

Colorado Wildlife Council

March Planning Retreat
2024



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Date Issued:

March 2024

Agenda

- 01 **FY 23/24 Highlights**
- 02 **Research & Strategy**
- 03 **Paid Media**
- 04 **Creative**
- 05 **PR & Partnerships**
- 06 **Social Media**
- 07 **FY 24/25 Budget & Timeline**

FY 23/24 Highlights

FY 23/24 Highlights

- Eighth year working together!
- Onboarded new council members
- Produced a brand-new campaign: A Day in the Life
- Refined target audience – adjusted media buy
- Third year of our partnership w/ the Colorado Rockies
- Successful earned media efforts; op-eds
- Email opt-in growth

FY 23/24 Highlights



Colorado Wildlife Council won 2 silver ADDY awards

- Day in the Life – Public Service Campaign
- Day in the Life – Integrated Media Public Service Campaign

Research & Strategy



Our Audience

Who is our audience:

- 1) **Skews:** female, Democratic/liberal, more affluent and college educated.
- 2) **Attitudes toward hunting:** have never hunted and will never try; strong moral issue with hunting, specifically hunting for “sport” or “trophy hunting; don’t understand how hunting contributes to a healthy ecosystem in Colorado.
- 3) **Lifestyle:** moved to Colorado for the outdoor lifestyle and feel the Colorado lifestyle is defined by the outdoors and nature; heavy aversion to idea of firearms being an important part of Colorado cultures.

What our audience needs to hear:

- 1) **Address moral issues:** There are laws and rules that all hunters must abide by; it’s not the Wild West.
- 2) **Educate them on the benefit:** Hunting and angling license fees pay for a wide variety of projects that they benefit from when they enjoy Colorado’s outdoors; it keeps Colorado looking like Colorado.

Who they need to hear it from:

- 1) **Trustworthy, knowledgeable sources** who convey the science behind wildlife management.
 - A. State wildlife biologists or similar – not hunters or hunter groups.

Where they need to hear it:

- 1) **Heavy on digital platforms** (streaming audio and video, YouTube, etc.), out of home (billboards, activations etc.) and some social platforms (TikTok, Snapchat)
- 2) **Strategic TV flighting** to keep awareness levels high and breakthrough clutter. (needed to maintain a halo of brand awareness).
- 3) **High affinity for sports** – Rockies, Broncos, etc.

Strategic Framework

Business Objective:

Increase favorability of legal hunting and angling in Colorado through increased awareness and understanding among Colorado voters of the benefits fees generated by legal hunting and fishing bring to the state.

Marketing Objective:

Increase the number of Coloradans who:

- 1) View legal hunting and angling favorably.**
- 2) Understand the direct benefits license fees generated create.**
- 3) Would oppose additional restrictions on hunting and angling.**

Strategic Framework

Category & Landscape

What We See

Population and demographic
changes

Changes to CO political landscape

Increased ballot initiative activity

De-prioritization of hunting and
angling

Strategic Framework

Marketing Initiatives

What We Do

Awareness

Education

Setting the unbiased narrative

Strategic Framework

Initiative: Public Awareness and Education (90%)

Audience: Adventurous Environmentalist (AE) and Hunter Adjacent (HA)

Strategy: Speak directly to AEs, change their perceptions of hunting, and educate them on how license fees fund projects and initiatives that keep Colorado looking like Colorado.

- 1) Address morality issues around hunting head-on.**
- 2) Educate on the many benefits enjoyed due to projects funded by license fees.**
- 3) Use wildlife biologists as knowledgeable, believable messengers.**
- 4) Emphasize that proper wildlife management is grounded in science.**

Strategic Framework

Initiative: Advocate Support (5%)

Audience: Hunters & Anglers in our database.

Strategy: Educate our hunter and anglers on the need to always act as responsible stewards of Colorado's wildlife and outdoors, as well as being amplifiers of license fee impact on Colorado.

- 1) Speaking with family/friends about projects/initiatives funded by license fees.**
- 2) Sharing license fee benefits on their own social media platforms.**
- 3) Reinforcing that hunting is done legally, with respect for science-based wildlife management.**
- 4) Will be indirectly communicated to through elements of our campaign (TV, billboard, etc.)**

Strategic Framework

Initiative: Legislative Resource (5%)

Audience: Governor, Legislature, Lobbyists, Interest Groups

Strategy: Position the Council as an advisor and expert on the appropriate and most effective way to educate Coloradans -- especially our target audience -- on the benefits of legal hunting and angling.

- 1) Share best practices**
- 2) Research-based messaging**
- 3) Institutional knowledge**

Paid Media

A Day In The Life

Media Campaign Results November 2023 – January 2024

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

Planning Parameters

BUDGET	\$1,598,344
TIMING	November 1, 2023 – June 30, 2024
AUDIENCE	Adventurous Environmentalist (Adults 18-44) Hunter Adjacent (Adults 18-29)
TACTICS	Broadcast Television OOH The Trade Desk YouTube Facebook/Instagram Reddit Snapchat Spotify TikTok Email

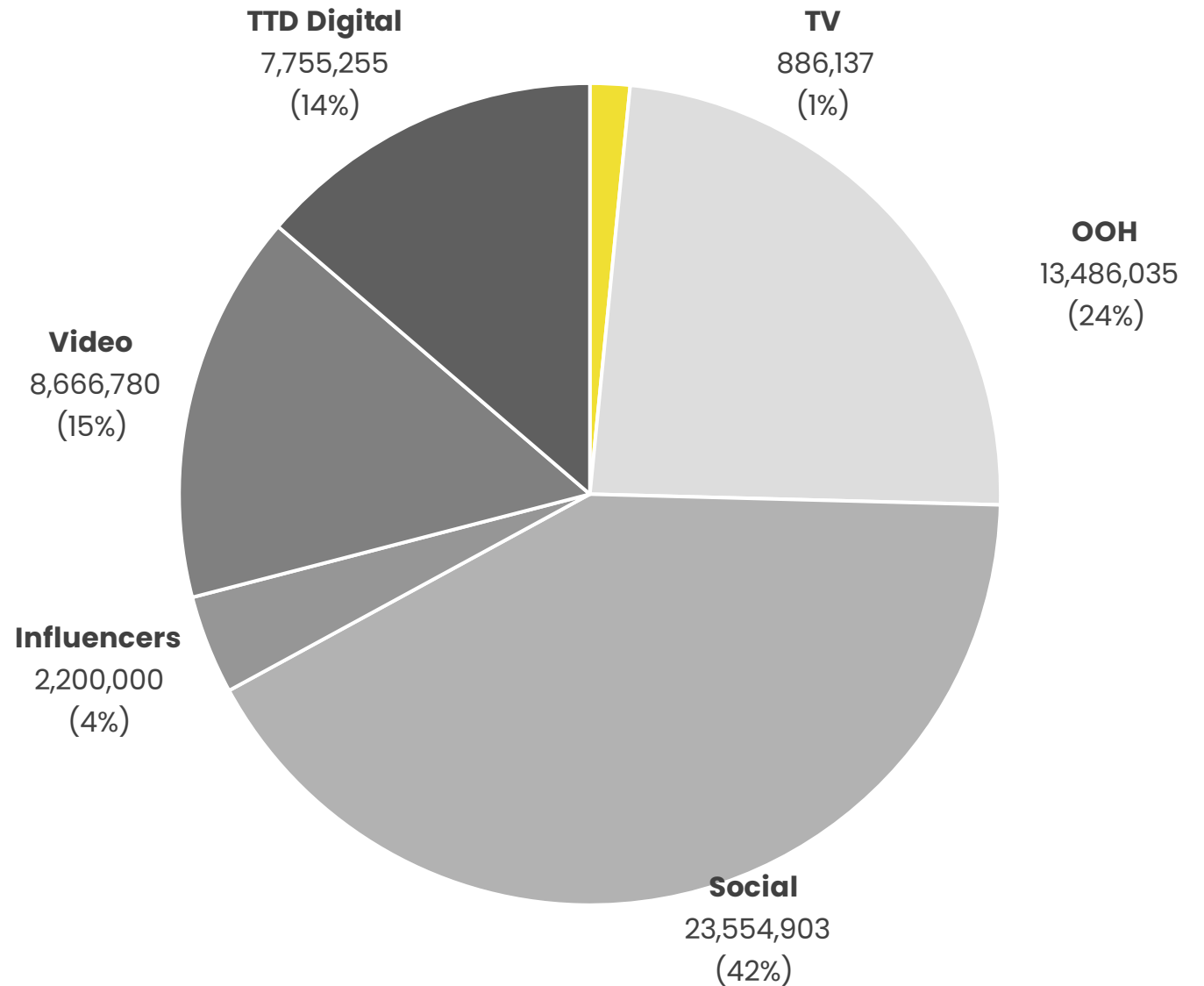
Campaign Results

11.15.23 to 1.31.24

56,549,110 total impressions

93,188 total clicks

\$541,934 total cost



Traditional Media

Television

TIMING

November 2023 – January 2024

TOTAL SPOTS

99

GEO

Denver DMA

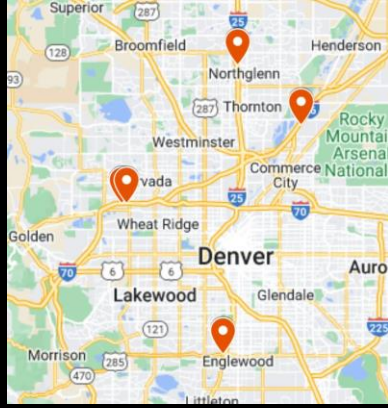
Broadcast delivered **886,137 impressions** to Adults 18-49 between November 1-January 31, 2024, with additional details below:

Top programming by Adults 18-49 impressions:

- Nuggets Saturday Prime game: 133,155 impressions
- Bills/Dolphins NFL game: 115,747 impressions
- NFL Wild Card (Eagles/Bucs): 102,085 impressions
- Broncos/Bills NFL game: 85,496 impressions
- Ravens/Chargers NFL game: 48,963 impressions

- A total of 54 bonus spots were negotiated for **\$28,080 in added value from November-January.**

OOH Billboards



TIMING

November 2023 – March 2024

TACTICS

5 Static Billboards

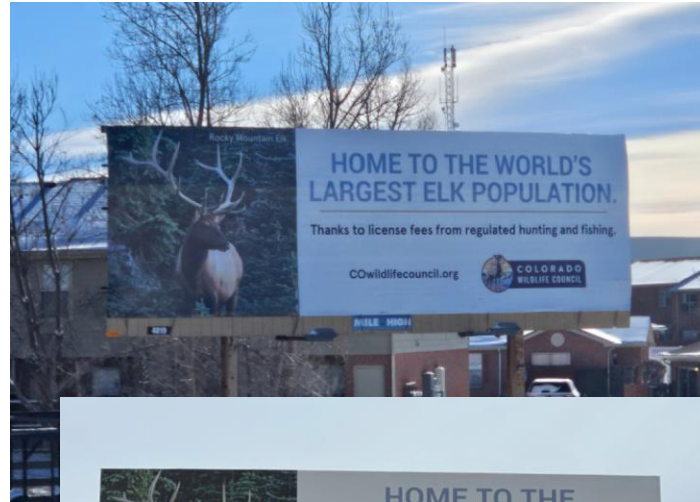
GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 968,076

9-week report total: 8,712,684



OOH Light Rail Wrap

TIMING

November 2023 – May 2024

TACTIC

1 Full Light Rail Wrap (2 sides)

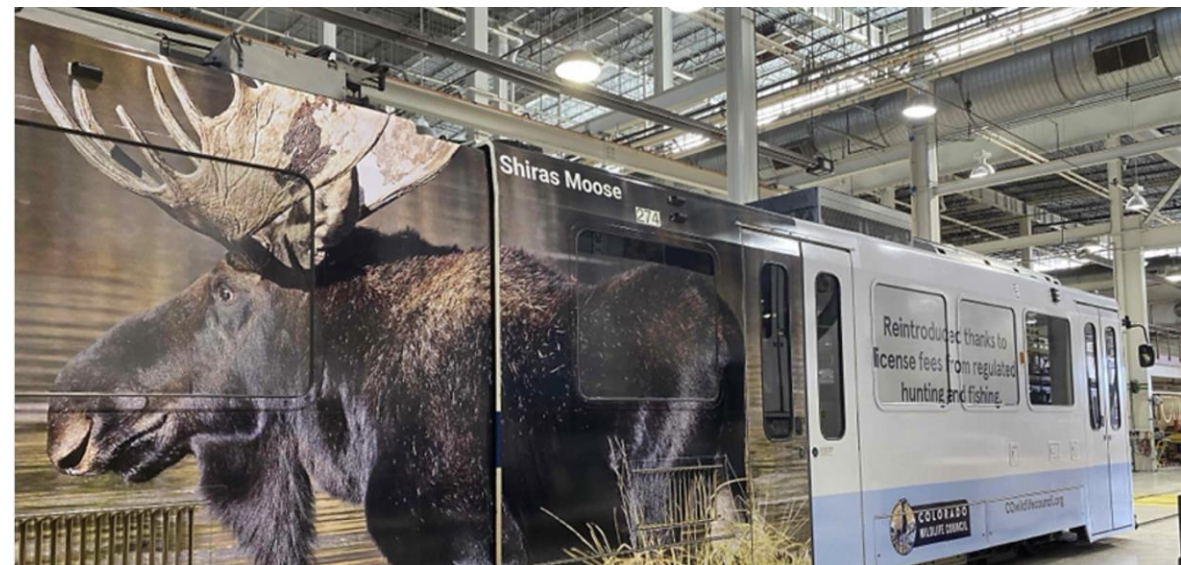
GEO

Metro Denver Area

IMPRESSIONS

Weekly estimated: 433,941

11-week report total: 4,773,351



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	1,385,493	98.8% Completion Rate	\$47,636.48
	Pre-Roll Video	1,835,106	67.6% Completion Rate 4,910 Clicks 0.268% CTR	\$39,301.06
	Display	2,783,755	2,286 Clicks 0.082% CTR	\$17,430.92
	Native	3,750,901	3,906 Clicks 0.104% CTR	\$17,453.10

