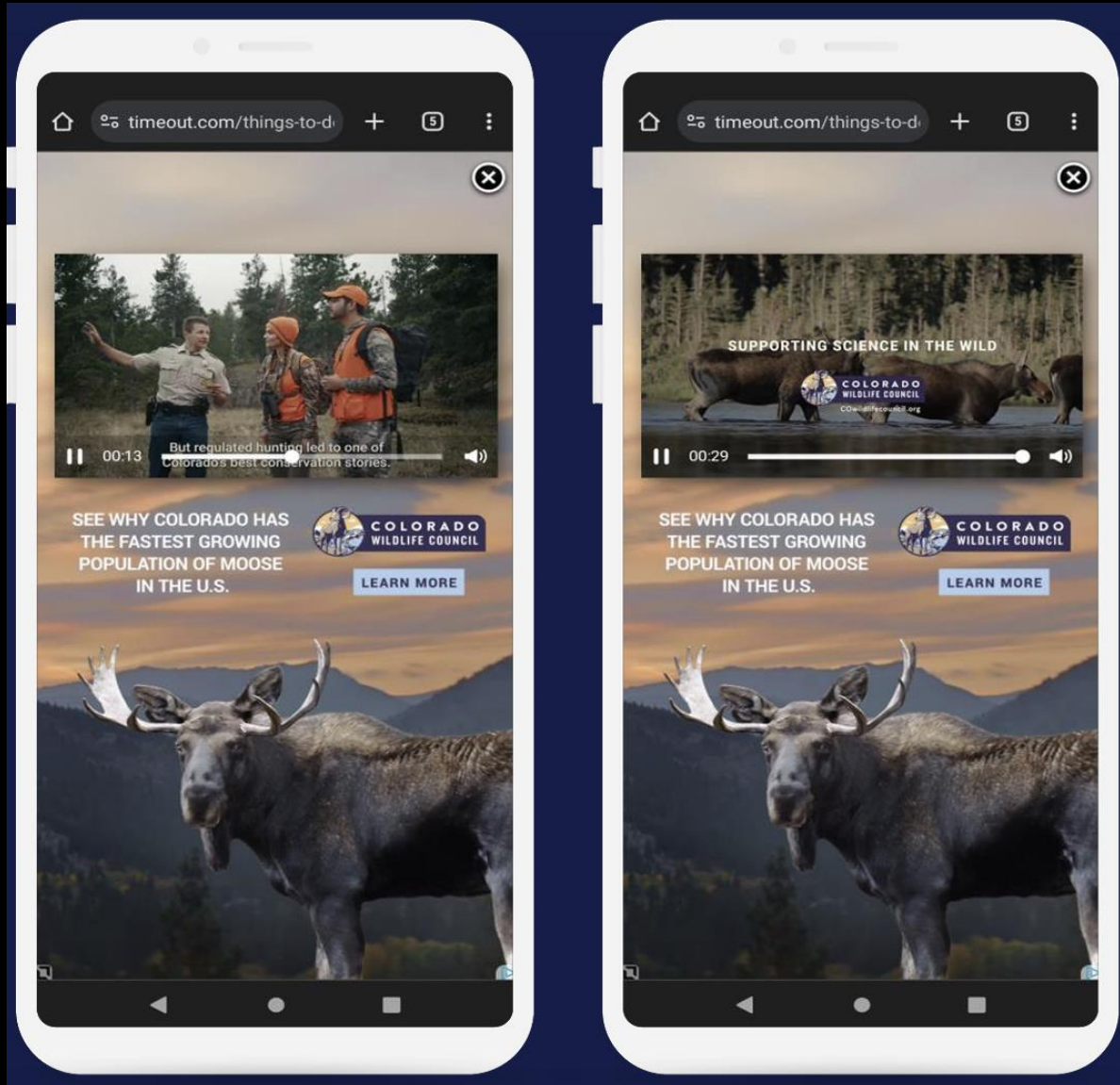
Spotify:

- The campaign delivered 124,468 impressions with a 77.7% Video Completion Rate, which is above Spotify's benchmark of 71% on sponsored session placements.
- The Click Through Rate for the campaign finished at 0.77% overall, which is also above the benchmark of 0.5%.
- Spotify overdelivered, which gave us almost **\$545 in added value**.

