

Association of
Fish & Wildlife Agencies

MARKETING CAMPAIGN TOOLKIT



Funded by a Multistate Conservation Grant of the
Sport Fish and Wildlife Restoration Program



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“Making It Last” Campaign Rationale

BACKGROUND

Fish and wildlife agencies play a critical role in taking care of wildlife and natural resources. One of the greatest challenges facing state agencies is the perception that they are relevant and important only to hunters and anglers. However, the work of these agencies affects far more than just hunters and anglers – including the growing number of wildlife watchers and those who value healthy, sustainable habitats for animals. The job of building credibility and appreciation for the work that agencies do is no small task. Time and effort spent expanding the footprint of support for each state’s agency is essential to its continued success and the state’s outdoor heritage. Research shows:

- A lack of awareness of the agency responsible for doing the work
- The perception that agencies are relevant only to hunters and anglers

WHY THIS CAMPAIGN?

Making It Last is an opportunity for each state agency to significantly increase awareness of its role in protecting and conserving wildlife among target audiences. This campaign toolkit makes specific recommendations on how states can approach and implement this effort using both nonpaid and paid media and includes a flexible creative approach, allowing states to use their own imagery and messaging relevant to specific goals.

- Connect agency work to the target audience’s (or audiences’) shared values and day-to-day lives
- Increase awareness of the agency’s role in caring for and managing wildlife and habitats
- Build understanding of the value and importance of wildlife, fish and natural resources

Making It Last is a unified creative approach with specific audience segmentation and a scalable implementation plan that will:

- Send a consistent message in order to sustain a national effort and/or maximize multistate efforts for the greatest impact
- Fulfill the need for a specific agency relevancy effort that is distinctly different from other ongoing campaigns with separate goals and objectives (such as R3) while still being able to connect with similar audiences if needed
- Debunk misconceptions about who is doing this important work (e.g., wildlife takes care of itself, the federal government is doing all the work out west)
- Include guidance for budget levels for tactics ranging from broadly visible brand (outdoor, Pandora), engagement (social, Facebook), highly targeted (partnership, content marketing) and more

WHAT YOU CAN EXPECT

The result of a campaign such as *Making It Last* is greater awareness and appreciation for the work that fish and wildlife agencies do to care for wildlife, fish and natural resources and ensure they are here for generations to come.



A photograph of a person's head and arms splashing in water, with a warm, golden sunset sky in the background. The person's arms are raised, and water droplets are frozen in mid-air around their head.

Project Goal

Increase relevancy of state fish and wildlife agencies and their work in each state

Communications Goals

- Connect agency work to the target audiences values and day-to-day life
- Increase awareness of agency's role in caring for and managing wildlife and habitats
- Build understanding of the value and importance of wildlife, fish and outdoor resources



Research: Steering Committee Interviews

INTERVIEW METHODOLOGY

Interview Methodology

One-to-one in-person and telephone interviews were conducted with steering committee members to gather information and emotional context in order to build a successful toolkit for use by each state.

TRENDS AND KEY CONSIDERATIONS

There are messages that resonate across state lines and populations.

- Shared love and pride unites diverse populations – We all love [your state]. *The vast majority of people appreciate the outdoor resources available in their home state.*
- Commitment to ensuring future generations have the same outdoor opportunities is also universal. *Everyone wants the next generation to have the same, if not better, natural resources and experiences that they have enjoyed.*
- No silver bullet message or tactic that will instantly create relevance for everyone. *Effort to increase the perceived value of fish and wildlife agencies will require time and consistency.*
- The general public understands that fish, wildlife and their habitat require management. This work by state fish and wildlife agencies is important and relevant to the majority of people.

A successful plan will account for different agencies' resources and priorities.

- States need to be able to easily tailor visuals for this effort to be widely implemented. *Agencies must be able to represent their landscapes, species and agency logo/URL.*
- Budgets are highly varied. *Each state agency has different needs and ability to commit funding.*
- Need to align with and/or stand apart from existing communications will depend on overall communication strategy for the agency. *States have existing communications to a variety of audiences that will need to be considered before implementation.*

Showing value of messaging is crucial to long-term buy-in and support.

- Establishing success metrics at onset of each state's implementation is important given differing goals and current communications. *Overall effort is geared toward attitude and knowledge change, which is costly but important to measure when possible. Additionally, each state will need to set more easily measured metrics, both tangible (interest in volunteering, donations, email signups, etc.) and media-based (views, frequency, shares, cost per click, etc.).*
- Evaluation is key to refining entire effort – messages, audiences, visuals – and ensuring success. *Marketing and communications should not be set-it-and-forget-it efforts. Increasingly, digital platforms offer opportunities to A/B test, optimize targeting in field and be nimble.*
- Measurement is key to increasing support for this initiative. *New efforts need to demonstrate success for continued support and/or buy-in.*

Each state agency has different view on priority audiences for AFWA campaign.

- **Priority audience for most is nonconsumptive outdoor users.** *Individuals and families who have shown an interest in the outdoors and whose attitude would not be considered "Don't know, don't care."*
- **Hunters and anglers are likely to be the priority audience for some states.** *Viewed as low-hanging fruit – already invested in the purpose of the agency and more easily accessed through existing communication channels but also still in need of education on role/purpose of agency beyond sale of licenses and rules.*
- **Messages cannot alienate core constituency of hunters and anglers.**
- **Key audiences should be defined by their interests and activities rather than demographic (age, gender, race, etc.) criteria.** *States believe that the most effective use of their limited dollars is spent on those who already appreciate the outdoors.*

AUDIENCE CONSIDERATIONS

- Nonconsumptive outdoors people
- Occasional fishers [anglers]
- Committed sportsmen and sportswomen

AUDIENCE RESEARCH

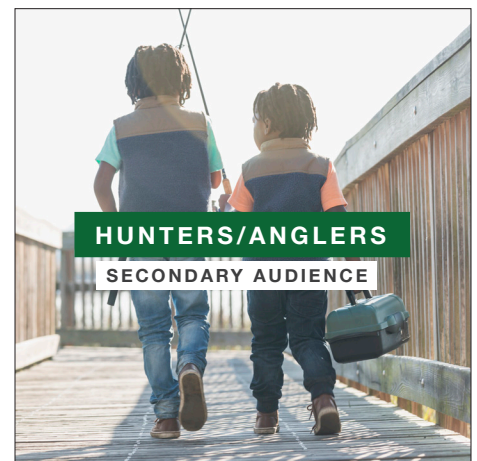
1. State campaign information
 - Arizona
 - Michigan
 - Colorado
 - Maine
2. The Language of Conservation 2013: Updated Recommendations on How to Communicate Effectively to Build Support for Conservation
3. State Wildlife Grants Messaging Study
4. 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation
5. The Nature of Americans
6. Rise of Populism Affects Wildlife Management in US
7. Strategic Marketing & Research Insights (SMARInsights)
8. Americans' Attitudes Toward State Fish and Wildlife Agencies and Their Work

Audience Segmentation

Right person, right place, right time, right message.