The Trade Desk Learnings

- **The creative showed an increase over Nov/Dec completion rate – from a 97.7% VCR to 98.8%**
- **Best performing creative by clicks/CTR or Impressions**

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

- **The Adventurous Environmentalist audience performed the best across CTV, Native and Display campaign groups. The Dstillery Pre-Roll audience (details in following bullet) performed 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 Dstillery'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. 	11,324,887	21,418 Clicks 7,702,367 Video Plays 11.04% VCR 654,272 Post Engagements 0.19% CTR	\$42,897
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. 	1,018,592	3,085 Clicks 381,379 Video Views 37.4% Video View Rate 11.9% VCR 0.30% CTR	\$13,985
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. 	1,286,337	5,480 Clicks 582,387 Video Views 45.3% Video View Rate 22.72% VCR 0.42% CTR	\$13,010
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>	9,925,087	17,660 Clicks 9,844,098 Video Plays 4.98% VCR 0.18% CTR	\$29,551

Social Key Learnings

Facebook:

- Facebook drove an average frequency of 8.48x 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 most of the views with over 41K plays.

Reddit:

- Campaign CTR averaged above the 0.17% benchmark at 0.30%.
- Moose 30 has the highest CTR at 0.38% while Seeds 15 held the highest video view rate at 37.8%

Snapchat:

- The 15s Seeds video and 30s Moose video performed similarly, with a 0.45% and 0.46% CTR respectively.
- Video completion rate for the 15s performed 82% higher than the 30s Moose video, averaging 26.4% with 15s to 16.0% with the 30s spot

TikTok:

- The 15s Seeds video and 30s Moose video both had the highest CTRs at 0.18%, while the 15s spot had the strongest video completion. CPMs were similar across all videos, averaging \$3.03

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 3-Sec Video Plays: 84,744	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		

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> <p>IN-FEED: Impressions: 15,170 Reel Plays: 5,067 Engagement Rate: .42% Likes: 255 Comments: 40 Reach: 5,789 Shares: 31 Saves: 63</p> <p>STORY FRAMES: Impressions: 2,813 Reach: 2,804 Link Clicks: 3 Sticker Taps: 10 Shares: - Replies: - 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. 	1,486,049	11.70% VCR 8.10% Engagement Rate 29,392 Clicks 1.98% CTR	\$22,500
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. 	205,079	78.5% VCR 1,578 Clicks 0.77% CTR	\$27,816
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. 	6,975,654	95.95% Completion Rate 6,459,429 Total Views 2,140 Clicks 0.03% CTR	\$34,832

Video Key Learnings

Rich Media:

- The campaign delivered just shy of 1.5M impressions (went live 12/11) with a CTR of 1.98%, which is at the high end of the 1%-2% benchmark range.
- Interaction Rate was 2.59%, while the Engagement Rate came in at 8.10%, and the Viewability at an 81% rate – all above benchmark and holding steady.
- **Added value of almost 80K impressions**

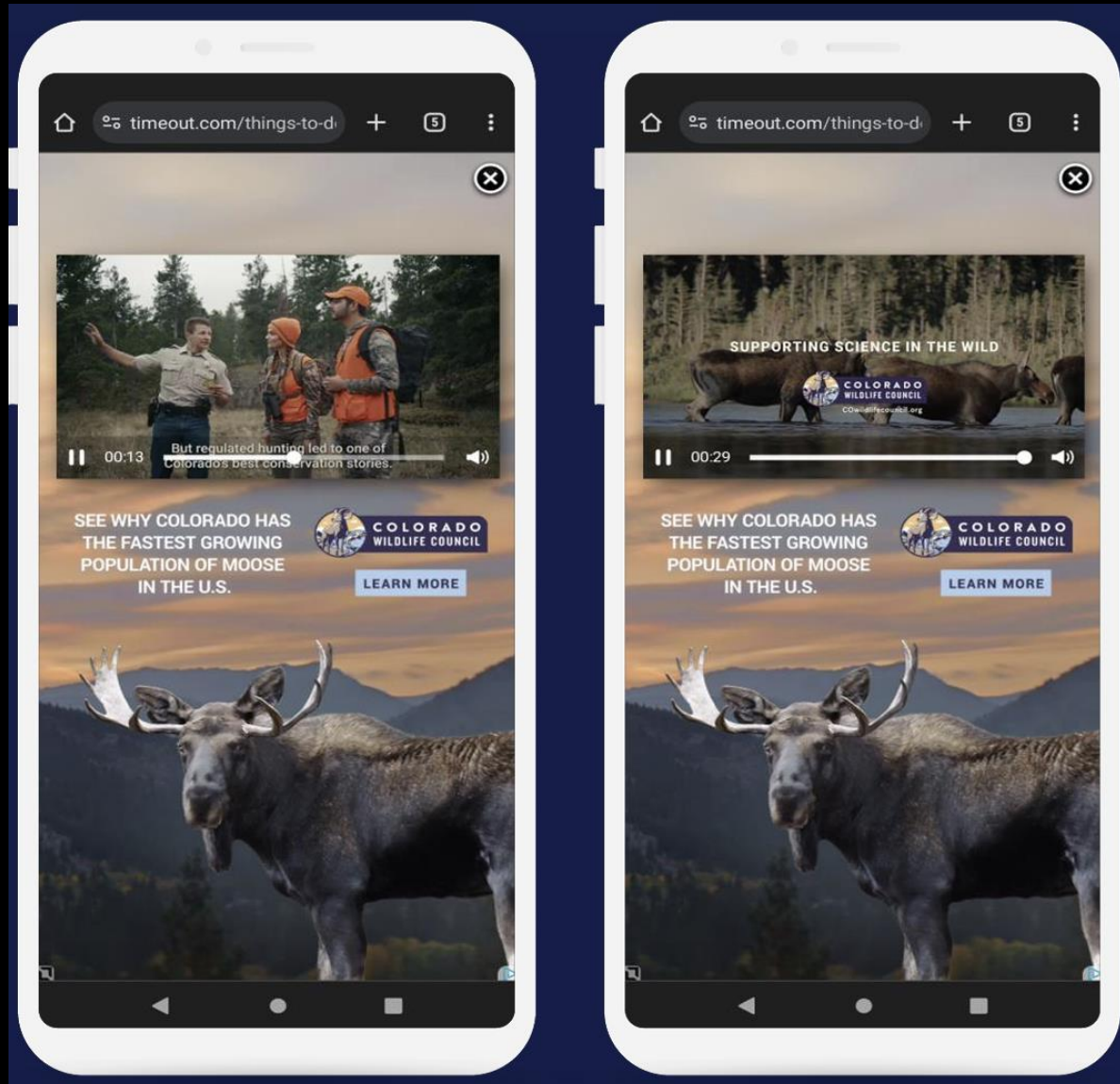
Spotify:

- The campaign has delivered 205K impressions with a 78.5% Video Completion Rate, which is above Spotify's benchmark of 71% on sponsored session placements.
- The Click Through Rate for the campaign thus far was at 0.77%, which was also above the benchmark of 0.5%.

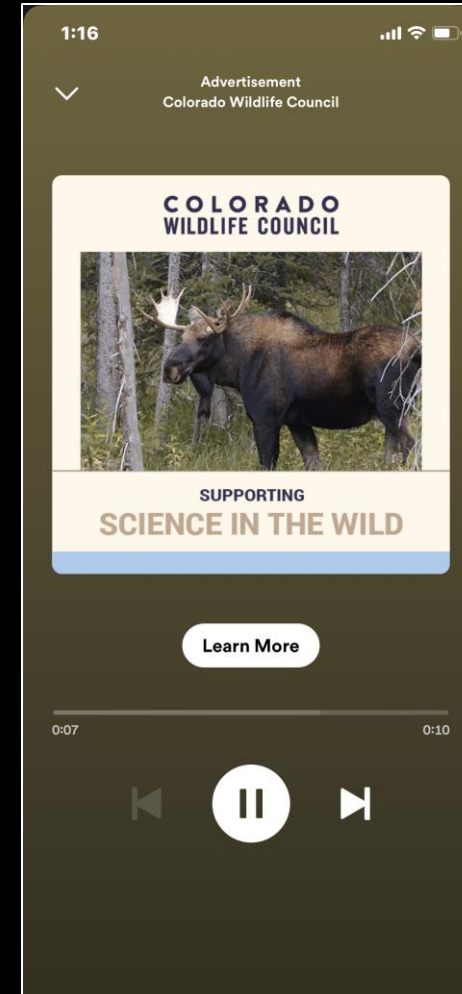
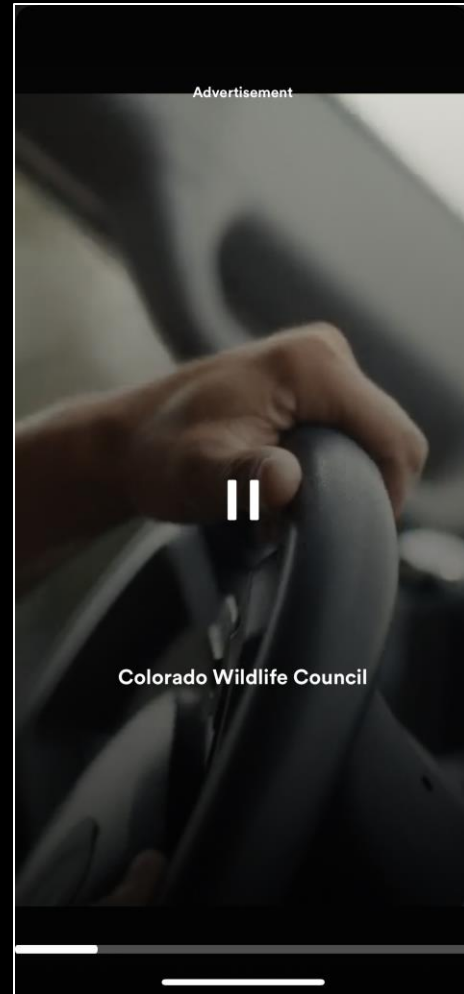
YouTube:

- 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 96.1% VCR compared to a 90% VCR benchmark
- :15s skippable in-stream units had a 82.8% 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 372 subscribers (1,000%+ increase since last FY!)
DETAILS	3x Newsletters have been deployed this fiscal year producing an average open rate of 47.43% and an 4.4% CTR (the CTR has decreased significantly YoY).
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																																																							
Watermark + Traffic																																																							
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																																																							
Static Bulletin Boards - 5x , Includes Production (MHO #4019 off 4 wks Dec/Jan)																																																							
Light Rail Full Wrap (2x 125.04" x 922.04") - Lamar, Includes Production																																																							
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																																																							
Social - Facebook/Instagram - AR Filter Ads																																																							
Social - Facebook/Instagram - Paid Ads																																																							
Social - Facebook/Instagram - Promoted Posts																																																							
Social - Reddit																																																							
Social - Snapchat																																																							
Social - TikTok																																																							
Spotify Streaming Audio																																																							
Digital Ad Serving																																																							
<i>The Trade Desk DSP</i>																																																							
Display - Native/Standard																																																							
Video - Connected TV																																																							
Video - Pre-Roll																																																							
<i>Undertone</i>																																																							
Influencers																																																							
Rich Media																																																							
Digital Ad Serving																																																							
Video - YouTube																																																							
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																																																							
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%																	

2024/2025 Paid Media Planning

Channel Strategy

Full-Funnel Omnichannel Approach

UPPER

Maximize impressions via upper funnel media tactics:

(Broadcast TV, OOH, Video)

Creative assets for upper funnel:

- (1) :30 video
- (2) :15 videos
- (1) :06 video
- (2) OOH messages

MID

Mid-Funnel media tactics that will reinforce awareness:

(Social Media, Display, Rich Media, Streaming Audio, CO Rockies Sponsorship)