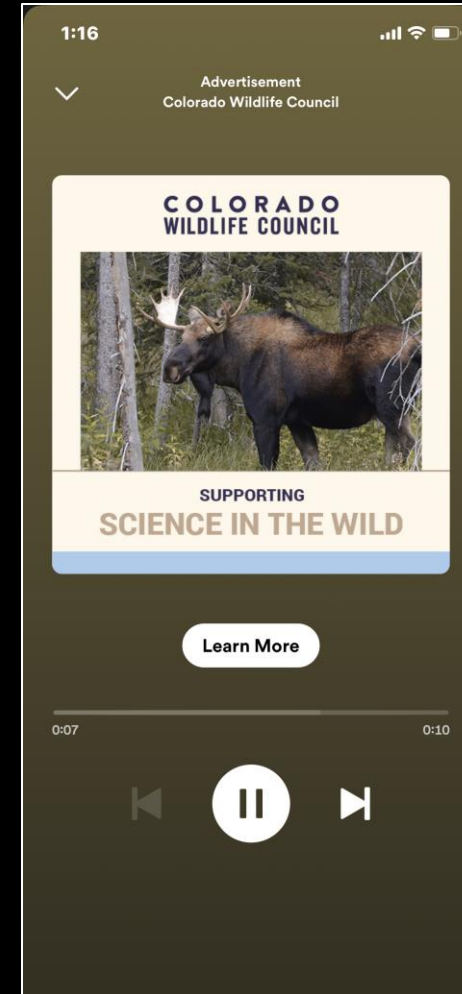
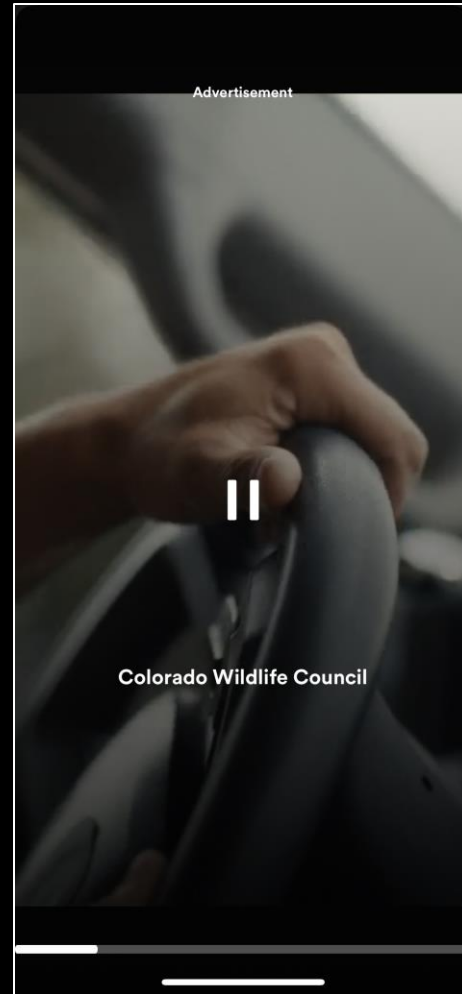
YouTube:

- Outdoor enthusiasts, sports fans, and Winter sports were among the top audience segments for the video completions, with sports fans and outdoor enthusiasts holding the highest share of clicks
- 06s Bumper units had a 95.6% VCR compared to a 90% VCR benchmark
- :15s skippable in-stream units had a 85.8% VCR improving from Q4 last year (up from 61.9%) – benchmark is 40% VCR.

Video – Rich Media Page Grabber



Video – Spotify Sponsored Session



Email (MailChimp)

TIMING	4 newsletters (one each quarter)
TACTICS	MailChimp
AUDIENCE	Collected 325 subscribers (1,000%+ increase since last FY!)
DETAILS	2x Newsletters have been deployed this fiscal year producing an average open rate of 50% and an 4.5% CTR (CTR decreased significantly this year).
INSIGHTS	Open rate and CTR show proven engagement, and the increase in subscriber volume shows the outreach team has been successful with collecting opt-ins.

