



Conference Call Minutes
November 2, 2018 ~ 9:30 am - 11:30 am
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Emery, Gates, Gurzick, Justman, Melcher, Neinas, and Shettel

Members Absent: Bohrer

Also in Attendance: Jennifer Anderson (CPW-Council Liaison), Ginny Sednek (CPW-Council Secretary), Jacqueline Meason (R&R Partners-Account Director), Amanda Bergman (R&R-Brand Manager), Katie Fischer (R&R-Digital Media Planner/Buyer), Mandy Walsh (R&R-Research Manager), Kyle Lewis (R&R-Assist. Brand Strategist), and Sean Tonner (Group Fulcrum)

Chairman Opening Remarks

Since the Council decided to go 'dark', this will require more work from the Council to keep R&R on schedule. Chairman Neinas advises against having a sub-committee to make decisions, so everyone can be involved and participate. The Council will need to utilize every scheduled meeting and conference call. The Council is in agreement.

Review FY19 Proposals - R&R Partners

R&R brought two research based concepts to the Council to review and select one for approval.

Option 1: Completely Dark/Research Only

- ❖ Research (will occur in this order)
 - Online ethno-journals - Exploratory investigation of the core audience to learn their behaviors and interact with respondents without judgment (anonymous platform). This is beneficial so we can learn how to talk to the audience and be compelling/relevant. An opportunity to learn more about credibility. This research will not focus on hunting/fishing (h/f).
 - Recruit statewide, 4 rounds of 40 voters (10 each round)
 - Includes video chats and recordings
 - Courtroom Focus Groups - Observe natural evolution of arguments for and against h/f. Will provide the focus groups with the facts and see both sides of the story which can be used to craft messages.
 - (3) 20-30 minute mini groups
 - Exploratory Focus Groups - Will focus on h/f to intercept messages that resonate. Gain insight on the credibility of Hug a Hunter/Angler (HAH/HAA).
 - R&R will take previous research into consideration to have more focused questions
 - Quantitative tracker study - Keep key metrics, but include some additions from research.
 - Test messages to see what is credible (HAH/HAA) and what voters gravitate towards
 - Determine themes, language, proof points, and messaging
 - 25 minute survey, n=1,600, live chats with respondents to gain insight
 - R2 Concepts Testing/Focus Groups - After all of exploratory research go back and test concepts. Assess overall effectiveness and fine-tune the message.
 - Will speak to In the Wind (ITW), General population, and Hunters/Anglers
 - Six groups of (8)
 - Website UX Testing/Implementation
 - Use research and council approval to update the website's content & imagery
 - Test success of refreshed website and if visitors are receiving the correct info
 - Further recommendations on updating the website
 - 40 participants

- ❖ **Creative**
 - In spring 2019 plan new concepts to test using more polished cuts based on the research. This will give us an opportunity to have robust creative production and utilize funds to create assets for FY2020.
- ❖ **Media**
 - Small presence on social media (Facebook) to engage with followers.

Option 2: Light Media Buy and Research

- ❖ **Research** - only list changes
 - Online ethno-journals
 - No video chats and recordings
 - Courtroom Focus Groups
 - Same as Option 1
 - Exploratory Focus Groups
 - Not included
 - Quantitative tracker study
 - 20 minute survey, n=1,200
 - No live chats with respondents
 - R2 Concepts Testing/Focus Groups
 - Same as Option 1
 - Website UX Testing/Implementation
 - Same as Option 1
- ❖ **Creative**
 - Similar to option 1, but with less funds
- ❖ **Media** - Using existing assets
 - Use :30 Tubes spot for targeted broadcast TV (Prime & Sports) in Spring 19'
 - Research what ITW is watching
 - Target the two social videos on Facebook and Instagram
 - Two media planning windows (for Spring 19' and for FY19/20)
 - Maintain a presence in the market (high frequency and top of mind) with ITW audience.
- ❖ **Budget Comparison** - Both options have same total amount of \$950,000
 - Option 1: 48.7% on research/planning, 29.3% on creative production, and 3.3% on media
 - Option 2: 35.9% on research/planning, 25.6% on creative production, and 19.7% on media

R&R's recommendation is Option 2 since the Council is charged with public education and awareness. The Council needs to be aware of the risks of going dark and the potential to lose awareness. The Council also needs to consider the perception of going dark when they are requesting an increase in funds.