Creative assets for mid-funnel:

- Social media
 - (1) :30 video
 - (3) :15 video
 - Static images
- (3) digital display creative executions for 7 sizes (total of 21)
- Streaming audio
- Rich media (page grabber unit)
- CO Rockies Sponsorship

LOWER

Lower-Funnel media tactics to encourage the target audience to explore the website:

(Email, Influencers)

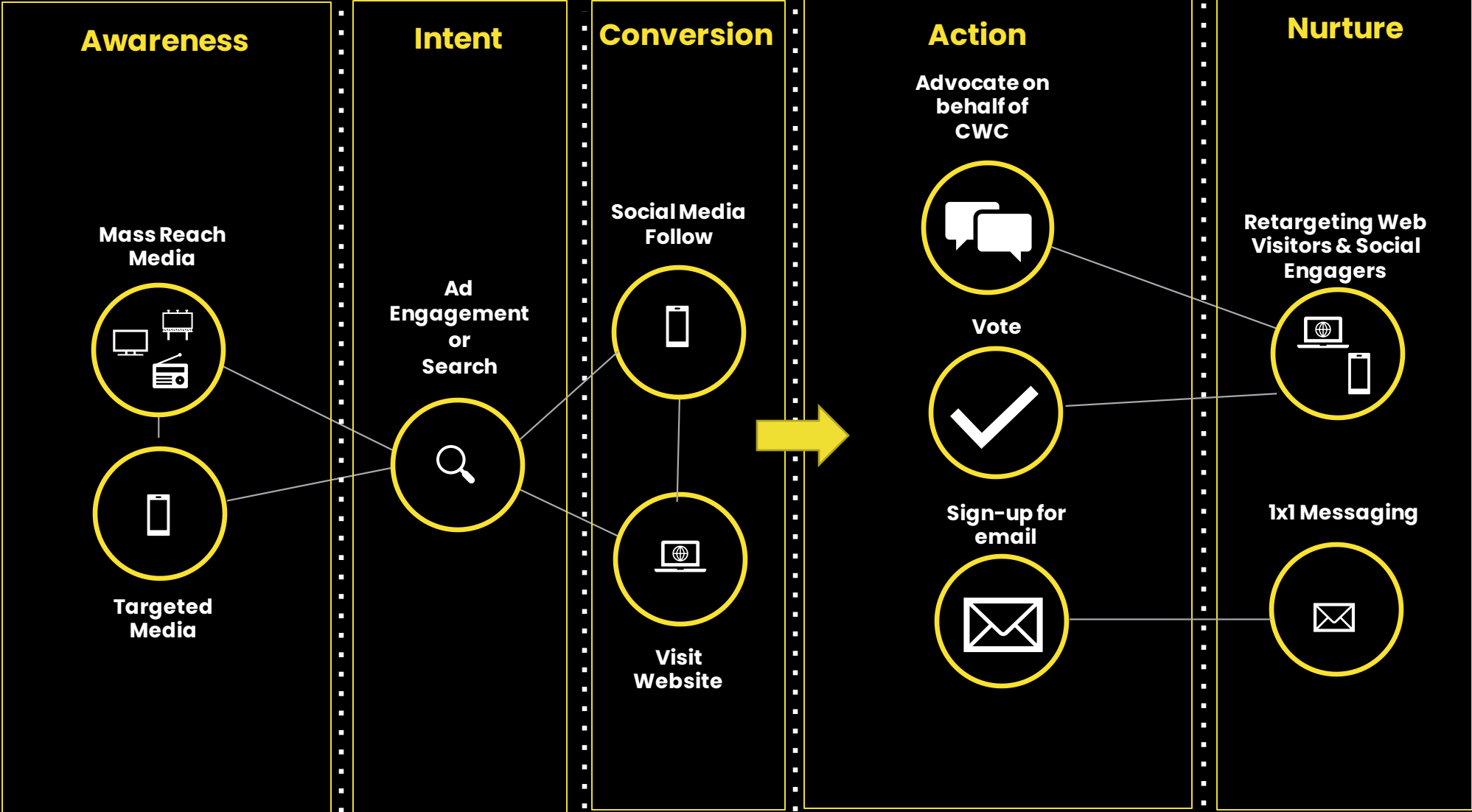
Creative assets for lower funnel:

- Email
- Influencers

Audience Journey

Objective:

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

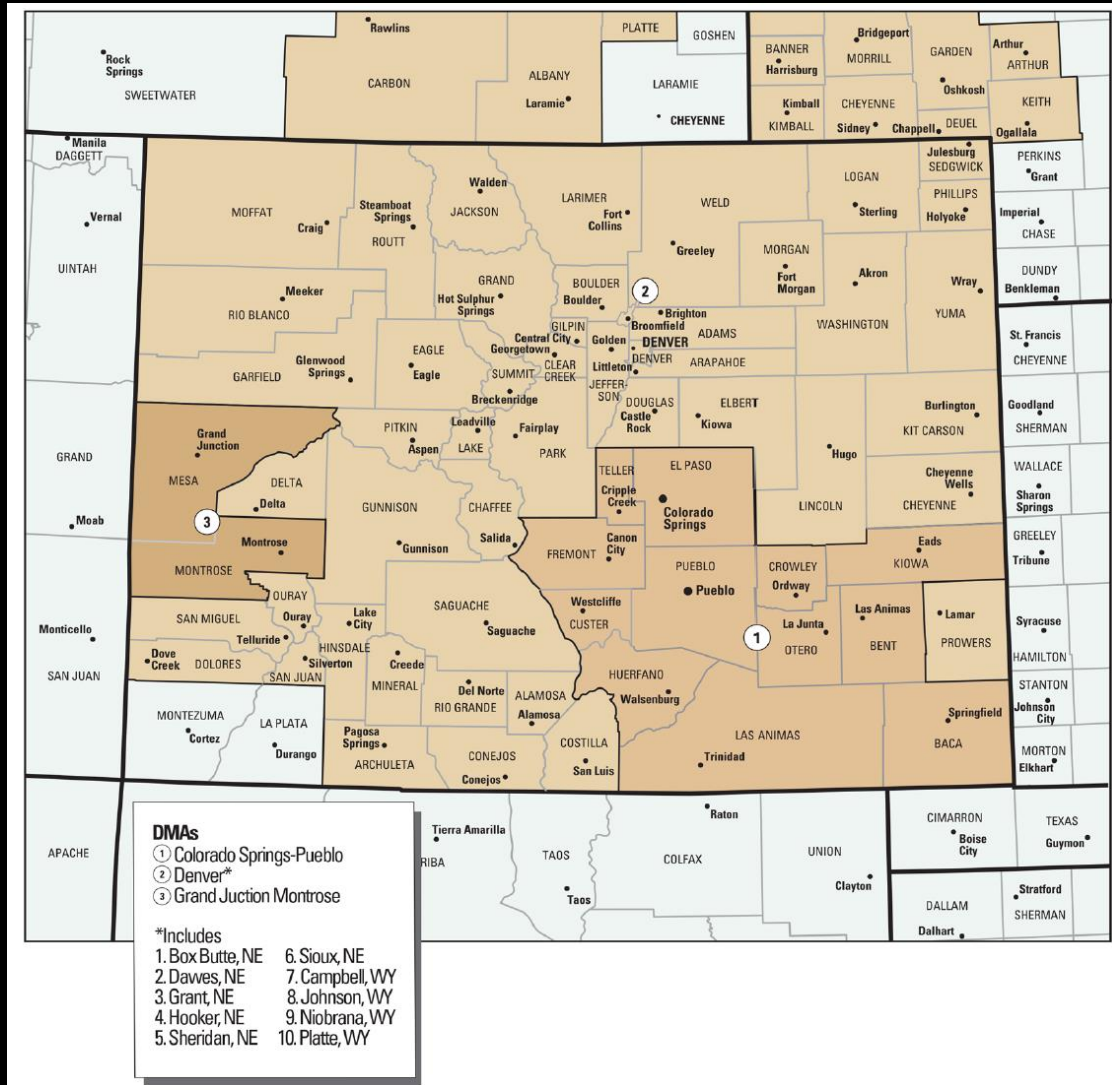


Market Research

Colorado State Trends

- Colorado's population growth has **slowed** in the last several years. This slower growth seems to be the result of lower birth rates paired with an increase in deaths. Nonetheless, by 2030, it is estimated that 6.5 million people will call Colorado home, up from 5.8 million people in 2020.
- The projected growth in Colorado is expected to have an impact on the state's demographics. In the next 7 years, those who identify as White will drop from ~68% to 64%, while the **Hispanic population will grow from 22% to 26%**. At the same time, Coloradans are expected to be **aged at about 40.25 years** in 2030 compared to roughly 38.5 years in 2020.
- The state is seeing its **smaller cities and towns grow** while the largest cities and ski towns experience declines. Costs appear to be the major factor driving these shifts. New residents, who tend to be older, are looking to get out of big cities to areas where homes are more affordable, and they can still commute to places like Denver.
- As of July 2023, Colorado's **unemployment rate was only 2.9%** (lower than the national average of 3.5%). The largest gains seen in leisure and hospitality. Also of note, the average workweek in Colorado grew from 33.1 to 33.5 hours, while average hourly earnings grew from \$34.60 to \$35.91.
- Colorado, which used to be a swing state, has become less competitive in recent years. Additionally, in 2024, there is no governor's race and no U.S. Senate race on the ballot.

Colorado State Trends



- Per the US Census, the Denver County population is White (69%), with the next largest group being Hispanic or Latino (29%). Whereas Grand Junction is even more predominantly White (89%) and less population of Hispanic or Latino (16%)
- Over 90% of both Denver and Grand Junction have graduated high school. 52% of Denver have Bachelor's degrees or higher, with only 34% of Grand Junction residents having Bachelor's degrees or higher
- Denver has only 10.7% uninsured under age 65, whereas Grand Junction has 12%
- Denver's Median Household Income is \$78,177, Grand Junction's Median Household income is \$58,892
- The Denver mean travel time to work is 25.5 minutes vs. Grand Junction at 16.2 minutes
- Denver cable penetration is 46% and Grand Junction is 44%

Source: Strata Market Profiler 2023, United States Census July 2022

Media Landscape

Colorado Competitive Spend*

CWC #712
\$122K

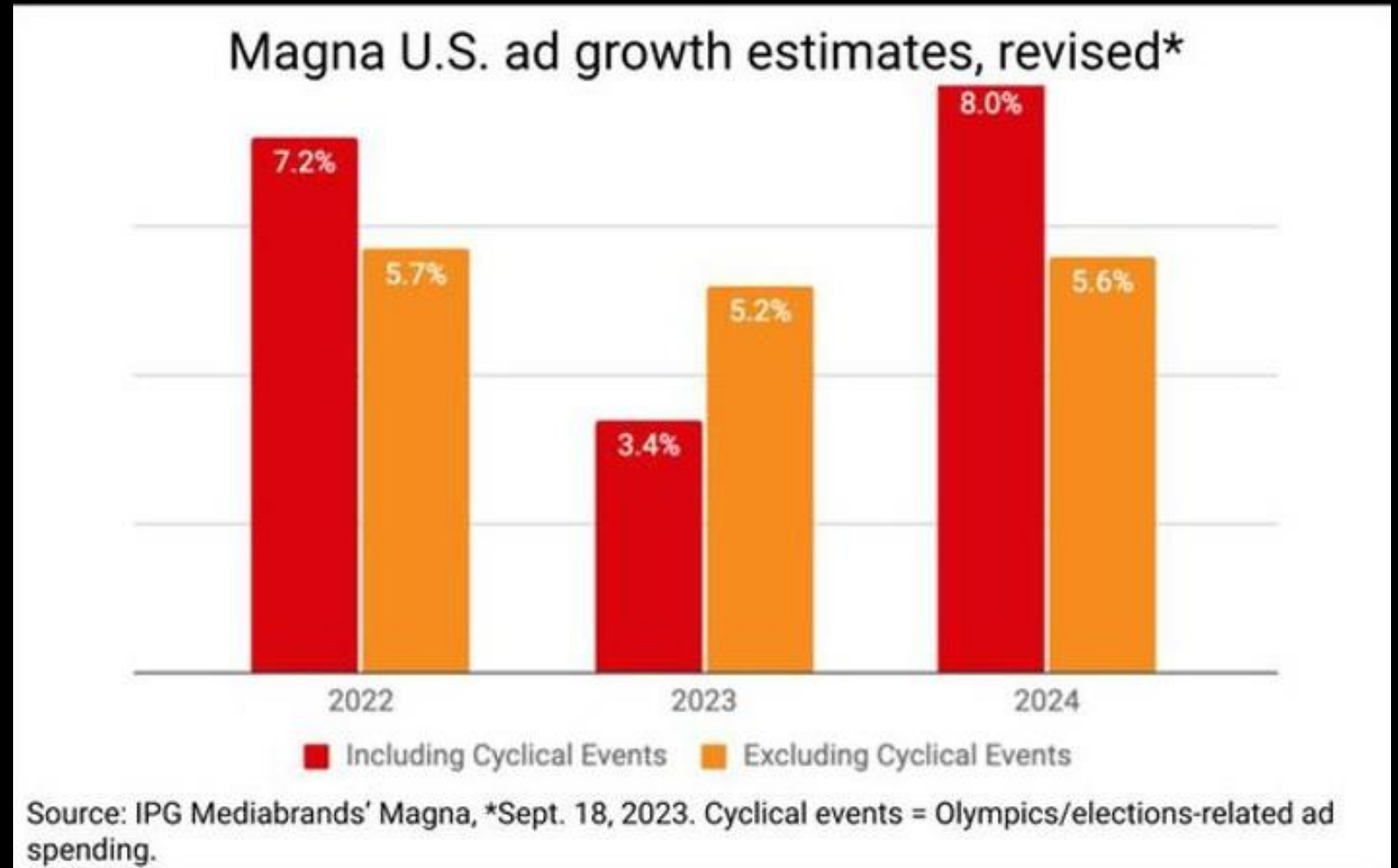
*Note this does not include Total US measured metrics such as paid social and tends to be undermeasured in comparison to actual spend.