Flowchart



R&R Partners
Colorado Wildlife Council
2023-2024

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Cost	% of Total
	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											
Adventurous Environmentalist 18-44 (& Hunter Adjacent 18-30)														
SPOT TV / CABLE - Denver DMA														
:15s/:30s A18-49, English													\$200,783	12%
Watermark + Traffic													\$12,529	1%
Spot TV / Cable Total	\$0	\$0	\$0	\$21,644	\$41,723	\$31,684	\$21,644	\$21,644	\$31,684	\$21,644	\$21,644	\$0	\$213,312	13%
OUT-OF-HOME														
CO Rockies Sponsorship													\$375,000	23%
Static Bulletin Boards - 5x, Includes Production (MHO #4019 off 4 wks Dec/Jan)													\$145,950	9%
Light Rail Full Wrap (2x 125.04" x 922.04") - Lamar, Includes Production													\$58,000	4%
OOH Total	\$0	\$0	\$0	\$0	\$16,500	\$74,867	\$37,433	\$32,433	\$32,717	\$380,000	\$5,000	\$0	\$578,950	35%
DIGITAL														
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%
The Trade Desk DSP														
Display - Native/Standard													\$72,000	4%
Video - Connected TV													\$99,000	6%
Video - Pre-Roll													\$81,000	5%
Undertone														
Influencers													\$84,000	5%
Rich Media													\$67,500	4%
Digital Ad Serving													\$850	0%
Video - YouTube													\$81,000	5%
Digital Total	\$394	\$394	\$394	\$23,860	\$102,178	\$113,428	\$99,428	\$113,428	\$113,428	\$113,428	\$113,428	\$19	\$793,805	48%
Opportunity Fund													\$58,963	4%
MEDIA TOTAL	\$394	\$394	\$394	\$45,505	\$160,400	\$219,978	\$158,506	\$167,506	\$177,828	\$515,072	\$140,072	\$58,982	\$1,645,030	100%

Rockies Partnership

Updates

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	\$5,775,110	153,928,747



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.

Rockies Promotional Dates

Promotional Date Options

- Friday, July 19 at 6:40 PM against San Francisco
- Saturday, August 31 at 6:10 PM against Baltimore
- Saturday, September 14 at 6:10 PM against Chicago*

Please decide what date the council would like to have their promotional day on. The promotional day includes tickets to the suite for you and your guests, throwing the first pitch, and the distribution of an agreed upon promotional item.

*National Hunting and Fishing Day is September 28, 2024.

Creative

Updates

Phase 2 Assets
2/1-4/15

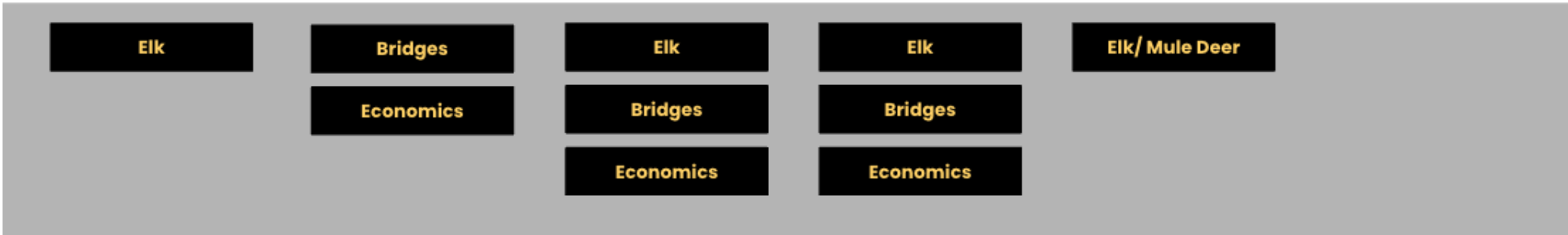
Day in the Life



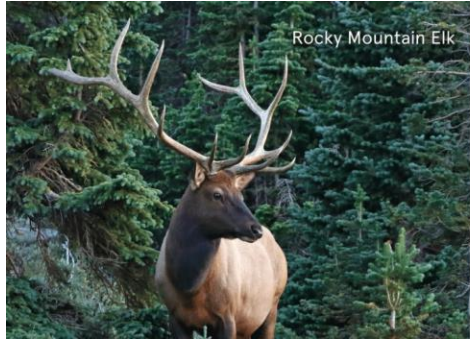
Phase 1:
Leads with Moose to put the rules story at the forefront. And keeps the focus on animals, since animal welfare strongly resonates with the AE target.