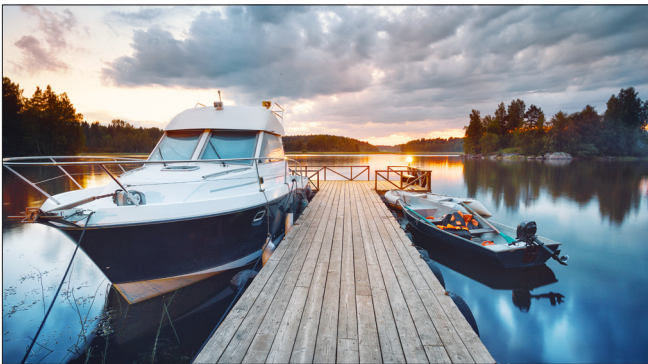
Understanding who your customers are – their interests, demographics and channel preferences – is key to creating personalized experiences that get results. Audience segmentation lets you focus every campaign by using integrated customer profiles and customized segments.

The following audience profiles provide critical information that will guide your team as it begins developing impactful messaging, media plans and creative to reach specific target audiences. As you do, concentrate on the meaningful connections that each audience group has or can make with relevant topics and explore opportunities to connect with them on their terms.





SAMPLE IMAGES:



Defining Characteristics

- Most avid, enthusiastic, optimistic
- Strongest love of outdoors
- Escape from usual routines to slow down, recharge, have fun
- Concerned about environment
- Think it is important to conserve resources for future generations

Outdoor Activities

- Fishing (33%)
- Boating (23%)
- Wildlife viewing (28%)
- Canoeing/kayaking (15%)

Media Targeting

DEMOGRAPHICS

- 50% female, 50% male
- Age: 18-45

TACTICS FOR CONSIDERATION

- Digital music streaming (Pandora and Spotify)
- Outdoor (billboards)
- Digital video streaming (Hulu, YouTube, OTT)
- Paid social (Facebook, Instagram, Snapchat)
- Geo- and behaviorally targeted digital display ads (desktop, tablet, mobile)



SAMPLE IMAGES:



Defining Characteristics

- Active, enjoy lots of activities
- Motivated by making memories with families, enjoying outdoor scenery

Outdoor Activities

- Gardening (53%)
- Swimming (43%)
- Arts and crafts (43%)
- Visiting state/national parks (40%)
- Wildlife viewing/bird-watching (29%)
- Camping (26%)
- Fishing (24%)
- Hiking (24%)
- Hunting (10%)

Media Targeting

DEMOGRAPHICS

- 40% female, 60% male
- Age: 35-54

TACTICS FOR CONSIDERATION

- TV – local news and sports programming (college and professional)
- Radio – classic rock and country
- Outdoor (billboards)
- Paid social (Facebook)
- Community newspapers
- Geo- and behaviorally targeted digital display ads (desktop, tablet, mobile)



SAMPLE IMAGES:



Defining Characteristics:

- “Affable” – friendly, kind – most activities done with others
- Participate in most different activities
- Like excitement, not looking for rest/relaxation
- Motivated to participate in social activities – ways to spend time with family and friends
- Want free time to be “family time” and want to create memories

Outdoor Activities:

- Camping (37%)
- Outdoor adventure activities (30%)
- Fishing (29%)
- Boating (21%)
- Hunting (14%)
- Four-wheeling (14%)

Media Targeting

DEMOGRAPHICS

- 50% female, 50% male
- Age: 18-40

TACTICS FOR CONSIDERATION

- Digital music streaming (Pandora and Spotify); podcasts
- Outdoor (billboards)
- Paid social (Facebook, Instagram, Snapchat)
- Geo-, behaviorally and contextually targeted digital display ads (favor mobile)



SAMPLE IMAGES:



Defining Characteristics

- Participate in outdoorsy activities
- Motivated by adventure, thrills, scenery, simply enjoying outdoors
- Confident, optimistic, enjoy a challenge
- More likely to participate in recreational activities alone ("Man vs. Nature")

Outdoor Activities

- Camping (23%)
- Fishing (23%)
- Wildlife viewing/bird-watching (22%)
- Golfing (14%)
- Canoeing (10%)
- Target shooting (9%)
- Motorcycling (8%)

Media Targeting

DEMOGRAPHICS

- 50% female, 50% male
- Age: 25-54

TACTICS FOR CONSIDERATION

- Digital music streaming (Pandora and Spotify); podcasts
- Outdoor (billboards)
- Niche print; interest-based
- Paid social (Facebook, Instagram)
- Influencer marketing (blogs, social channels); interest-based
- Geo-, behaviorally and contextually targeted digital display ads (favor mobile)



DABBLERS

SAMPLE IMAGES:



Defining Characteristics

- Largest segment
- Not avid about any particular activity, willing to try new things
- Optimistic about life, like to have fun
- More likely than other segments to be students
- Motivated by experimenting, socializing, time with family
- Likely to do activities only in certain circumstances (vacation)
- Not motivated by relaxation or escape

Outdoor Activities

- Running/jogging (22%)
- Team sports (12%)
- Tennis (9%)
- Hunting (8%)
- Four-wheeling (8%)
- Snow sports (6%)

Media Targeting

DEMOGRAPHICS

- 50% female, 50% male
- Age: 18-29

TACTICS FOR CONSIDERATION

- Digital music streaming (Pandora and Spotify); podcasts
- Outdoor (billboards)
- Influencer marketing (blogs, social channels); interest-based
- Paid social (Instagram, Snapchat, YouTube)
- Geo- and behaviorally targeted digital display ads (favor mobile)



SAMPLE IMAGES:



Defining Characteristics

- Not a homogenous group
 - Varying levels of awareness, knowledge, consideration
 - Varying levels of interest, engagement
- Some can be carriers of message
- Others need more information/education

Shared Values

- Care for outdoors
- Appreciation for management
- Funding
- Find peace in the great outdoors, seek out the thrill of the catch

Media Targeting

DEMOGRAPHICS

- 35% female, 65% male
- Age: 25-65

TACTICS FOR CONSIDERATION

- TV – local news and sports programming (college and professional)
- Radio – classic rock and country
- Outdoor (billboards)
- Paid social (Facebook, Twitter, YouTube)
- Niche print; interest-based
- Geo- and behaviorally targeted digital display ads (desktop, tablet, mobile)

Audience-Based Media Targeting Strategies and Measurement

Strategy	Measurement
Paid	• Total campaign impressions • Reach • Frequency • Gross rating points • Target rating points • Click-through rate • Video completion rate • Share of voice • Value added; bonus placements
Earned	• Media placements • Media mentions • Link clicks • Referral traffic • Social shares
Owned	• Total website visitors • Total website sessions • Session duration • Website bounce rate • Social media followers • Organic (unpaid) social media impressions • Organic (unpaid) social media engagements



MAKING IT LAST

concept:

The pride people have in their state stems from the natural resources that surround them. Fish and wildlife agencies make it their priority to ensure that these resources are around for future generations to enjoy.

Campaign Concept and Visual Direction

VISUAL DIRECTION & RATIONALE

Effective and implementable creative approach

A flexible design approach that is easily implemented by varying skill levels (from on-staff folks without professional training to agencies with high skill levels).