ADVERTISER	2023 \$	2023 RANK- \$
Advertiser Not Identified	17,308,787	1
Denver Mattress Store	9,077,558	2
Franklin D Azar & Assoc Attorney	8,823,566	3
King Soopers	7,820,776	4
Ford	6,329,090	5
XFINITY	6,155,834	6
Coloradans For Responsible Energy Development	5,080,405	7
Furniture Row	4,776,190	8
American Furniture Warehouse	4,754,205	9
Capital One	4,594,279	10
Toyota	4,309,972	11
Colorado State Lottery	4,085,574	12
Google	3,684,222	13
Centura Health	3,621,770	14
Comcast	3,427,403	15
Plumblin Services	3,386,651	16
Lifetime Windows & Siding Contractor	3,371,967	17
Bachus & Schanker Attorneys	3,204,930	18
Nissan	3,066,783	19
Hyundai Dealer Assn	2,789,998	20
Amazon	2,617,438	21

Media Landscape

Media Inflation Trends

- 2024 ad growth estimates 4.6% inclusive (0.4% without Olympics or political ad spend)
- Digital media alone is forecast to grow by 7.8%
- Total television growth (inclusive of broadcast, connected TV and video on demand) is forecast 4%
- The total audio market (inclusive of traditional radio and online radio) is forecast to grow by 3.8%

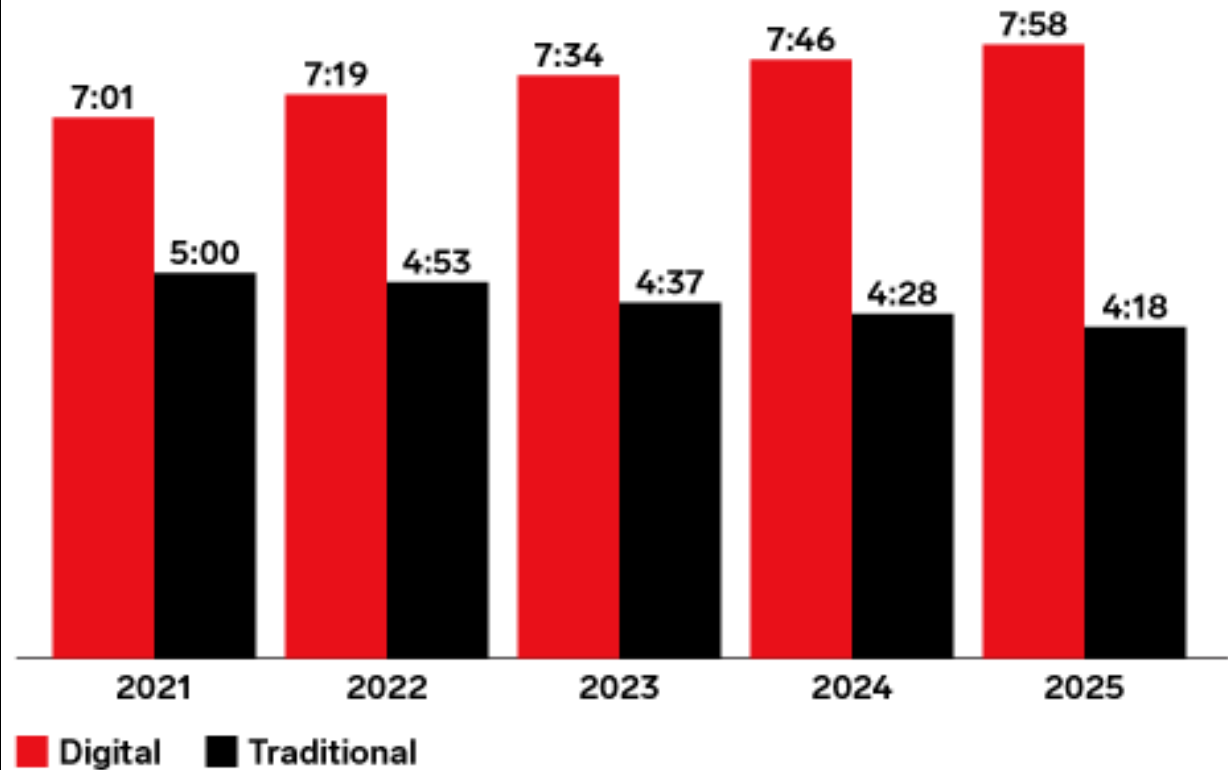


Media Landscape

Time Spent with Media

Average Time Spent per Day With Digital vs. Traditional Media by US Adults, 2021-2025

hrs:min



Note: ages 18+; digital includes all time spent with internet activities on any device; traditional includes linear TV, radio, newspapers, magazines, printed catalogs, direct mail, cinema, and out-of-home

Source: eMarketer, June 2023

282199

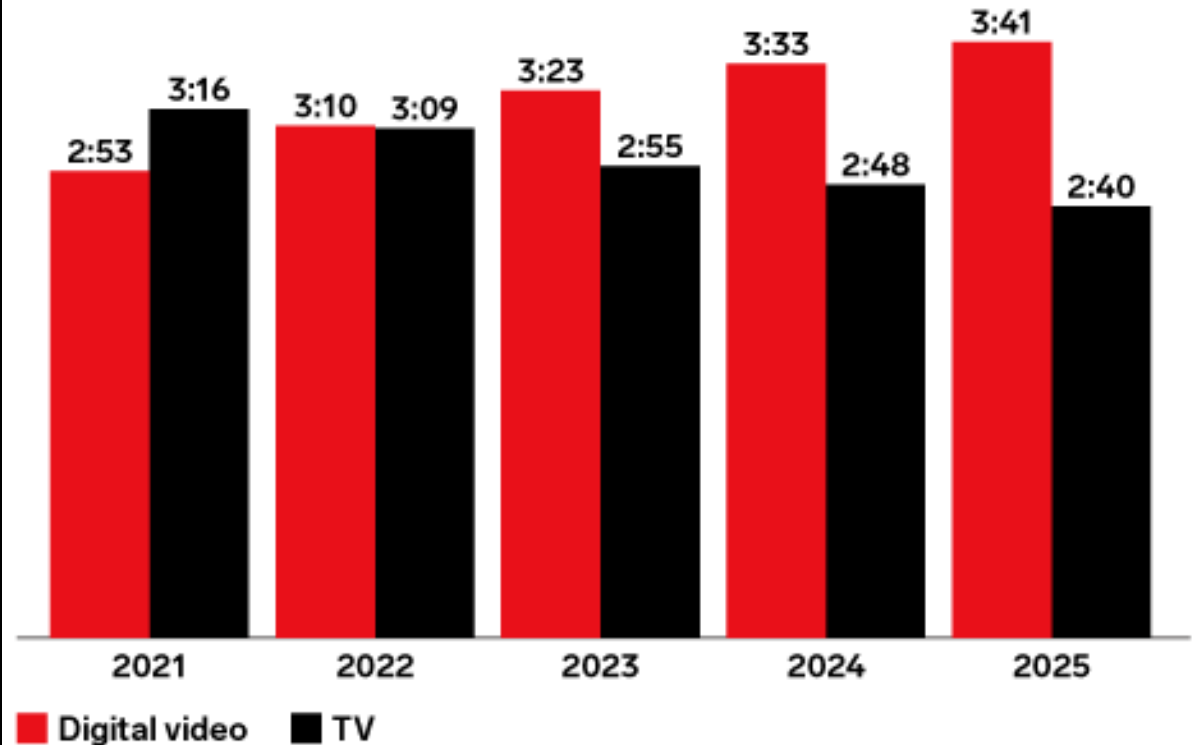
Insider Intelligence | eMarketer

Media Landscape

Time Spent with Television/Video

Average Time Spent per Day With Digital Video vs. TV by US Adults, 2021-2025

hrs:mins



Note: ages 18+; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV

Source: eMarketer, June 2023

282200

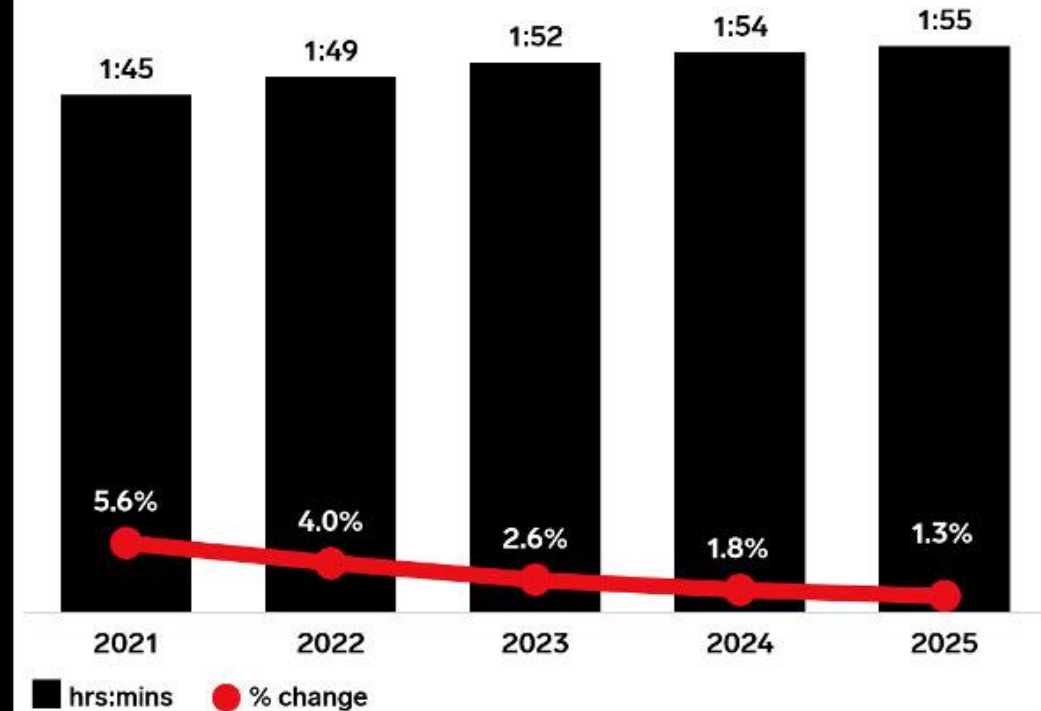
Insider Intelligence | eMarketer

Media Landscape

Time Spent with Digital Audio

Daily Time Spent with Digital Audio by Adult Digital Audio Users

US, 2021-2025



Note: ages 18+; internet users who listen to music or other audio content via digital stream or direct download on any device at least once per month; digital audio includes music/other audio content delivered within a website or app (e.g., AM/FM online streams), podcasts (streamed or downloaded), online radio stations, and streaming services; excludes other downloaded audio files (e.g., music MP3s) and digital terrestrial/satellite radio services that are delivered over the air

Source: Insider Intelligence | eMarketer, June 2023

eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

Channel Strategy

Target Audiences

Primary Audience



Adventurous Environmentalist

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

Secondary Audience



Hunter Adjacent

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

Media Consumption Behaviors

Trends in media usage across both the **Adventurous Environmentalist** and the **Hunter Adjacent** audiences were relatively similar with two notable highlights:

- **Internet** and **OOH** reported the **heaviest** consumption
- While TV showed light usage, this is still a viable channel for reaching the Advocates audience (through live sports and specials)

Platform specifics

- While specific digital/social platforms most all indexed in the moderate range, those in **bold** had the highest target % and index (**Video Streaming Services, Google, FB/IG, and Spotify**)
- Note that both audiences had a high affinity for **Colorado Rockies** consumption (over 43%)

	Heavy (150+)
	Moderate (85-149)
	Light (<84)

Source: Scarborough, Adults 18-44 & AE Hobbies;
Adults 18-29 & HA Hobbies
Denver, CO 2023 & 2022 Release 2

