

Making It Last Campaign and Toolkit



MAKING IT LAST

Colorado Parks and Wildlife biologists search for Colorado's state fish, the greenback cutthroat trout in Bear Creek. At Colorado Parks and Wildlife, we are committed to keeping Colorado special; we believe in protecting and conserving Colorado's state parks, wildlife and outdoor lifestyle. Live life outside.



Conserving Colorado.

MAKING IT LAST



Black-footed ferrets were once thought extinct. But today, through partnerships with many organizations and landowners, black-footed ferrets, like this one, once again call Colorado's prairies home. These weasel-like animals are dependent on prairie dog colonies for food and on prairie dog burrows for their homes. At Colorado Parks and Wildlife, we are committed to keeping Colorado special; we believe in protecting and conserving Colorado's state parks, wildlife and outdoor lifestyle. Live life outside.

Becoming More Relevant in a Changing World

Why the “Making It Last” Campaign?

Blue Ribbon Panel identified 2 major issues:

Funding

Lack of awareness of the work done by F&W agencies

- Perception that state agencies are relevant only to hunters and anglers
- Have not communicated with urban audiences about the work F&W agencies do to protect and conserve wildlife, land and water

Great opportunity for state agencies to become more relevant:

- USFWS Report (2011) reported that 37% of all Americans participate in wildlife-watching.
- 2017 Nature of Americans study found that more than two-thirds of Americans place a high value on nature as important to their physical and emotional well-being and strongly believe it should be conserved for future generations.



Why the “Making It Last” Campaign?

- AFWA Outreach Working Group tasked with helping address this problem
- Received a Multistate grant to fund work to ask states what would help to increase the awareness and relevancy of agencies beyond our core constituency.
- Established a steering committee and hired a contractor to assist with project management and other guidance



Why the “Making It Last” Campaign?

- We surveyed states
 - States wanted a professional advertising firm to develop target audience and develop a campaign and toolkit to help them execute the campaign in their states.
 - Steering Committee worked on an RFP and helped select a winning firm.
 - Gúd Marketing was selected in February 2018. Well-established agency based in Michigan with experience developing campaigns for Michigan’s DNR.



Why the “Making It Last” Campaign?

- Gúd Marketing first gained valuable secondary and primary research, including one on one interviews with marketing and communications staff from more than twenty states:
 - Gathering information about what states believed their challenges were in being perceived more positively and more relevant to urban audiences
 - Gaining an understanding of their communication challenges from a budgetary and cultural standpoint
- Over the next 6 months the Steering Committee worked with Gud on message development, target audience development, and toolkit development

Why the “Making It Last” Campaign?

- Gŭd Marketing recommended the “Making It Last” campaign outdoor loving target audiences:
 - Outdoor Enthusiast
 - Family Outdoors
 - Affable Adventurers
 - Dabblers
 - Outdoor Excitement
- Keeping in mind that we do not want to alienate our core customers of hunters and anglers.



Why the “Making It Last” Campaign?

- Steering Committee presented a preliminary overview of the new campaign and toolkit to key audiences:
 - ACI Annual Conference July 2018
 - WMI Business Summit
 - AFWA Annual Meeting in September 2018
- Interest in the campaign and also strong desire to see more testing.



Research



Focus Groups



- Message Testing Focus Groups
 - Indianapolis, IN
 - Cincinnati, OH
- Message Building Focus Group
 - Orange City, CA
- State park campers

Ad Testing (Ohio & Indiana)



- 4 Images
 - Outdoor Recreation
 - Wildlife
 - Landscape
 - Boots-on-the-ground conservation

Image Testing (California)



- Variety of Images
 - Outdoor Recreation
 - Wildlife
 - Landscape
 - Boots-on-the-ground conservation

Results

- Unsure as to what “it” represented
 - Nature
 - Animal/species
 - The agency

Results – Images

- Agency personnel engaged in conservation
- People (especially children and families)
- People or animals in landscapes
- Fewer landscapes (especially that do not “need to be cared for”)

Results – Content

- All 3 focus groups wanted labels/caption for the images.
- Where the photo was shot
 - So they could visit
 - Proof it was in their state
- Proving an animal (or a landscape) was on public land

“Identical” online survey

- 10 States
 - California
 - Colorado
 - Georgia
 - Nebraska
 - New Jersey
 - Tennessee
 - Texas
 - Utah
 - Virginia
 - Wyoming



What Does this Message Needs to Do?