- The campaign's system of use of design elements is customizable by state:
 - “Making It Last” box (no headline) + state logo
 - Headline + “Making It Last” box as tagline to state logo
 - Headline + “Making It Last” as second line of headline or hashtag (where a statewide tagline already exists) + state logo
- **NOTE:** When there is not enough contrast between your logo and the background photo, create a thick white outline around the logo.
- Design elements should be placed over top of a well-shot, well-composed, high-resolution, full-color image that visually represents the state asset you are highlighting.
- The campaign color palette for design elements should be pulled from your state's brand. This makes the campaign feel customized to your state and in alignment with your brand. Customizable elements are:
 - “Making It Last” box
 - Color bars behind headlines/secondary headlines
 - Headline/secondary headline type color
- The campaign headline font – Erbaum Regular – was chosen because it is very legible at small sizes and from a distance (via digital ads and on outdoor boards). Additionally, this font has enough personality to be distinct and recognizable, but not so much that it will overpower or clash with your existing logo and/or brand.
- The campaign design structure – solid bars of color behind headlines, “Making It Last” knocked out of a solid color box – was set up to create high contrast, be very legible, to work with multiple and unknown color palettes and to be implementable by agencies with access to varying design skill levels.
- If there is any question of legibility with the “Making It Last” box (it can happen with certain images), the image behind it can be darkened or lightened by adding a partially transparent black or white box behind the main box. This will increase contrast and legibility.

VISUAL DIRECTION: TYPOGRAPHY

Headline Treatment

Headline Treatment

HEADLINE FONT: Erbaum Regular

- The headline font is Erbaum Regular.
- Place the headline over top of solid-color box.
- Pull the color of the box and the type from your state's brand colors (see examples on the following pages).
- Allow space on all sides of the type (left, right, above and below); the type should not break the plain of the bounding box.

Themeline Treatment – As Graphic

MAKING IT LAST

- In most instances the Making It Last themeline should be used as a graphic (rather than as type).
- The vector graphic has been provided to you for use.
- Pull the color of the box from your state's brand colors (see examples on the following pages).
- If your brand has a large enough color palette, use a different box color for the themeline and the headline.
- The space behind the type is transparent/cut out in order to show the photography behind. When necessary for contrast/legibility, you may add a partially transparent white or black box behind the themeline graphic.
- The graphic may be sized up or down, depending on use (see examples on the following pages).

Erbaum Regular and Erbaum Bold fonts may be purchased via Fonts.com (or various other online font vendors) for approximately \$160.00. Pricing includes unlimited rights licensing, allowing for use in print, web/digital and social media applications.

Themeline Treatment – As Subhead

Making it last.

THEMELINE FONT: Erbaum Bold

- For instances in which the themeline is treated as a subhead, it should be set in Erbaum Bold.
- Erbaum Bold should be used only in instances where the themeline is used as a subhead.
- Place the themeline over top of a solid-color box.
- Pull the color of the box and the type from your state's brand colors (see examples on the following pages).
- If your brand has a large enough color palette, use a different box color for the themeline and the headline.
- Allow space on all sides of the type (left, right, above and below); the type should not break the plain of the bounding box.

VISUAL DIRECTION: IMAGERY

Fantastic photography is key to the success of this campaign. Imagery should be aspirational, awe-inspiring and grand. Research shows that audiences respond overwhelmingly well to wildlife imagery. Where possible and applicable to the headline, include wildlife. When wildlife is not included, include people. When people are not included, focus on landscape.

In all instances, photography should showcase the quintessential natural features of your state and/or your agency's key roles in relationship to those. Whether people are included or not, imagery should exude a sense of humanity and reflect our connection to our natural resources.

You can show humanity with people by focusing on emotion, scale and point of view. An image of an elk drinking from a stream provides a relatable feeling – thirst. A photo of a vast landscape with a tiny sign of humankind (a distant campfire, for example) utilizes scale for relatability. A shot looking down into a canyon from a high cliff is exhilarating and scary.



Wildlife

When utilizing photos of people, include pairs, families or groups – memorable moments in outdoor places almost universally involve other people. We connect with nature together, through shared experience.

Reflect diversity through your imagery. Showcase the broad spectrum of people and experiences that represent the cultural makeup of your state. Keep in mind that “outdoor” activities vary greatly, from gardening in an urban backyard to backcountry hike-in camping. Be inclusive of varied backgrounds, skin tones, age groups and physical profiles in your photos.



People

When possible, hire a professional photographer to shoot images tailored to your messages and to the design direction of the campaign (images need clear space for headlines, themelines and logos). If you are unable to hire a photographer for custom images, search Instagram for great photography from your state and work with the photographer to negotiate usage rights.



Landscape

See layout and photo examples throughout this document for inspiration and direction.

VISUAL DIRECTION: VIDEO

Making It Last Video Outline – Option 1

Video	Audio
Fade up: Landscape vista or signature state natural landmark.	VO: A lot of work goes into making Nebraska, Nebraska.
Cut to: An outdoor wildlife habitat or any land restoration project.	VO: Keeping it green. (alt: Keeping it healthy.)
Cut to: River or body of water.	VO: Making it pristine.
Cut to: A herd of animals, flock of birds or school of fish.	VO: Helping it thrive.
Cut to: Montage of working shots of state agency employees interacting with nature.	VO: Everything that goes into caring for our outdoors, from waters to wildlife, plays a big role in making Nebraska home.
Cut to: End card	VO: Learn how we help conserve our state's natural resources at outdoor Nebraska dot gov. Nebraska Game and Parks. Making it last.

Making It Last Video Outline – Option 2

Video	Audio
Fade up: Landscape vista or signature state natural landmark.	VO: A lot of work goes into making Nebraska, Nebraska.
Cut to: An outdoor wildlife habitat or any land restoration project.	VO: Keeping it green. (alt: Keeping it healthy, Keeping it pristine.)
Cut to: Signature wildlife footage.	VO: Helping it thrive.
Cut to: A family hiking, fishing or enjoying another outdoor activity.	VO: Making it fun.
Cut to: Montage of working shots of state agency employees interacting with nature.	VO: Everything that goes into caring for our outdoors, from waters to wildlife, plays a big role in making Nebraska home.
Cut to: End card	VO: Learn how we help conserve our state's natural resources at outdoor Nebraska dot gov. Nebraska Game and Parks. Making it last.