Council Discussion

Option 1:

This is an opportunity to focus on research and figure out if HAH is the direction the Council should continue to go. We may not necessarily lose momentum going dark, if we divert from HAH, since we will be pivoting into a different direction. Going dark may also not affect awareness. Conducting more research will help the Council move forward with a clear direction for the next 4-5 years. Going dark is not likely to affect the opposition, but there may be changes with the election. Tonner thought it would be imperative to educate legislatures on conservation and how the benefits of h/f affect the whole ecosystem.

Option 2:

In Option 2, we lose video chats, recordings, and exploratory focus groups, but we are still conducting a lot of research. Without these additions, R&R will make sure to have more fruitful questions. Will we be able to move the needle and make an impact with only \$187K in media? Is there a possibility to have more social media presence rather than broadcast? R&R responded, that although social is more affordable, pushing more dollars with limited assets will fatigue the audience quickly. For broadcast TV, we will be targeting ITW by focusing on specific primetime shows and sports. The Council is concerned about spending too much money on too few assets for ITW since they are already being targeted. R&R assured the Council that money will be spent wisely in order to not fatigue the audience. The Council agreed that it would be good to have variety.

Next Steps

After the research, the Council and creative team will be involved with developing the next round of concepts. R&R would like to figure out who the messenger is of the Council, right now it is HAH. The research questions will hone in on our messenger and brand platform (everything important about our brand).

Council Discussion - Continued

Emery wanted to know what R&R's future investment is with the Council moving forward with the research. R&R would absolutely like to continue the partnership with the Council; they do not look at the end of 5 years as the finish line or create a strategy and leave it. Instead, R&R looks at the partnership year by year, with the goal to deliver the message to a swayable audience. R&R recommends research to further develop the Council's brand and message to ensure it resonates with the audience, since this can change over time. The Wildlife Council has a unique message and R&R is taking the time to set a strategy, ensuring the messenger/message can move forward. R&R will assist the Council with a strategy to influence creative so that the message is understandable to the audience. Emery was concerned that we are paying a lot of money to come up with a new ad campaign. Justman added that doing more research will give us a clearer picture on what to do better and make certain the direction we are going is beneficial. Gurzick mentioned that the ITW audience did not recognize HAH and had issues with credibility. If HAH does not work, what is the next phase? The research will help clarify this and R&R will come back with recommendations.

Emery was apprehensive of the possibility of R&R coming back with another concept that the Council does not agree upon. Chairman Neinas reminded the Council, that we are not the target audience; as the Council, we are making the decisions and spending the money. R&R stressed that they don't think the Council's expectations are too high. They are proposing more research so they can help bring the Council to the next level. Previously, R&R was tasked with just maintaining HAH, but this brand is 6 years old, there has been a shift, and it is not resonating with ITW. Chairman Neinas reminded the Council that we are all tasked to do what is best for mission and to have best messaging possible.

The poll for Option 1 was 3/7 and the poll for Option 2 was 4/7. The council discussed further and came to consensus before the motion was voted upon.

Motion- The Council approves to move forward with Option 2- Shettel

2nd Justman

Motion carries by Council vote.

R&R needs to know if they are approved to move forward or if they need to go through formal approval. Anderson will forward the budget for Option 2 to Contracts for their recommendation.

If the Council would like to do more research, we can consider allocating more of the budget towards this in future years. The Council thanked R&R Partners for putting these options together along with Tonner's guidance.

Wild Harvest Initiative

Anderson is working with CPW's Contract Manager and is requesting a scope of work from Conservation Visions via Gary Thorson and Director Broscheid. Without this document we are at a standstill. R&R proposed exploring message points on the benefits of consuming wild game. Melcher wanted to know the cost to do parallel research through R&R. Gates mentioned that several other states are doing something similar with their wildlife agencies and this could be a potential option for CPW. Chairman Neinas would like for the Council to wait until the request proceeds with DNR before any further decisions are made. R&R will wait to hear from Anderson regarding the Wild Harvest Initiative and will proceed accordingly. Any further discussion will be tabled for the December meeting.

Additional Business

Gurzick attended the Governors Tourism Conference and spoke with the head of marketing for Las Vegas who spoke very highly of R&R Partners and appreciates the work they do.

The Wildlife Council trailer will be wrapped on 11/5 and will serve as a moving billboard. This could be utilized in State Parks (SP) since we do not have Wildlife Council signs in place. Anderson is arranging host locations with Cherry Creek SP the week of Thanksgiving and Barr Lake SP the month of December. We will move forward with finding additional locations. Tonner recommended sharing this on social media. Melcher inquired if the trailer could be displayed at the CO Farm Bureau meeting the week before Thanksgiving since there will be another trailer. Melcher will send this information to Anderson.

Motion: To adjourn Conference Call - Gurzick
2nd - Neinas