Media Quintiles

	AE	HA
Internet	Heavy	Heavy
TV	Light	Light
Radio	Moderate	Moderate
OOH	Heavy	Moderate
Print	Moderate	Moderate

Platform Specifics

	AE	HA
Amazon Prime Video	67.9%, 122	62.7%, 113
Disney+	51.8%, 138	35.9%, 96
Facebook	77.8%, 104	75.5%, 101
Google	89.1%, 103	87.5%, 101
(HBO) Max	39.7%, 127	36.3%, 116
Hulu	49.9%, 132	49.1%, 130
Instagram	66.4%, 133	67.4%, 135
Netflix	76.3%, 114	70.1%, 105
Pandora	18.4%, 100	15.1%, 82
Reddit	33.5%, 160	38.2%, 182
Snapchat	32.7%, 161	40.1%, 196
Spotify	51.9%, 156	61.4%, 184
TikTok	37.6%, 129	42.5%, 146
X (fka Twitter)	31.1%, 120	31.9%, 123
YouTube	68.5%, 120	73.3%, 129
YouTube Music	36.2%, 127	33.6%, 118

Paid Media Updates

- **Reporting:** phase 1 creative (Nov – Jan; reporting is aligned with creative phases)
- **Primary KPI** for this video-heavy campaign is **Video Completion Rate** (VCR, vs. a focus on CTR)
- **Influencer highlights** on the following slides (note new set of influencers for Winter/Spring)
- **Channel updates: Snapchat** is proving to be our top social media performer, having delivered a VCR of approximately 2x that of FB/IG and Reddit and a CTR more than double FB/IG and TikTok.
- **New considerations:** consider testing **YouTube Music**, which has seen a steady increase in usage

Influencers

Influencer Updates

- **Winter/Spring 2024 Influencers:** Arielle, Jason, Kyana, Mary
- **All four Influencers:** generated a combined **15.9K organic impressions** with their first round of content
- **Content:** was **saved 21x**, indicating the content and messaging resonated with the Influencers' audiences
- **Paid ads:** the first round of content generated **over 1M impressions** and **847 clicks to the website**

Winter/Spring 2024 Influencer – Arielle



Arielle's IG carousel had the **highest organic reach at 5.5x** that of the next Influencer and she **delivered the most** impressions (10.2K), comments (62), likes (981) and content saves (11)

Winter/Spring 2024 Influencer – Jason



jason_g_swann #ad Over a year ago, I started expanding my recreational and nature-based experiences and tried quail hunting for the first time. That standalone experience has begun shaping my curiosity and understanding of Colorado's unique needs, challenges, and constraints of wildlife conservation programs that help our state's over 960 wildlife species thrive. With the imminent threat of population growth, development, infrastructure needs, drought, climate change, and many other natural and human-made changes that are placing new pressures on wildlife conservation, there is an increased need to ensure



24 likes

48 minutes ago

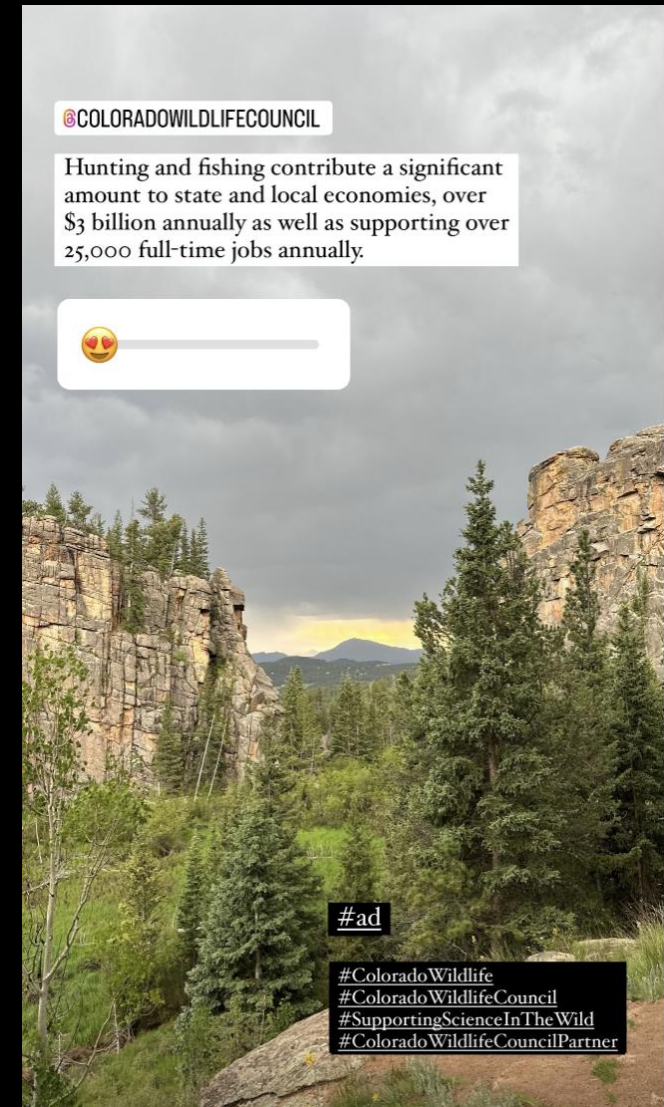
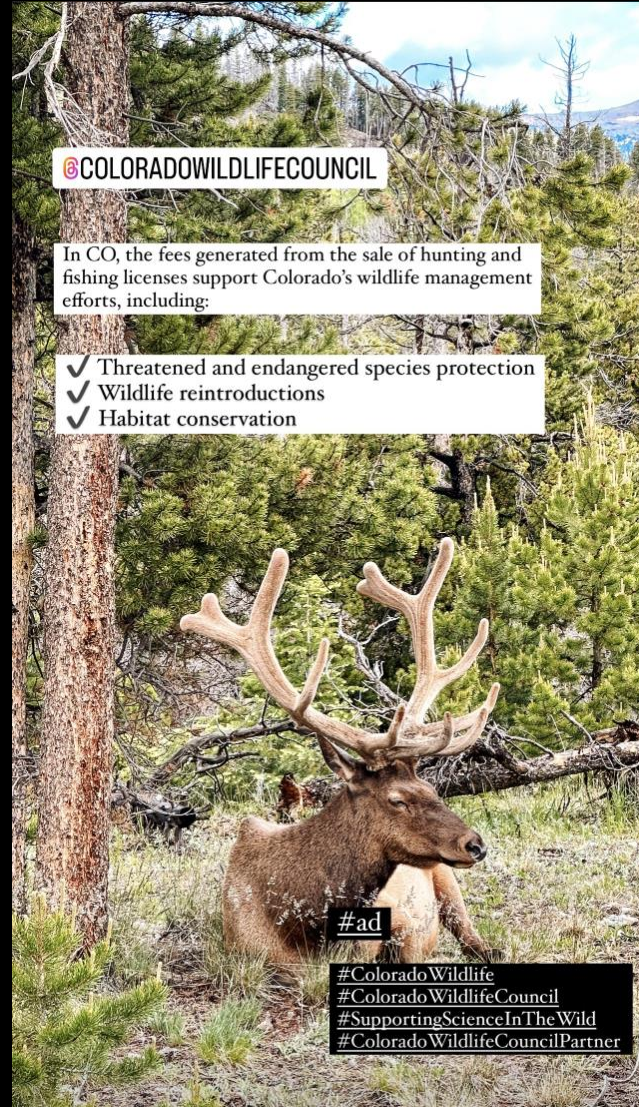
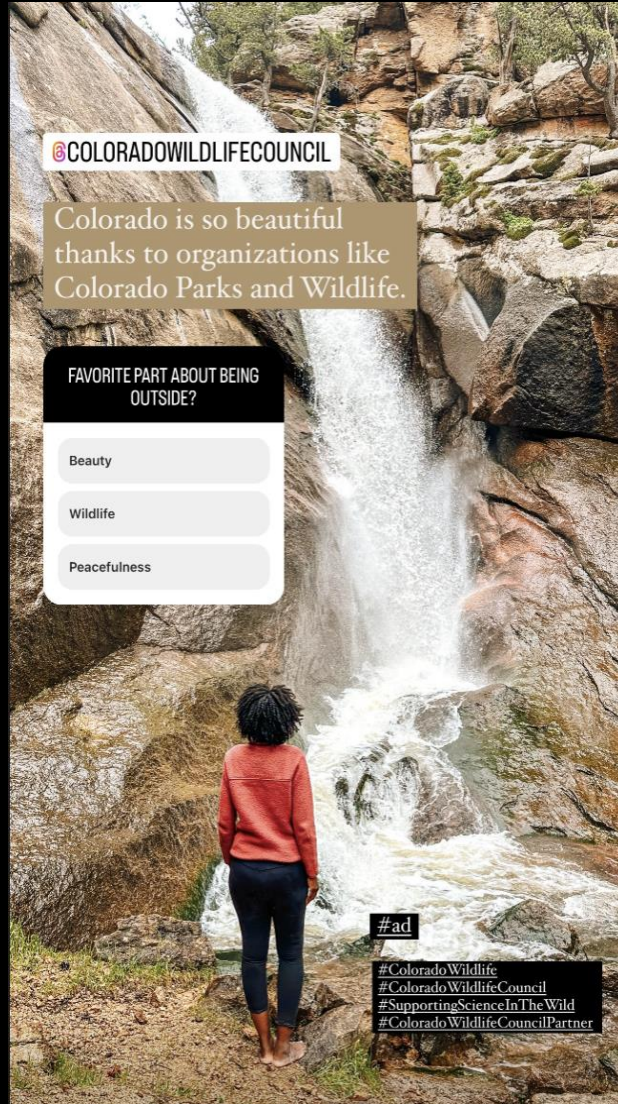
Jason's photo
generated the most paid impressions of all influencer's first release
at **377K impressions!**

Winter/Spring 2024 Influencer – Kyana



Kyana's IG photo generated the **second most impressions at 1,666** (and saves at 5), as well as **the most shares at 4**

Winter/Spring 2024 Influencer – Kyana



Winter/Spring 2024 Influencer – Mary



merry.with.mary • Follow

Paid partnership with
coloradowildlifecouncil
Colorado



merry.with.mary #ad Forever grateful to live in such a beautiful state that provides so much room to explore and play. That's why the work that Colorado Parks and Wildlife does in conservation and wildlife management is so important in keeping our state a place we all love to live.

Did you know that these conservation and management efforts help over 960 wildlife species thrive here in Colorado?!

Did you also know that hunting and fishing licenses (even if you don't personally partake) help fund science in the wild?



Liked by **chrisbrinleejr** and others

1 hour ago

Log in to like or comment.

Mary's IG carousel produced **the most impressive organic engagement rate at 3.56%** (the usual range is 1%–5%, so this was on the higher end!)

Winter/Spring 2024 Influencer – Mary

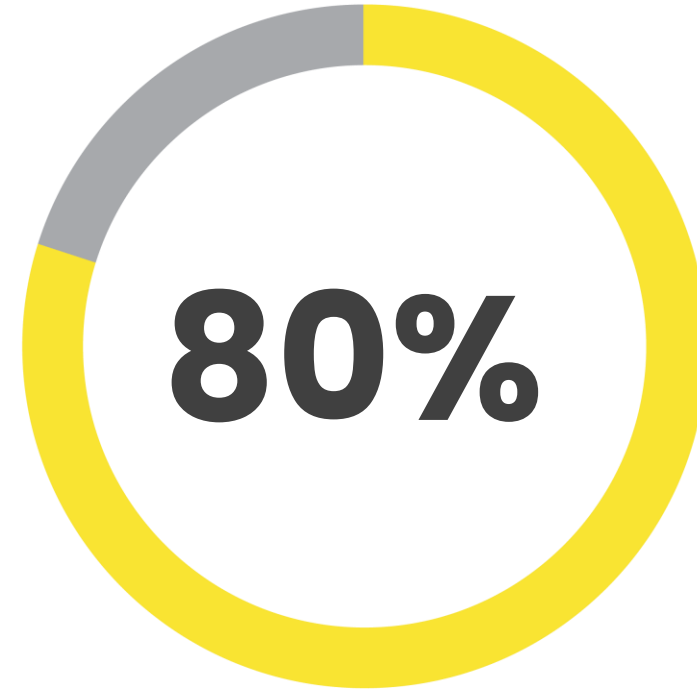


Creative Overview

Creative Objective

To provide Coloradans with educational information to understand how the fees from hunting and fishing make Colorado the home they love.