CREATIVE EXAMPLES: OUTDOOR

"Making It Last" box (no headline) + state logo

"MAKING IT LAST" BOX
color pulled from state's brand



STATE-SPECIFIC IMAGE
well-composed, high-resolution,
colors pair well with state brand,
image composition works well with
themeline and logo placement

STATE LOGO
white outline added for contrast

Headline + "Making It Last" box as tagline to state logo

HEADLINE
compelling headline relates
to image, type and background color
pulled from state's brand



STATE-SPECIFIC IMAGE
well-composed, high-resolution,
colors pair well with state brand,
image composition works well with
headline and logo placement

**STATE LOGO &
"MAKING IT LAST" BOX**
box color pulled from state's brand

Headline + "Making It Last" as second line of headline or hashtag
(where a statewide tagline already exists) + state logo

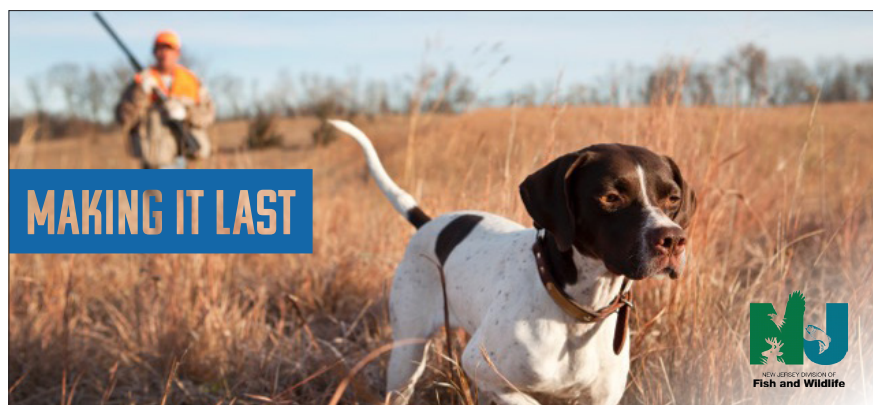
HEADLINE
compelling headline relates
to image, type and background color
pulled from state's brand, themeline
added as secondary headline, also
utilizes brand color



STATE-SPECIFIC IMAGE
well-composed, high-resolution,
colors pair well with state brand,
image composition works well with
headline and logo placement

STATE LOGO

Additional Outdoor Examples



CREATIVE EXAMPLES: DIGITAL ADS



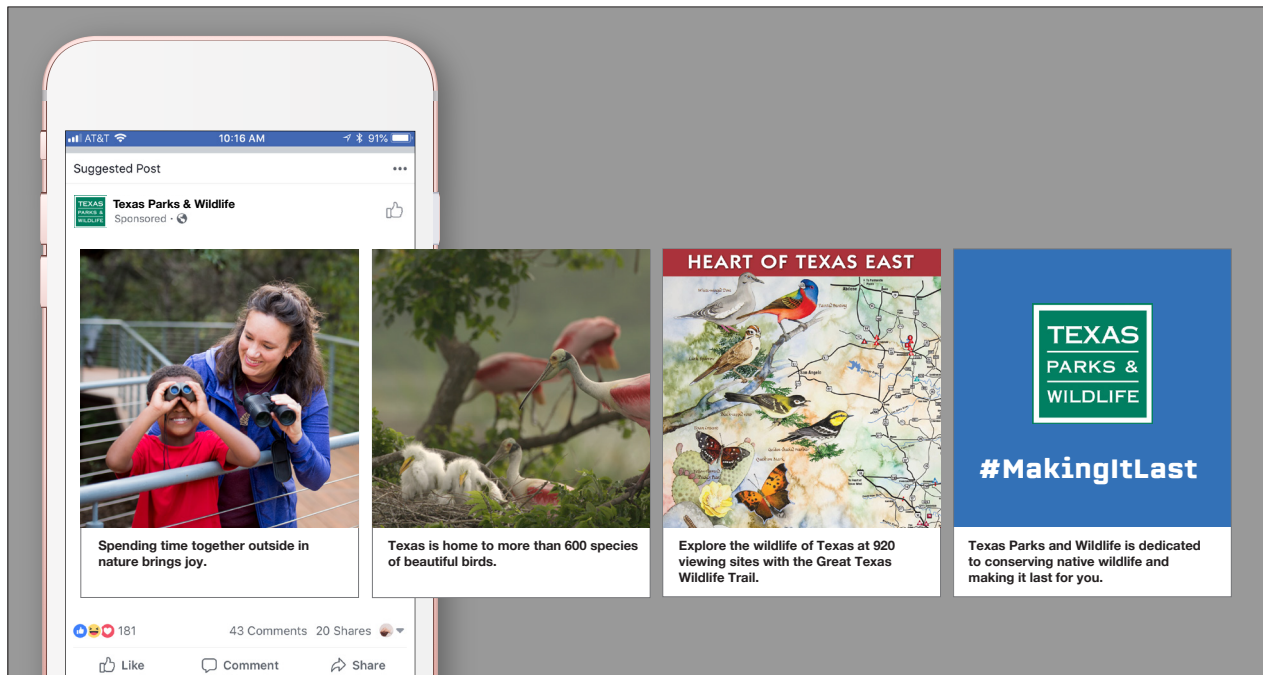
HEADLINE
compelling headline relates
to image, type and background color
pulled from state's brand



STATE-SPECIFIC IMAGE
well-composed, high-resolution,
colors pair well with state brand,
image composition works well with
headline and logo placement