Phase 2:
Broadens the benefits messaging to include how animals interact with humans and the benefits to Colorado as a whole.



Phase 2 Assets



HOME TO THE WORLD'S LARGEST ELK POPULATION.

Thanks to license fees from regulated hunting and fishing.

COwildlifecouncil.org



SCIENCE IN THE WILD.

Thanks to license fees from regulated hunting and fishing.

COwildlifecouncil.org



COLORADO WILDLIFE COUNCIL



SUPPORTING SCIENCE IN THE WILD

Thanks to license fees from regulated hunting and fishing

LEARN MORE



COLORADO WILDLIFE COUNCIL



SUPPORTING SCIENCE IN THE WILD

Thanks to license fees from regulated hunting and fishing

LEARN MORE



2024/2025 Creative

Campaign Message Directions

2024/2025

Messaging Thought Starters

Council to align on '24/'25 messaging topics. R&R recommends to focus on 2-3 topics.

Possible topics could include:

- Predator management and how the science of regulating big cats is critical to the ecosystem
- Aquatic Species Hatchery and Aquatic Veterinarians
 - Boreal Toads – why they are critical
 - Native fish restoration – why we do it
 - Aquatic nuisance and invasive species management – why it's so important
- Water quality and preservation of supplies
- Rivers and streams restored
- Outdoor access open and available to everyone

Action Items

Action Items

- Approval for the 2024 Rockies partnership/
council decision on which package to secure
- Select 2024 Rockies Promotional Day
- Alignment on 2024/2025 campaign
messaging directions
- R&R will develop the 2024/2025 campaign
recommendation with the \$2.8 million budget
allocation

Upcoming

- February 15 – in-person meeting

Thank
You



Thank
Thank
Thank
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
SUBTOTAL:	1176	\$152,880	\$20,000	\$172,880
Basic Compensation Rate (Monthly Fee)				\$14,406.67
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
SUBTOTAL:	2,605	\$338,650	\$452,000	\$790,650
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
SUBTOTAL:	356	\$46,280	\$50,000	\$96,280
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
SUBTOTAL:	732	\$95,160	\$1,645,030	\$1,740,190
GRAND TOTAL**:	4,869	\$632,970	\$2,167,030	\$2,800,000

FY 22/23 Budget (\$2,650,000)

BASIC COMPENSATION		HOURS*	FEEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEEES	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
SUBTOTAL:		1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING		HOURS	FEEES	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
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
SUBTOTAL:		510	\$66,300	\$1,477,550	\$1,543,850
GRAND TOTAL**:		3,290	\$427,700	\$2,222,300	\$2,650,000

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
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00
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
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280
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
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
0 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

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
SUBTOTAL:	1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)				\$23,202.08
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
SUBTOTAL:	1514	\$174,110	\$302,500	\$476,610
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
SUBTOTAL:	282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
14 Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:	609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:	4,067	\$467,705	\$1,607,295	\$2,075,000

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
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83
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
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
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
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

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
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
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
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
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
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

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
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
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	
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
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	
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
Description	HOURS	FEES	EXPENSES	TOTAL	
16 Working Media Placements	0	\$0	\$620,000	\$620,000	
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

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	
SUBTOTAL:		1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)					\$11,859
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	
SUBTOTAL:		165	\$18,975	\$115,000	\$133,975
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	
SUBTOTAL:		185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL	
11 Working Media Placements	0	\$0	\$520,000	\$520,000	
SUBTOTAL:		0	\$0	\$520,000	\$520,000
GRAND TOTAL**:		1,585	\$182,275	\$667,725	\$850,000

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

Review Category:	FY 2/23 Members:	Estimated Time Involved:	Commitment Details:
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	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

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.