Creative Overview



**8 of 10 Colorado voters
support hunting**

Creative Overview



**Our brand identity is
Stewardship**



Brief:
The One Idea

**Legal hunting keeps
Colorado healthy.**
(And legal fishing does, too.)



Primary Audience

Adventurous Environmentalist

- Are indifferent towards hunting
- Have certain moral issues with hunting specifically around hunting for sport
- Struggle to understand how hunting contributes to maintaining a healthy ecosystem in Colorado
- Do not believe restrictions on hunting would impact them personally



Why It Resonates

Learnings from Testing

- Wildlife Biologists are trustworthy messengers
- Education about trophy hunting is a key lead message
- Communicates the personal impacts for all residents



Messaging Strategy

Phase 1

- Lead with education on rules/trophy hunting
- AEs need to hear this messaging first to be open to benefits messaging
- Support with benefits of regulated hunting

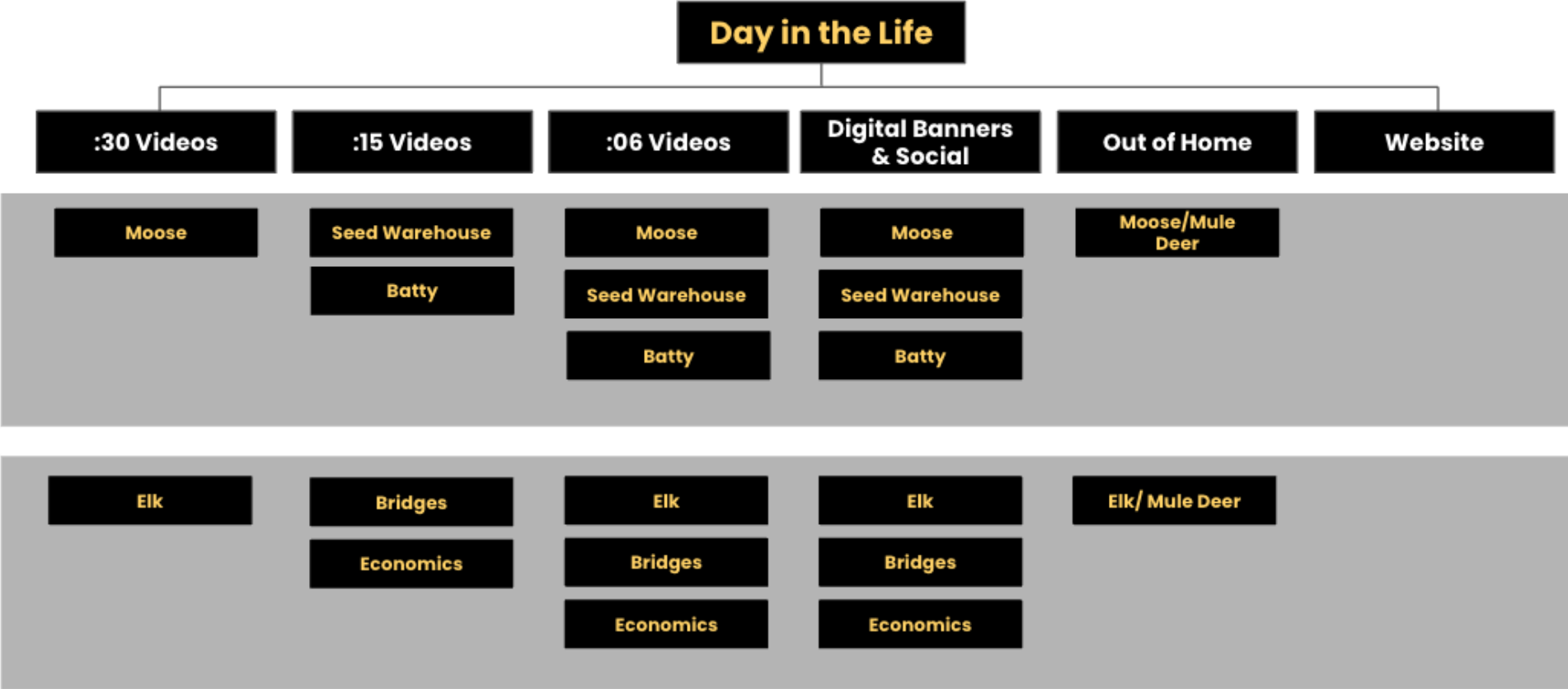
Phase 2

- Expanded on benefits of regulated hunting

A Day in the Life

Creative Overview

Creative Overview



Video Phase 1



Video Phase 2



Outdoor



3,500 AND GROWING.

Reintroduced thanks to license fees from regulated hunting and fishing.

COwildlifecouncil.org



HOME TO THE WORLD'S LARGEST ELK POPULATION.

Thanks to license fees from regulated hunting and fishing.

COwildlifecouncil.org



SCIENCE IN THE WILD.

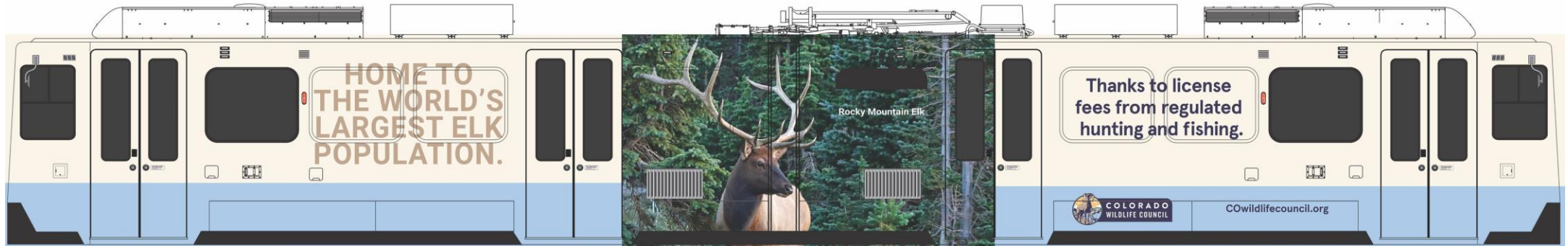
Thanks to license fees from regulated hunting and fishing.

COwildlifecouncil.org

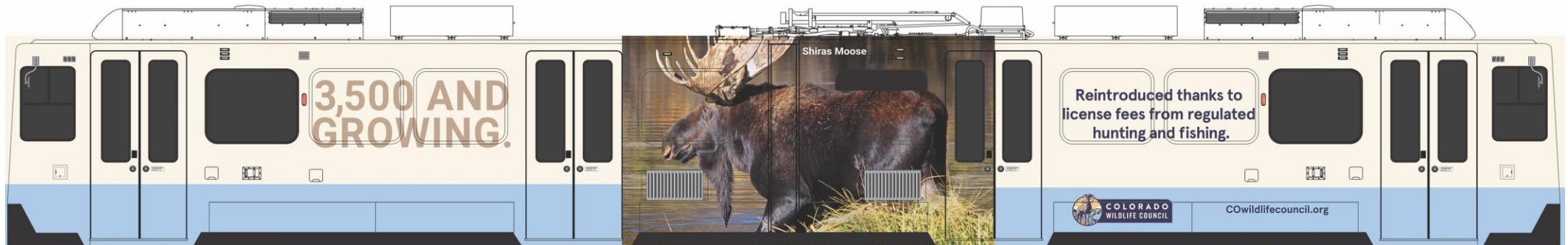


Light Rail

Denver, Train 17 Rail (2146) (Tuesday, June 27, 2023 11:08:18)
CS Full Size - Size: 125.04 in x 102.24 in
Up to 50% window coverage allowed per side on buses. Light Rail/land Commuter Rail is pre-set for only specific windows to be covered or left open. No coverage on doors and driver windows.



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Display Banners (Static)

**COLORADO
WILDLIFE COUNCIL**




**SUPPORTING
SCIENCE IN
THE WILD**

Thanks to license fees from
regulated hunting and fishing

LEARN MORE →

**COLORADO
WILDLIFE COUNCIL**




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**COLORADO
WILDLIFE COUNCIL**



**SUPPORTING
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THE WILD**

Thanks to license fees from regulated hunting and fishing

[LEARN MORE](#) →

Creative Next Steps

Our Audience wants to hear about the science of wildlife management

More stories of what license fees fund – the totality – species helped, research, projects, etc.

We can't go dark on their perception of the morality of hunting

Remind our target that there are there are laws governing hunting

Broadcast/Non-skippable

- Set up
- Education (I didn't know that)
- Thanks to hunting and fishing
- Feel good
- Sign-off

Social

- Thanks to hunting and fishing
- Education (I didn't know that)
- Feel good
- Sign-off

Creative Concepts

Creative to be shown in meeting

PR & Partnerships

PR Highlights

- Over the last year, we've secured over 10 placements in top publications garnering over 1 million earned media impressions. More than that, we secured coverage in prime markets for CWC, including Denver, Colorado Springs and Durango.
- The coverage includes broadcast coverage from the Colorado Rockies Partnership and online placements from our small business op-ed.



**GUEST COLUMN: Colorado small-town businesses
rely on hunting and fishing**



2024 PR Plan

- Over the next year, our PR efforts will continue to be finding opportunities to place CWC's message. The PR team will continue to pitch the following angles:
- CWC's creative campaign
- Educational – What is the CWC?
- Wildlife Updates
- Rockies Partnership
- Small Business Highlights

Colorado Rockies Partnerships

Our 3rd year partnering with the Rockies!

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

2023 Season Colorado Rockies Creative



Pre-game video on jumbotron



Tote giveaway

Colorado Rockies Partnerships

For our 4th year partnering with the Rockies, the season includes:

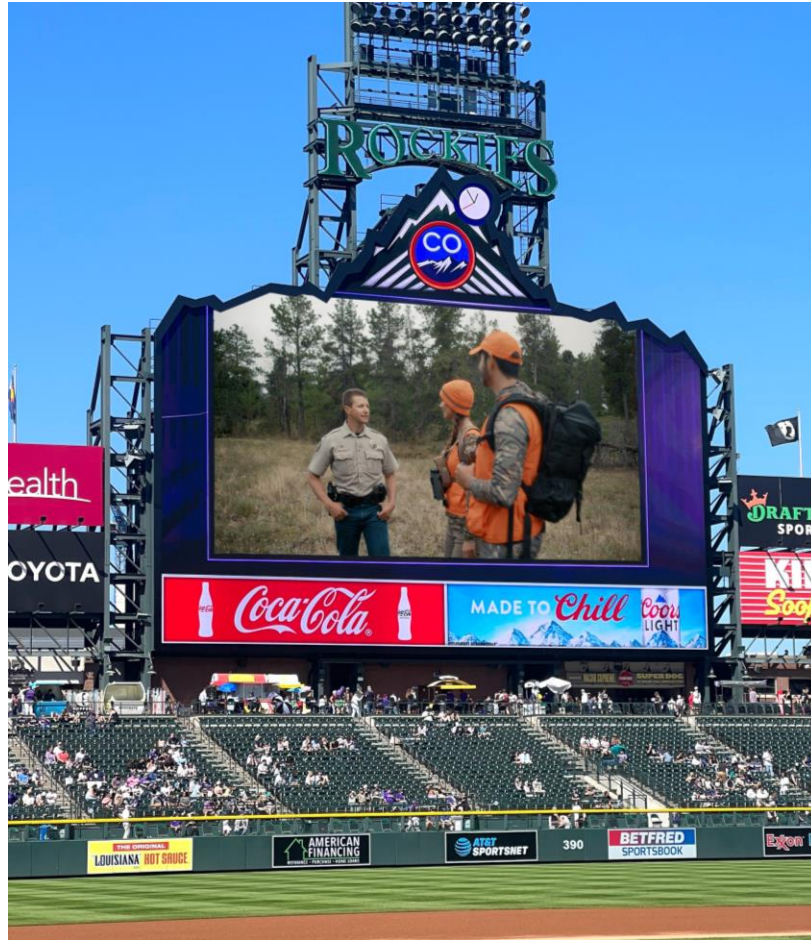
- Pre-game video on jumbotron
- Outfield wall signage
- L-bar branding
- Moose mural with updated QR codes
- (2) Social Media posts
- (1) Email blast to Rockies.com registered users
- (1) :30 Radio spot on KOA

Colorado Rockies Partnerships

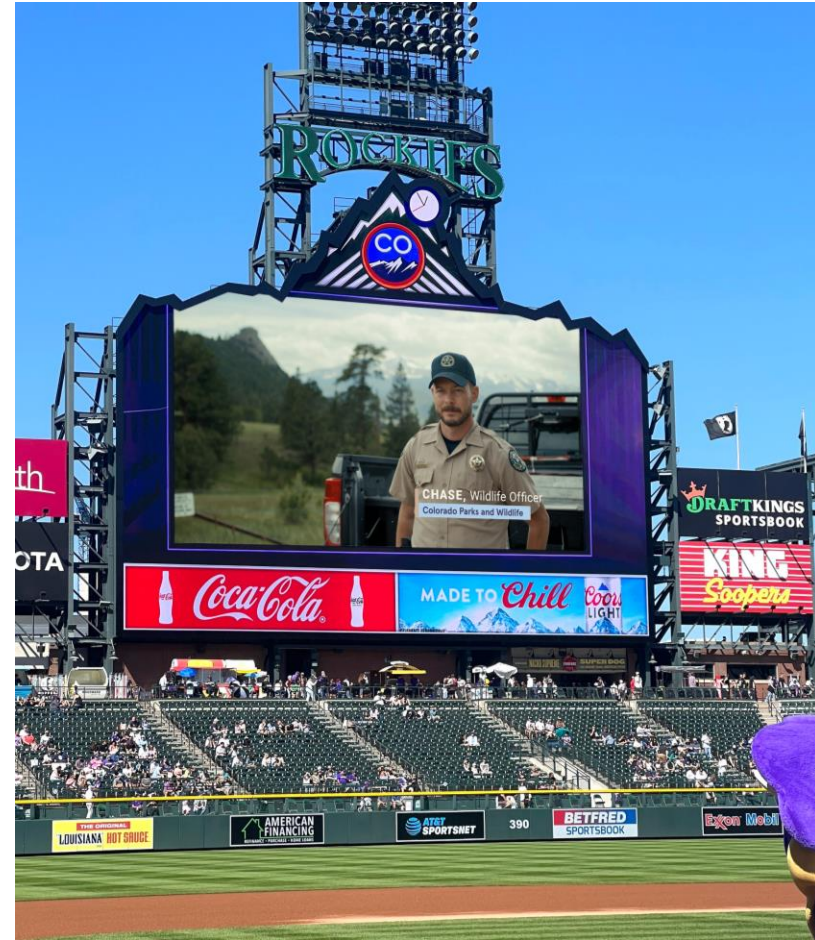
Promotional day is Sunday, 9/14/24

- Promotional Day includes:
 - (6) :10 video and (6) :10 radio promotional announcements
 - Up to 15k bag giveaway
 - Suite at the ballpark
- The Council is invited to bring friends and family to enjoy an afternoon at the ballpark in the 60-person suite.