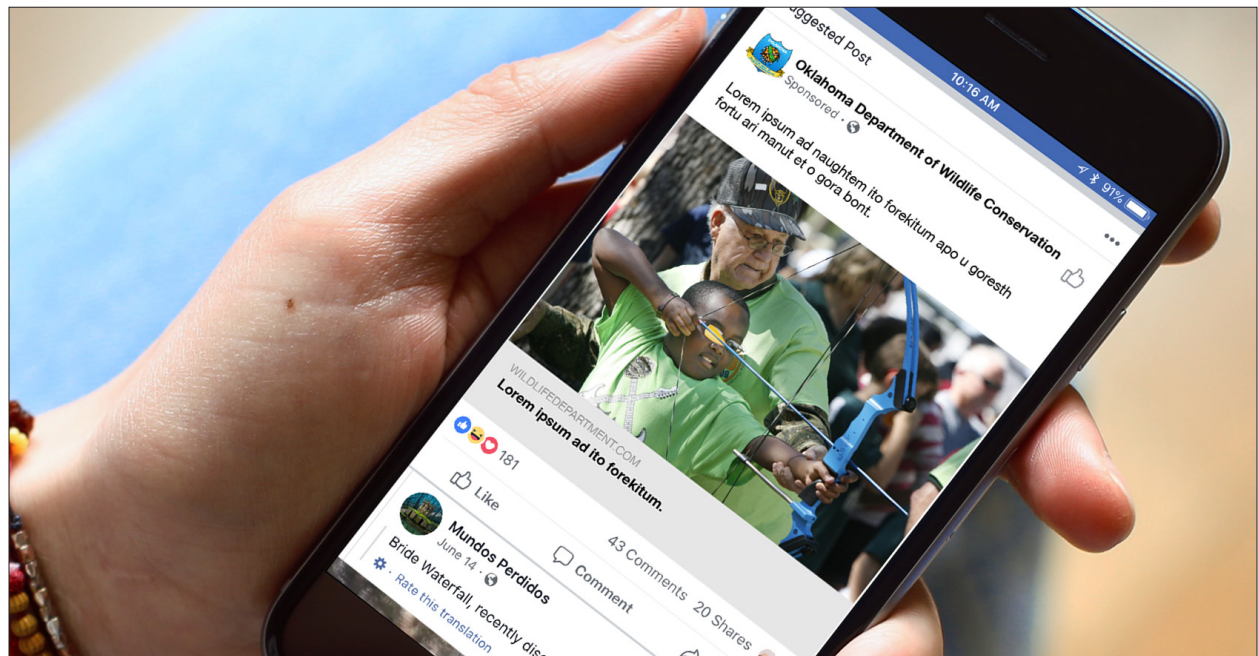
STATE LOGO

CREATIVE EXAMPLES: FACEBOOK CAROUSEL AD



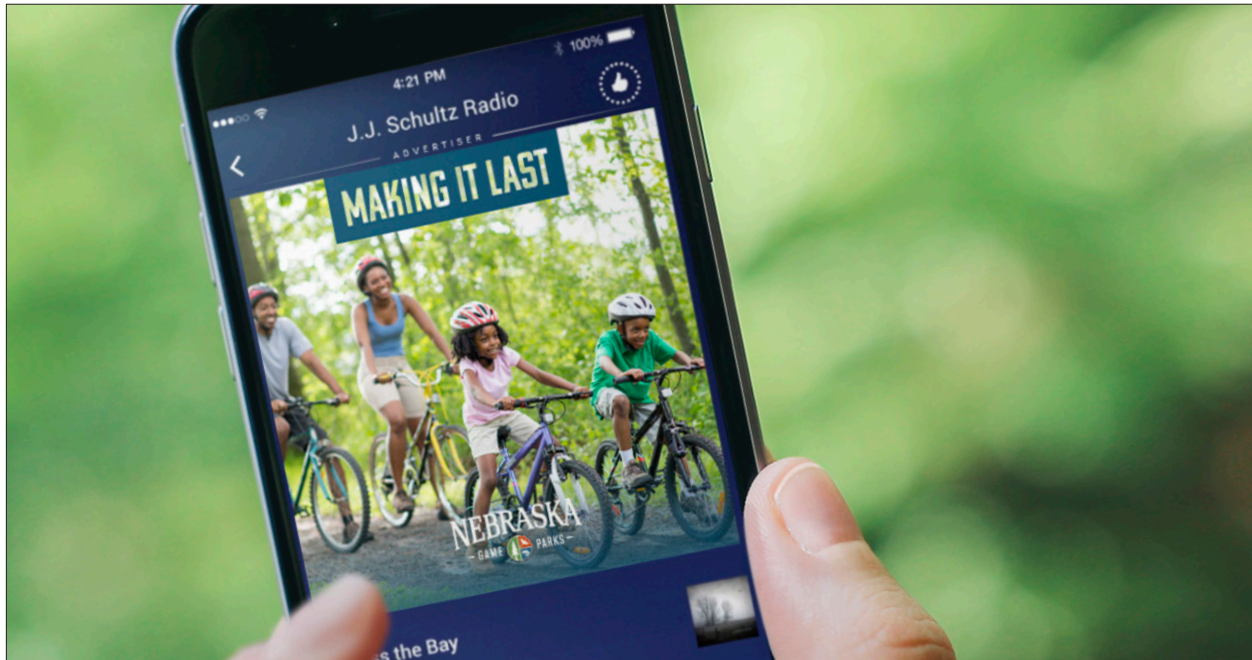
The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

CREATIVE EXAMPLES: FACEBOOK IMAGE AD



A Facebook photo ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do. A photo ad gives you a clean, simple format to use with inspiring imagery and engaging copy.

CREATIVE EXAMPLES: PANDORA AD



Pandora is a premium, personalized environment with options that range from display ads (shown above) to branded stations. The valuable time listeners spend in a branded content experience such as Pandora allows your message to resonate and capture attention.

CREATIVE EXAMPLES: CONTENT MARKETING



Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience. Content marketing helps create sustainable brand loyalty, provides valuable information to consumers and builds trust and rapport with the audience.

Campaign Message Testing

The *Making It Last* campaign was evaluated, thanks to funding provided by the conservation community, to ensure its success across states.

FOCUS GROUPS

The Wildlife Management Institute funded three focus groups – Indianapolis, Indiana, Cincinnati, Ohio and Orange County, California – to learn how target audiences would react to the *Making It Last* message and images of wildlife, landscapes, outdoor recreation and agency staff at work. Key takeaways, across all three locations, included:

- Images with people, especially children and families, resonate most strongly.
- Landscape images alone were uninspiring. People wanted to see wildlife, people enjoying the outdoors or agency personnel engaged in conservation activities.
- Description of work carried out by fish and wildlife agency was needed for complete understanding by target audience.

SURVEY

Ten states – California, Colorado, Georgia, Nebraska, New Jersey, Tennessee, Texas, Utah, Virginia and Wyoming – fielded a survey featuring *Making It Last* ads. The survey was designed to determine if various versions of the campaign would improve public opinion of state fish and wildlife agencies. In order to meet that ultimate objective, the campaign has to meet several smaller objectives along the way:

- Attract attention
- Appeal to the audience
- Be identified with the state fish and wildlife agency
- Communicate the agency's purpose and achievements

- Be informative to the audience
- Be relevant to the audience
- Be important to the audience

The *Making It Last* campaign is positively impacting all measures for all state agencies. Key results include:

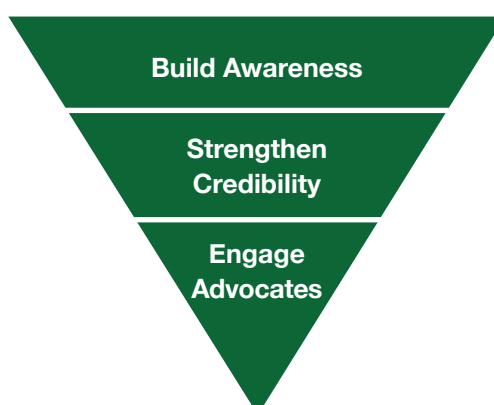
- **The results were consistent across states.** Ads produced by each state featured local photographs and local copy and were sent out to participants via different means. Despite all these differences, the results were very consistent.
- **The campaign improved viewers' opinion of their state fish and wildlife agency.** In every state, every ad format achieved 20-50 percent positive opinion change and very low negative opinion change.
- **The campaign works for non-hunter/anglers and hunter/anglers as well.** While the reactions of hunter/anglers and non-hunter/anglers were not identical, both groups reacted positively to the campaign.
- **Adding descriptive copy improves audience reaction to the ads.** Adding a block of informative copy – that helped define the “it” in *Making It Last* – increased the overall effectiveness index of the campaign.
- **Adding a headline has very little impact on the ad's effectiveness.** Adding a headline to an ad that already had a block of descriptive copy had very little impact.

National Implementation Plan and Communication Channels

Implementation Considerations

Consistent	Adaptive	Aligned	Interactive	Efficient
Integrated branding	Reusable content	Mission and values	Media rich	Scalable
Quality content	Multitactic	Goals	Engaging	Leverage common media consumption habits
Maximize every touch point	Customizable	Assessment	Authentic	Unbiased investments
Ongoing content curation	Budget flexible	Outcomes	Collaborative	

MEDIA STRATEGY



Build Awareness:

Utilize paid media to quickly grow your audience and jump-start engagement. Reaches the broadest number of people on a frequent basis to elevate awareness over time. Where you will invest the majority of your marketing budget.

