



Conference Call Minutes
April 30, 2019 ~ 9:00 a.m. - 10:00 a.m.
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Bohrer, Emery, Gates, Melcher, Neinas, & Shettel

Members Absent: Brown, Gurzick, & Justman

Also in Attendance: *CPW:* Jennifer Anderson (Council Liaison), Gary Thorson (Assistant Director), Ginny Sednek (Council Secretary); *R&R Partners:* Jacqueline Meason (Account Director), Kyle Lewis (Strategy), Mackenzie Grant (Research), Katie Fischer (Media), Sara Macfarlane (Strategy); and *Group Fulcrum:* Sean Tonner.

License Agreements for HAH Brand - Sednek

Anderson contacted Financial Services to enquire if revenue from a Hug a Hunter (HAH) license agreement would return to the Council's fund. According to statute, the Council could receive this revenue, but would require the approval of CPW's Director before entering a financial agreement. The Council is encouraged to think about asking amounts and agreement time periods. Currently, there are parties interested in using the HAH brand and Anderson will notify them that the Council will make a decision at the June meeting.

Council Discussion

Since there is some market value to the HAH campaign, the Council requested input from R&R Partners regarding a license agreement price estimate. R&R will consult their legal counsel for a recommendation. Could the Council receive a donation? What about spending authority? The Council is more interested in getting the brand out there, furthering the cause, rather than bringing in funds. Neinas and Anderson will gather more information in advance of the June meeting.

R&R Partners Presentation

Spring 2019 Spring Media Reporting

- ❖ The objective was to reach out solely to the In the Wind (ITW) audience with a budget of \$150k.
- ❖ TV: Bought specific TV placements ITW watches (do not watch broadcast TV often), showing both ads. Over 900k impressions were served, earning \$10,800 in added value from 80 no-charge spots.
- ❖ Social Media: Utilized Facebook and Instagram to increase message frequency and exposure.
 - Experimented with vertical video (important for mobile experience) on Facebook using the 5 animals/5 things articles (the animal article performed better). Served close to 4 million impressions (very good for a small budget) and received earned media with shared posts.
 - Continued to run the advocate (evergreen) campaign for current social media followers to remain active and present. This audience tends to be older, predominately uses Facebook, and has higher engagement than ITW (this is expected).
- ❖ Website: There is zero traffic unless driven during a campaign. Facebook was a high traffic driver and there is some direct traffic to the home page. Agency IP addresses were removed to not skew results. Visitation is tracked by device type and location in the state. The high bounce rate is not ideal. We hope to learn more with the UX testing to increase time spent on the website.

Focus Group Key Highlights and Takeaways

❖ Without Hunting and Fishing

- Clear message, concise, and to the point.
- Message was heavy handed, negative, and forced them to pick a side.
- Knew who this message was for (ITW).
- Overpopulation message was clear, real, and they could tie to news stories.
- Struggled with the ice sculpture (would melt) and open/close signs (would not read it/alienate customers/ not believable).
- Saw inaccuracies and called out the elements as being misleading or over exaggerated.
- Who is this message coming from? Felt like it was a political ad, special interest groups, someone hiding behind it. Undermined credibility.

❖ This is the Wildlife

- Felt like this was more for everyone (outdoors people) and anyone could relate.
- Was a positive message. Feel good about being Colorado residents and working together.
- Not as focused or clear as to what the message was. Tourism? Recreation?
- Tagline was memorable.
- Related with the spokesperson as representing Colorado. Makes hunting and fishing relatable.
- Not sure who the message was coming from. Felt it was tourism, state, small business group.
- Did not know what the website was.

Concept Recommendation

❖ R&R Partners recommends 'This is the Wildlife'.

- It is a platform for positive dialogue to start the conversation.
- Colorado spokesperson gives the campaign an identity (can relate too and trust).
- Less polarizing. This is important since our mission is to educate.
- Fits with CPW's strategy and new tagline (i.e. Live life outside). Is more invested in Colorado's wildlife. Tells a better story and makes viewers feel connected.
- Potential partnerships with other organizations and have connections with niche audiences.
- Does not alienate from other wildlife organization's efforts. Many organizations are contributing to wildlife in some way. This puts us together as collaborators.
- Change/enhance:
 - The message is not as clear; highlight 3 billion and over population messages earlier.
 - Focus creative on spokesperson, wildlife, and local business to avoid tourism confusion.
 - Leverage Colorado spokesperson as a powerful tool for campaign identity.
 - Use common terminology (fishing vs. angling).
 - Clearly identify the Colorado Wildlife Council (CWC) and their partnership with CPW.
 - Not polarizing and is something people can trust.
 - ITW is very skeptical about the source (national trend).
 - CPW is a trusted source and CWC can be a trusted source as well, people just do not know the name yet. Need to create more identification with CWC.
 - Good opportunity to change the URL to be consistent and build the CWC brand.

Council Discussion

The Council agreed that they would have a greater chance of success partnering with CPW if the message is positive. CPW's endorsement could embolden the message's credibility. Emery cautioned using the CPW logo due to prior experiences and to not market for CPW. This is a valid concern and the Council will ensure the proper steps and procedures with CPW and DNR.

The Council would like a more defined message in 'This is the Wildlife' regarding the financial contribution made by sportsmen specifically for wildlife. Do not want this degraded in the message or alienate our constituency. R&R will absolutely consider this and are confident about getting this point across. Council members are encouraged to review scripts to ensure correct messaging. Whom does R&R have in mind for the spokesperson? R&R will conduct a deep casting effort and recommends against existing celebrities.

The Wildlife Council is in consensus of moving forward with the concept, 'This is the Wildlife'. The concept recommendation will go to Acting Director Ver Steeg for review and approval.

Next Steps

R&R will await concept approval from Acting Director. R&R will be working on securing a production team and timeline. R&R will present the media plan recommendation at the June meeting. The Council would like to see the animatics at the June meeting.

Chairman Neinas thanked everyone for the efforts made in less than a year to get to this point. Additionally, he thanked Council members and R&R Partners for attending the Partners in the Outdoors Conference. Gates thanked Jacqueline and Amanda for participating in Sportsman's Day at the Capitol, which received an admirable response. Gates would like the Wildlife Council to create regular live events on Facebook. This was a great way to engage followers and to give an update of what we were doing. R&R thought that getting any content for social media would be great! As we build the Colorado Wildlife Council, the more exposure and participation we get, the better. R&R can post these organically and then put dollars behind it on the evergreen campaign. Council members were encouraged to share the posts from the campaign as well.

Motion: To adjourn conference call - Shettel
Unanimously passes by Council vote.

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
June - Denver	Wednesday 6/5	-
July - Call	-	Wednesday 7/10
August - Denver	Wednesday 8/7	-
September - Call	-	Wednesday 9/11
October - Denver	Wednesday 10/2	-
November - Call	-	Wednesday 11/ 6
December - Denver	Wednesday 12/4	-