Colorado Rockies Creative: Pre-Game Billboard



Moose

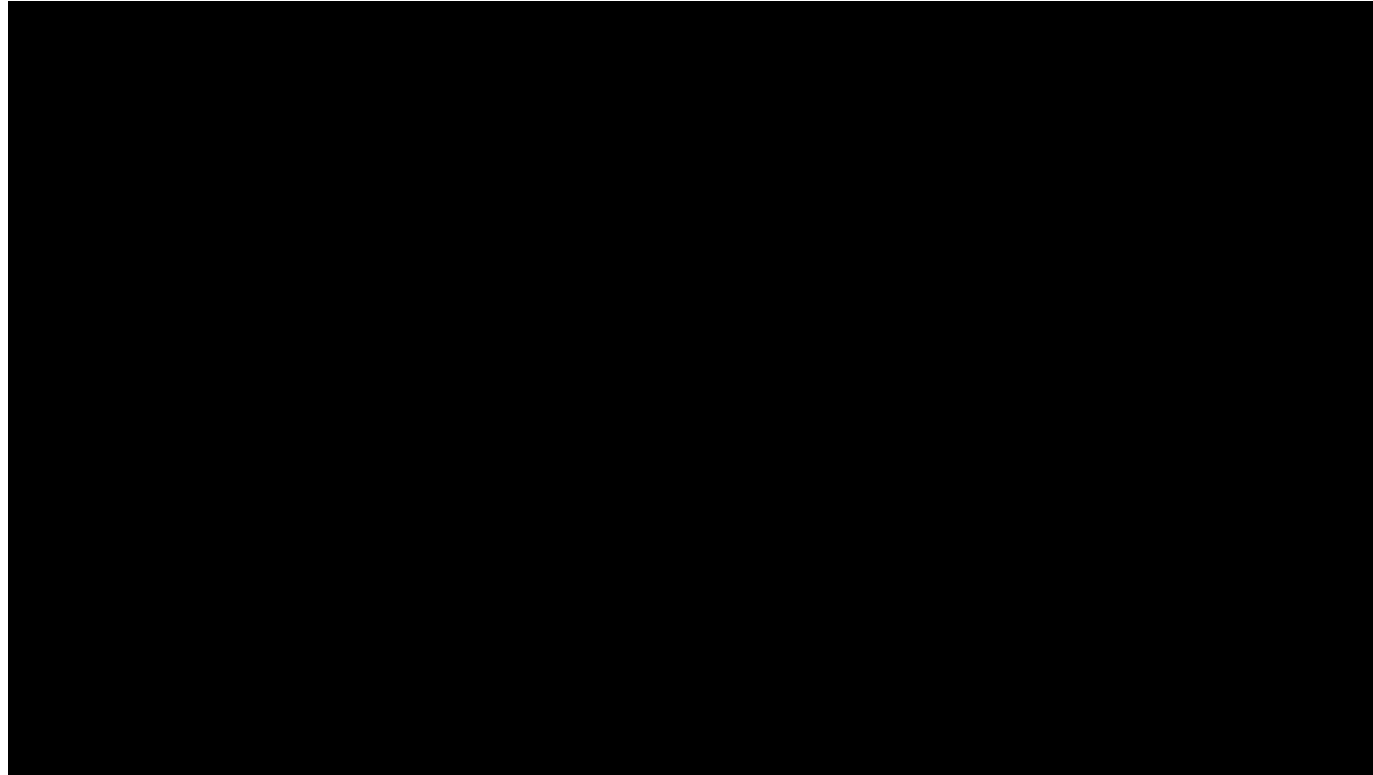


Elk

Colorado Rockies Creative: Tote bag

Creative to be shown in meeting

Colorado Rockies Creative: LED's





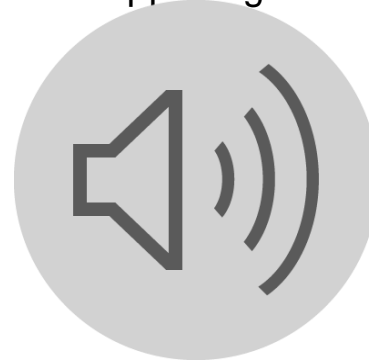
Lynx

COLORADO
WILDLIFE COUNCIL

Colorado Rockies

:30 Radio Spot
on KOA

- **VO:** Stats are just as important in wildlife management as they are in baseball. They helped wildlife biologists here in Colorado grow our Elk population into the largest in the world and bring the black-footed ferret back from the brink of extinction. Critical science like this happens every day, thanks primarily to the sale of regulated hunting and fishing licenses. To learn more about the role hunting and fishing plays in conservation, visit cowildlifecouncil.org. Colorado Wildlife Council. Supporting Science in the Wild.



Colorado Rockies Social

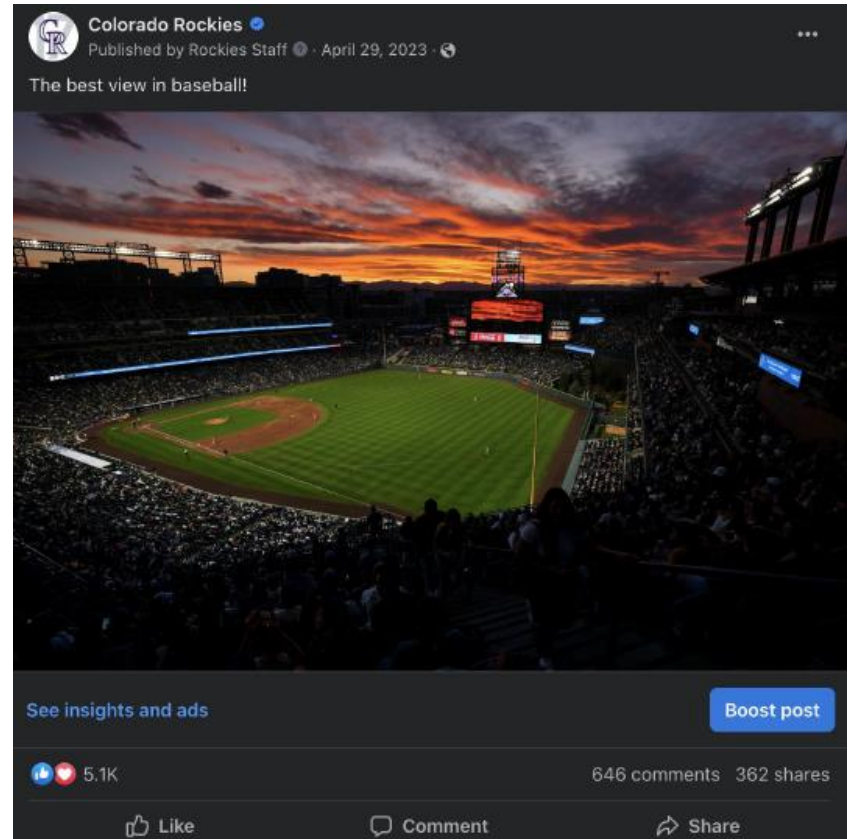
- **Baseball Sky Concept:**
A photo of the stunning sunset at Coors Field with branding logo and copy.

- Potential Platforms:

- X (Twitter)
- Facebook
- Instagram

- Example

- R&R and the Rockies to collaborate on accompanying post copy



Organic Social Media

2023 Overview

- We tested new content types and saw great success, including an **average engagement rate of 4.3%**.
- We increased posting cadence and utilized video content to drive reach.
- We resumed posting on Instagram and **grew our Instagram following by 25%**.
- In total we gained **1,102 new followers** across Facebook and Instagram.

2023 Overview

YoY Growth

Facebook and Instagram metrics 2023 vs 2022 - excludes all paid media

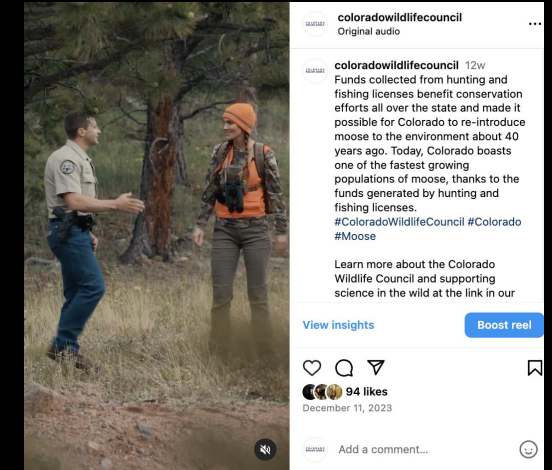
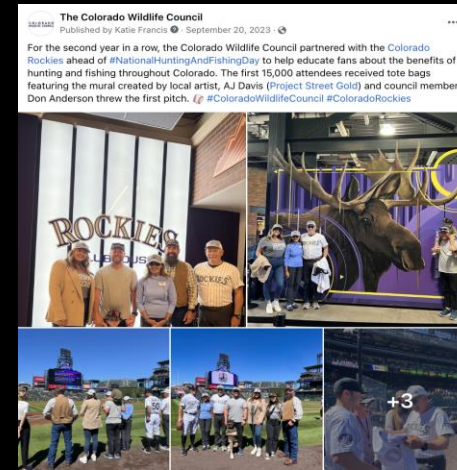
Total Follower Growth	Total Impressions	Total Posts
1,102 +286.6% YoY	92,824 +130.4% YoY	235 +285.2% YoY
Average Engagement Rate	Total Engagements	Total Video Views
4.3% +89.5% YoY	4,030 +336.6% YoY	16,606 +1.9k% YoY

2023 Overview

Top Performing Content

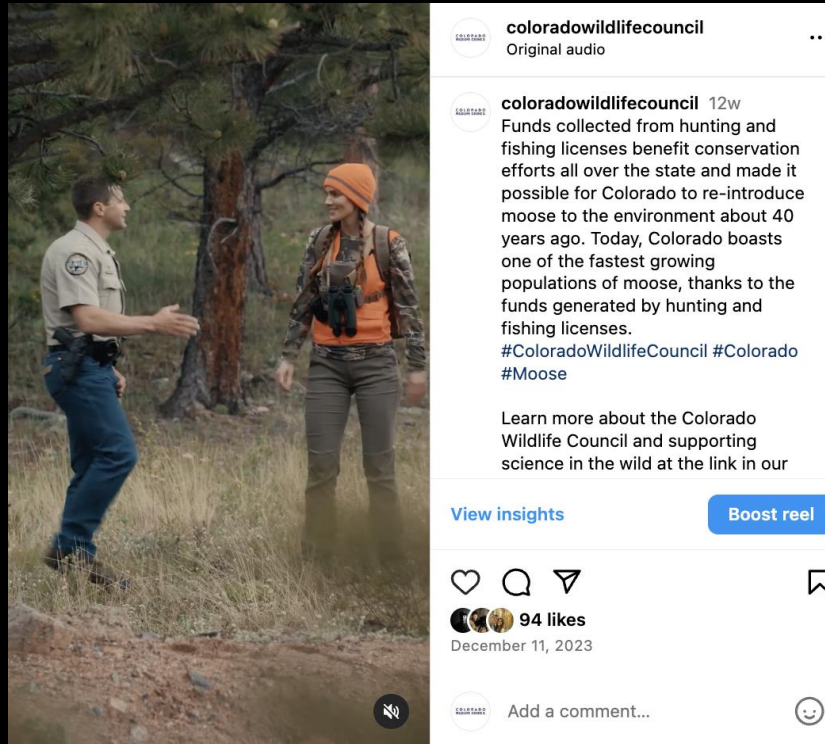
What did well in 2023?