BENEFITS:

Immediacy, scale, control

CHALLENGES:

Clutter, cost, lower credibility

Strengthen Credibility:

Employ a robust earned media strategy to align with trusted community influencers to extend campaign messaging and increase credibility.

BENEFITS:

Transparent, lives on, allows for deeper content

CHALLENGES:

No control, difficult to scale, hard to measure

Engage Advocates:

Implement consistent messaging across all owned media channels to maximize every touch point and create a resource for supporters.

BENEFITS:

Control, cost-efficiency, longevity, versatility

CHALLENGES:

Takes time to scale, less trusted than third-party communication, no guarantees

TACTICS BY STRATEGY

Build Awareness (Paid Media)



Use available research and market insights to create a strategic paid media plan. Data will inform how to reach the right people at the right time with the right message in the right way.

Consider engaging a full-service marketing agency for paid media recommendations and placement. The cost of paid media can be significant. Compensation for paid media services for most full-service marketing agencies is based on commission that they negotiate with each media vendor. Therefore, your cost is likely the same whether placing direct with a TV or radio station as it would be placing through an agency, but with the added benefit of an unbiased media professional to create a multi-tactic, strategic media plan custom to your unique needs.

STEP 1:

Identify your unique paid media target audience (majority segments reflective of your state's population):

- Locate and list the demographic breakdown of your state (see Wyoming example below).
- Compare the demographics of the **majority of your state's population** with the demographics in the "Making it Last" audience segmentation section – the closest match will become your target audience (could be more than one).
- If your state's demographics include hunting as a top outdoor activity, consider including the secondary audience segment of Hunters/Anglers into your paid or earned media plans.

Example Target Audience Identification: State of Wyoming

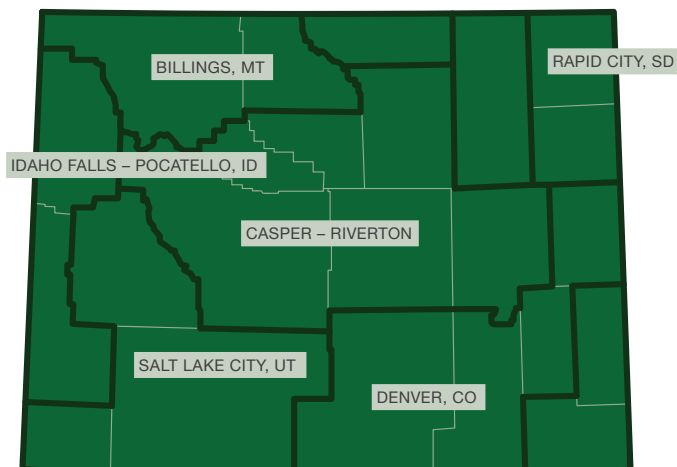
State Demographics	Demographic Matches (from “Making It Last” toolkit)	Target Audience Selection and Notes
Total Population: 579,315 (226,879 households) – 92.8% Caucasian, 49% female, 51% male	• 50% female, 50% male • Age: 18-45 • Fishing • Hunting	Primary: Outdoor Enthusiasts The demographics of the <u>majority of the state’s population</u> most closely align with the “Outdoor Enthusiasts” audience segment from the “Making It Last” toolkit.
Most populated counties (53% of state pop.): Laramie, Natrona, Campbell, Sweetwater, Fremont		
Most populated cities (35% of state pop.): Cheyenne, Casper, Laramie, Gillette, Rock Springs (47% family household; 30% with children in household, 70% without children in household)		Secondary: Hunters/Anglers The demographics of the <u>majority of the state’s population</u> include hunting, which aligns with the “Hunters/ Anglers” secondary audience segment from the “Making It Last” toolkit.
Population by age: 0-17 (25 percent), 18-45 (51%), 46-64 (17%), 65+ (7%)		
Top outdoor activities: fishing (including ice fishing), hunting, horseback riding, rock climbing, skiing		
Top vacation months for outdoor activities: July (1), August (2)		

STEP 2:

Focus paid media marketing efforts to specifically reach target audience segments identified above. Prioritize paid media placements that enable targeting by ZIP code, city or county due to the expansiveness and overlap of the Denver DMA in Wyoming.

- Prioritize tactics that reach target audiences while they are engaging in outdoor activities. Reaching audiences with core campaign messages at a time when it is most relevant to their personal experience will increase message resonance. Examples include out-of-home media such as billboards, radio, mobile digital ads and grassroots marketing (events, sponsorships, partnerships).
- Use digital advertising and explore additional marketing channels to deliver specific messaging that drives visitation in the moment and complements destination brand awareness creative.
- Use paid social and digital retargeting to create continuity of messaging in the marketplace. Implement A/B testing of messaging to optimize and maximize response to specific keyword campaigns.
- Focus paid media efforts during most popular hunting seasons and times of year when people increase their time spent outdoors.
- Prioritize paid media investments in DMAs with the highest population of core audience members. Extend campaign reach in outlier markets through cost-effective paid media efforts such as paid social and digital.

Wyoming DMAs (Designated Market Areas from Nielsen)



- Consider niche-marketing placements to segmented audiences to build further awareness based on individual passion points.
- Use market penetration data intelligence to determine efficiencies for additional tactics such as

Pandora, broadcast and cable TV, Hulu, YouTube, TrueView and other opportunities.

- Monitor and optimize performance of advertising, social campaigns and digital promotions with the help of online analytic tools.

EXAMPLE MEDIA PLAN: STATE OF WYOMING



ASSOCIATION OF FISH AND WILDLIFE AGENCIES

Marketing Campaign Toolkit – State of Wyoming Paid Media Plan (SAMPLE ONLY)

Project Goal: Increase relevancy of Wyoming Game and Fish Department in the state of Wyoming

Communication Goals

- Connect work with Wyomingites' values and day-to-day lives
- Increase awareness of the agency's role in caring for and managing wildlife habitats
- Build understanding of the value and importance of wildlife, fish and outdoor resources

Target Audience

- Primary: Outdoor enthusiasts
- Adults ages 18-45; 50 percent female, 50 percent male (estimated 295,450 people)
- Geo: Statewide; emphasis in densely populated counties: Laramie, Natrona, Campbell, Sweetwater and Fremont

Three strategic flights to elevate awareness (average 360 GRPs per flight) plus sustained presence through paid social

Flight 1: Leading summer outdoor leisure/travel (July)

Flight 2: Peak elk hunting season (October)

Flight 3: Top snow skiing month (December)

Timing

Tactics	Deliverables	Timing												Investment
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	
Outdoor	- 30 high-profile billboards - Canvas top five counties - 1,746,875 estimated impressions													\$27,950
Digital Music Streaming	- Pandora and Spotify - Mobile audio and display - 1,156,250 estimated impressions													\$17,250
Digital Display	- Native digital display ads on leading news sites statewide - Audience retargeting; five impressions/day for seven days - 1,117,857 estimated impressions													\$15,650
Paid Social	- Facebook newsfeed ads - Cross-platform: desktop, tablet, mobile - 4,148,000 estimated impressions													\$31,000
TOTAL														\$91,850

Effective Audience Reach Summary

- Total Target Population: 295,450 people
- Media Goal Per Elevated Flight: 360 GRPs; reach 90 percent of the population four times during each four-week period = recommended minimum 1,063,620 impressions/flight
- Media Goal for Sustained Presence: 117 GRPs; reach 78 percent of the population 1.5 times during each four-week period = recommended minimum 345,676 impressions/flight

Equation to Establish Effective Paid Media Budgets

Paid media is a significant investment. It is important to understand that this is an investment in an **audience**, not a program or tactic. Valuation therefore is all about **whom** you will reach.