- Campaign video content
- Wildlife-related holiday posts
- Influencer re-posts
- User generated content (UGC)
- Council content
- Outreach team content



2023 Overview

Top Performing Content



Top Performing Post on Instagram

- Impressions: 2,895
- Engagements: 133



Top Performing Post on Facebook

- Impressions: 2,447
- Engagements: 225

Channel Specific Optimizations

Facebook & Instagram

FACEBOOK

- Maintain current posting cadence of one post per week.
- Incorporate as much video content as possible.
- Increase re-sharing of posts from partner organizations like Colorado Parks and Wildlife.
- Introduce new content types to keep things fresh and relevant on social.

INSTAGRAM

- Increase posting cadence from 2 posts per week to 2-3 posts per week.
- Incorporate as much video content as possible.
- Incorporate more UGC content.
- Increase outbound community management.
- Introduce new content types to keep things fresh and relevant on social.

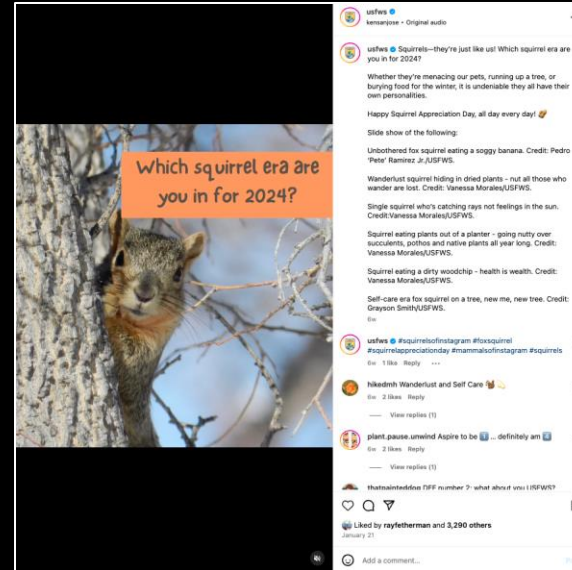
Content Strategy

New Content Ideas



Informative Content

Introduce posts that have more detailed information in them about wildlife and conservation, like the example above. Make CWC social more of a resource for education.



Lighthearted Content

Introduce content on Instagram that has a lighthearted feel to it to increase engagement and build brand affinity.

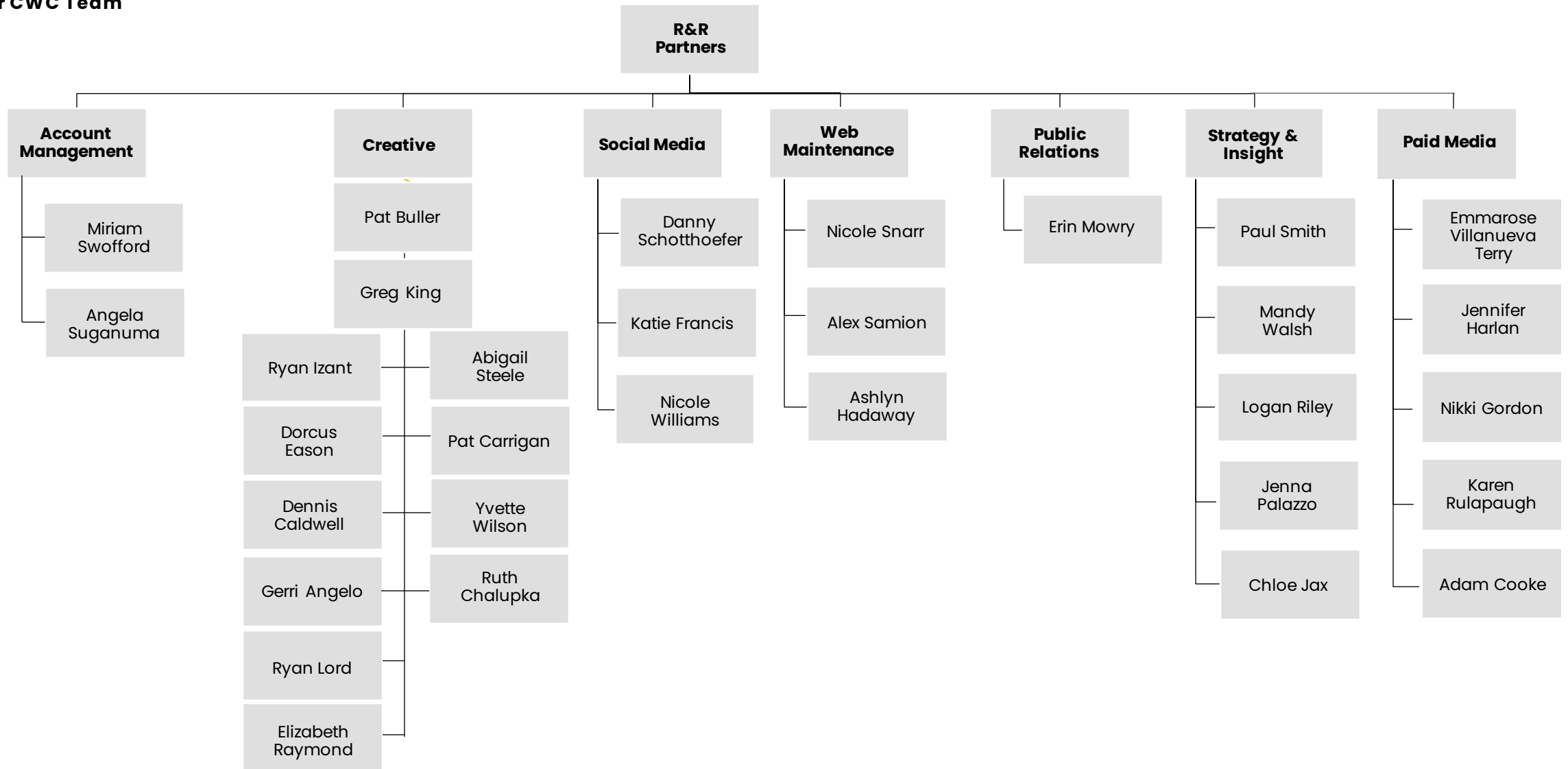


Council & Outreach Team Content

Showcase both the council and outreach team more on social, test ways to make this content more engaging.

FY 24/25 Budget & Timeline

Your CWC Team



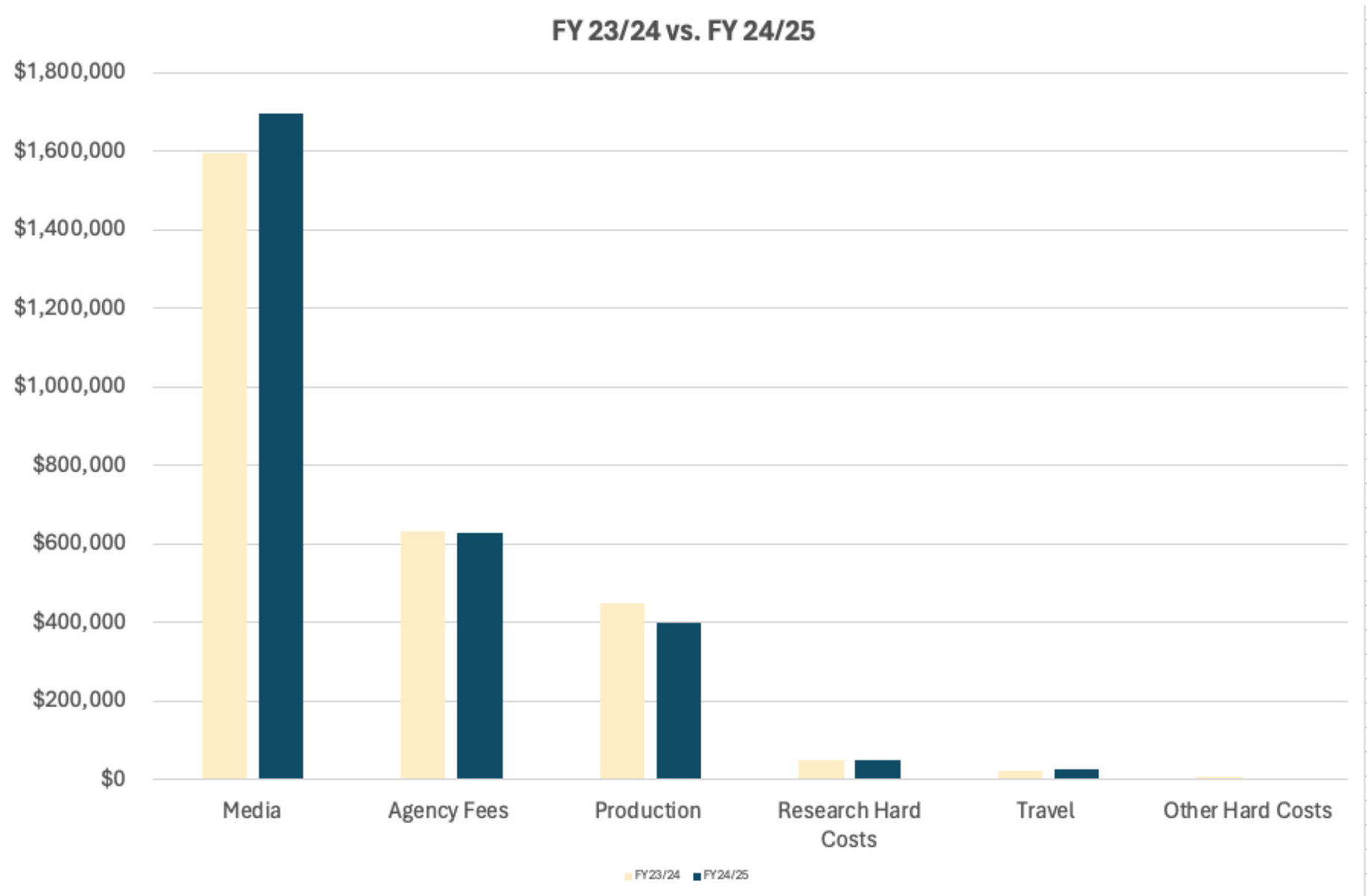
FY 24/25 Budget

BASIC COMPENSATION		HOURS*	FEEES	EXPENSES	TOTAL
1	Brand & Project Management	1,362	\$177,060	\$0	\$177,060
2	Travel Expenses	0	n/a	\$25,000	\$25,000
SUBTOTAL:		1,362	\$177,060	\$25,000	\$202,060
Basic Compensation Rate (Monthly Fee)					\$16,838.33
CREATIVE PRODUCTION		HOURS	FEEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,878	\$244,140	\$400,000	\$644,140
4	Social Media Strategy, Community Management & Creative Graphics	288	\$37,440	\$0	\$37,440
5	Website Maintenance	208	\$27,040	\$4,000	\$31,040
SUBTOTAL:		2,374	\$308,620	\$404,000	\$712,620
RESEARCH & PLANNING		HOURS	FEEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	0	\$0		\$0
7	Analytics, Brand Strategy & Secondary	230	\$29,900	\$0	\$29,900
8	Quantitative Online Survey	75	\$9,750	\$47,000	\$56,750
9	Competitive Analysis & Report	0	\$0	\$0	\$0
SUBTOTAL:		305	\$39,650	\$47,000	\$86,650
MEDIA PLACEMENTS		HOURS	FEEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	798	\$103,740	\$1,694,930	\$1,798,670
SUBTOTAL:		798	\$103,740	\$1,694,930	\$1,798,670
GRAND TOTAL**:		4,839	\$629,070	\$2,170,930	\$2,800,000

Paid media increased nearly \$100k YOY

- Removed PR
- Removed competitive analysis
- Decreased production spend

FY 24/25 Budget



FY 24/25 Timeline

Colorado Wildlife Council FY: 2024-2025 Timeline

	July	August	Sept.	October	November	December	January	February	March	April	May	June
R&R Scope of Work												
Research: Quant Survey												
Creative Concepting												
Creative Pre-Production												
Creative Production												
Creative Asset Development												
Paid Media (always on approach)												
Website Maintenance												
Social Media Community Management												
Brand & Project Management												
Hunting & Fishing Seasons												
Big Game Season (Most Populist)												
Small Game Season (Most Populist)												
Fishing Season (Most Populist)												

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Appendix

Budget Comparison

FY 23/24

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 24/25

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1,362	\$177,060	\$0	\$177,060
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GRAND TOTAL**:	4,839	\$629,070	\$2,170,930	\$2,800,000

FY 23/24 Budget (\$2,800,000)

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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*	FEES	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	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
SUBTOTAL:		1,454	\$189,020	\$480,400	\$669,420
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
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	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:** 9/6/23 – 9/26/23
- **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.