Many media sales professionals are accustomed to selling a number of TV spots or number of days on a billboard. But we know that not all ads are created equal because not all ads reach the same number of people. A TV ad that airs in the middle of the night is not as valuable as an ad that airs during prime-time TV.

One of the most common ways to value and compare the cost-effectiveness of different media tactics is to look at the CPM (cost per thousand). CPM is a marketing term used to denote the price of 1,000 advertising impressions. When you are comparing different media proposals, be sure to request the CPM to best understand the audience you will reach with each tactic.

CPM is also a helpful way to estimate the paid media investment needed to make an impact in your unique market. Many factors and variables come into play. It is advisable to work with a media professional for media buying services when possible. The following equation is a very basic tool to help your marketing team estimate the paid media investment needed to actually make a difference in your market. Spreading funds too thin is a common pitfall that this equation may help you avoid.

Ideally, the “Making It Last” brand awareness campaign must reach 85 percent of your intended audience five times during a four-week period to be effective. In media marketing terms this would be expressed as follows:

REACH: 85%

FREQUENCY: 5 times

GRPs: 425

(gross rating points = reach X frequency)

EQUATION TO DETERMINE PAID MEDIA BUDGET

1. Total Audience Population

x Reach

x Frequency

Total Impressions

2. Total Impressions

x CPM

÷ 1,000

Total Cost

(recommended paid media budget)

Example: The target audience is adults 18+ in Boulder, Colorado. Using census data, we’ve identified that 94,434 adults 18+ reside in Boulder. Using media analytics tools, we’ve identified the average CPM for a multitactic paid media campaign in this market is \$22.

94,434

x 0.85

x 5

401,344.5 Total Impressions
(per 4-week period)

401,344.5

x \$22

÷ 1,000

\$8,829.58 Total Cost

Summary: The recommended paid media investment to effectively reach adults 18+ in Boulder, Colorado, is \$8,829.58 per four-week period.

PLANNING AND NEGOTIATION TIPS

Reminder: Media valuation should be determined by whom your ad reaches versus the number of ads you place. Not all ad placements are created equal – different ad placements reach more people and therefore are more valuable (e.g., Super Bowl TV ad versus local news TV ad).

Request and compare audience analytics for each advertising contract. This will enable you to make an educated decision about the most cost-effective tactics for your custom program. Common audience analytic factors include:

- **Impressions:** Number of times your ad is served (not necessarily viewed)
- **Unique Impressions:** Number of unique individuals your ads are served to
- **Cost Per Thousand (CPM):** Cost per thousand impressions
- **Reach:** Total number of different people or households exposed, at least once, to a medium during a given period. Typically expressed as a percentage of the total population.
- **Frequency:** Repeat exposure; number of times an individual is exposed to an advertising message during a specific period (generally four weeks). Typically expressed as a number or fraction of a number (e.g., 5.7 times).
- **Gross Rating Points (GRPs):**
 - Reach
 - $\times$ Frequency
 - GRPs

Example: Reach 85% of target audience
5.5 times in a 4-week period = 467.5 GRPs.
Most commonly used in traditional media
(broadcast TV and radio).



Strengthen Credibility (Earned Media)



- Plan and execute press conferences in your area to engage statewide and regional media markets. Utilize live/recorded video functionality (e.g., Facebook Live) when possible to extend your audience. Align news events with paid media launches, social media and local events.
- Include brand messaging in development of long-form articles to help tell your story and connect with broad and niche audiences. These stories can be developed and repurposed on website, paid opportunities with news media, and other online publications and magazines that welcome sponsored and organic content placements. These should include engaging imagery and photography throughout the stories to help tell the story and for sharing purposes.
- Encourage media relations teams to be proactive and engaged with their local media outlets, providing value, expertise and continued connections to help ensure key messages are used and news published is credible. Utilize media monitoring services (e.g., Meltwater) that track writers for content and continue to grow media lists when new writers discuss relevant topics.
- When pitching news media, bloggers and influencers, ensure messages are customized and relevant and respond promptly to their deadlines and requests.
- Utilize social media as an extension to your news media distribution by writing recommended social media posts for media channels to use and distribute in their feeds. News channels post on an hourly/consistent basis and welcome relevant content to include.
- Monitor public relations efforts using a media monitoring service (e.g., Meltwater) to track both campaigns and brand mentions. These services also provide much more valuable data, including sentiment, estimated reach, share of voice, etc.
- Other ways to track public relations performance: monitor website analytics, social media insights and other tracking tools to measure traffic, demographic data, reach and behaviors. This data can be used to optimize and refine campaigns on an ongoing basis.

Engage Advocates (Owned Media – website, social pages, email lists)



- Integrate campaign messaging throughout all existing communications channels to show consistency and depth of your organization's valued services and resources.
- Perform an audit of your organization's communication channels, including website, emails and other online communications, to implement improvements.
- Create ongoing communications to current and new advocates encouraging them to share content through social media channels to help extend the reach of campaign messages. These communications should include packaged content and straightforward direction for action.
- Continue with consistent updates to email lists and look for ways to incorporate campaign messages on a consistent basis, including headers, footers, email signatures and integration in stories, news updates and other email content. Include content in your social content calendars to help build email lists by encouraging followers on social channels to sign up for your emails to stay updated.
- Utilize current partners and stakeholders to help develop and maintain a rich content calendar and library. Assign roles and assignments well ahead of publish dates to assist with writing, imagery and contacts for interviews.
- Create a strategy that focuses on visual elements to extend the campaign messages. This can include video, photography, infographics, interactive elements and quizzes. These will most likely need assistance from creative, digital and web teams to integrate, but the outcomes of these elements will produce content that encourages engagement and shares.

Evaluation Plan

RESEARCH

Well-crafted, regularly repeated surveys are the best way to track ongoing changes in awareness, familiarity and knowledge of an agency and its mission. It is recommended to set a baseline of the target audience before deploying the campaign in order to track improvements over time resulting from the campaign. Fortunately, a variety of survey options are available to agencies today.

- **Market research/polling**

The most expensive option is often a third-party survey conducted by phone or online with a representative sample of the general public. Typically, these surveys provide a comprehensive look at the current state of knowledge and greater depth of information than other research metrics.

- **Owned media deployed**

A survey created internally with respondents invited via the agency's existing communication channels (e.g., emails, social media, etc.), can be a decent

source of metrics if the existing agency stakeholder are the primary audience. Many low-cost services exist to add in this method, such as Qualtrics or SurveyMonkey.

- **Piggy-backed questions**

Occasionally, research firms will allow a variety of entities to each add a handful of questions to a survey, therefore spreading the costs across many participants. This can be a cost-efficient way of asking the general public a few questions regularly.

Depending on the goals of the state implementing the Making It Last campaign, the most important areas to measure will typically be awareness, familiarity and credibility of the agency or knowledge of the agency's role in the state. Recall of the Making It Last campaign is not meaningful if consumers did not apply the information to their understanding and belief of the agency behind the campaign.

PAID MEDIA

Paid media serves as a method for promoting content and driving exposure through paid techniques or channels such as traditional – outdoor, radio, television – or digital platforms such as social media.

- Total campaign impressions
- Reach
- Frequency
- Gross rating points
- Target rating points
- Click-through rate
- Video completion rate
- Share of voice
- Value added; bonus placements

EARNED MEDIA

Earned media refers to media exposure you have earned through word-of-mouth, such as content you have distributed, services you have delivered or your SEO efforts. You can earn media by getting press mentions, positive reviews, reposts and recommendations. You can also facilitate earned media by helping journalists and content writers author their articles, or contributing your own thought leadership content to industry publications.

- **Press conferences, news and live events**
 - Number of media outlets in attendance
 - Number of media hits/articles published
 - Number of online mentions/engagement (comments, likes, shares)
 - Engagement and views of live broadcasts (if applicable)
- **Content marketing, long-form content creation and promotion**
 - When published on main website
 - Website page views to content pages
 - Average read time of content articles on website
 - Demographic/geographic info on audiences on those pages
 - Behavior of audiences and what content they prefer
 - When published on media outlet content pages (paid/organic placements)
 - Number of media outlets publishing content
 - Reach of content articles
 - Average read time
 - Clicks to website from article links within stories
 - Demographic data
- **Media tracking and monitoring**
 - Increase in engagement, media hits from baseline metrics
 - Media influencer/outlets list growth over time
 - Sentiment measures (if applicable)
 - Share-of-voice increase from baseline metrics (if applicable)
 - Social monitoring to track pickups, media posts
 - Comparison with website analytics with media mentions

OWNED MEDIA

Owned media is the primary type of content your team will create on a regular basis. It is all content and media that is featured in areas of the Web owned by your brand including your blog, news area or website in general, social media profile pages, webinars and more.

- **Brand messaging integration**
 - Ongoing inclusion and search engine optimization to include brand messaging in communications
 - Email metrics to measure list increases, read times, open rates and click-through rates of communications to advocates
 - Social tracking of advocate content and pages to monitor inclusion of messages
 - Increase in stakeholder content and request for any metrics to be shared
 - Increase in engagement against baseline when more visuals are used in communications

Call to Action

Consider utilizing state landing pages to promote more relevant content to targeted audiences and implementing individualized measurement tracking per state. These subdomains would be location specific (e.g., MakingItLast.org/Texas) and could be used for paid ad placements and communications materials.

You could also set up geo redirects off the main website where relevant state content would appear based on the user's geographical location.

Hashtag Recommendations

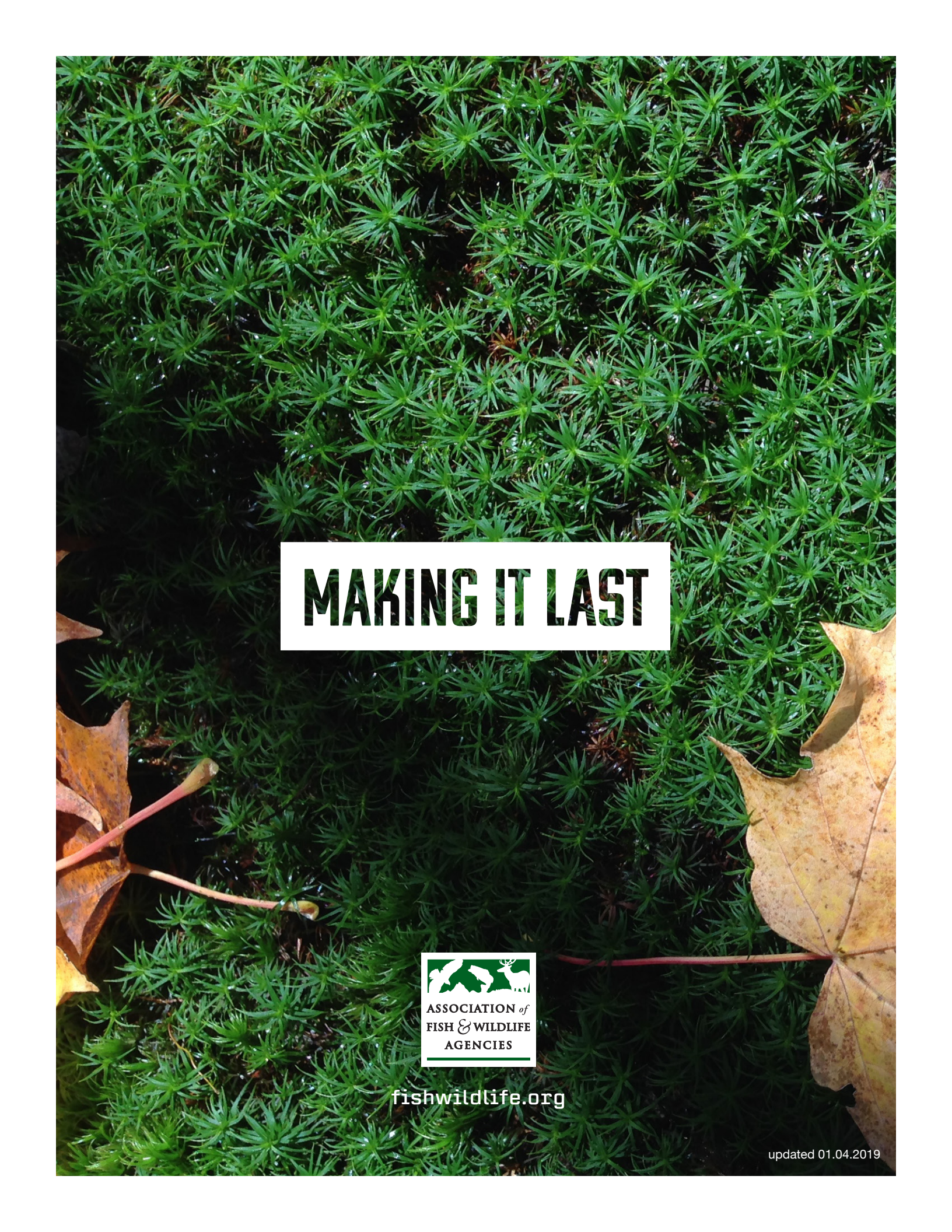
States promoting the brand campaign should consider using hashtags. This will allow AFWA and each state to monitor promotion and possible engagement with the campaign. Each state should include both #MakingItLast #(State) in its social content, allowing these hashtags to be searched and monitored.

If contests or promotions are considered by each state, using statewide hashtags will help determine that state's efforts and not pull results from other state's engagement.

Ownership of Materials

All deliverables, including all recommendations on creative design and concepts, meeting documents, reports and any other asset related to this project, are the property of AFWA. The Contractor will provide all assets upon request by the Association at any time and upon termination of the contract.





MAKING IT LAST



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