- 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
- Change people's opinions

What was Tested?

- Each state produced 9 ads using the same formula
- 3 Topics
 - Outdoor recreation
 - Boots-on-the-ground
 - Wildlife
- 3 Formats
 - MIL – Alone
 - + Copy
 - + Headline

MIL – Alone



+ Copy



+ Headline

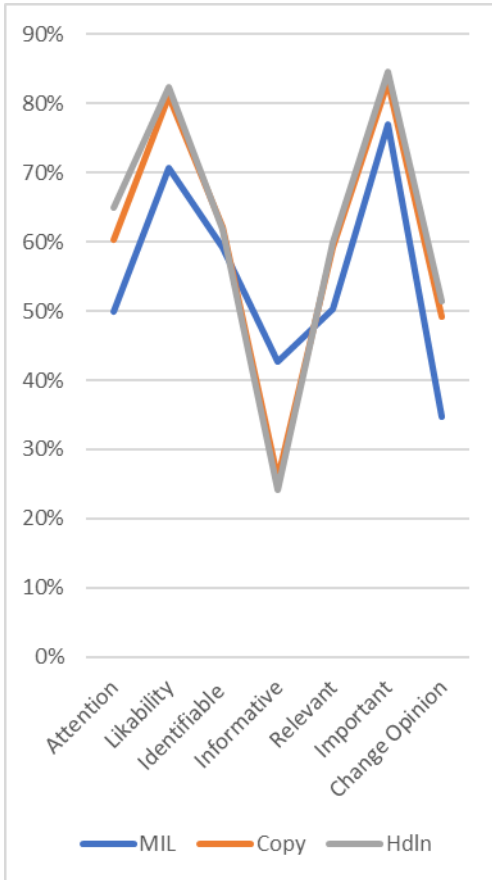


Process

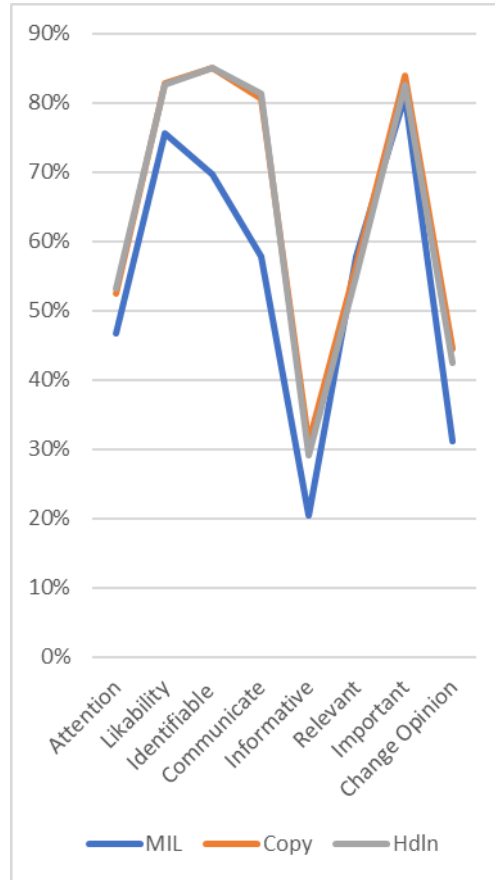
- States generated their own invitation lists
 - Email
 - Newsletter mentions
 - Social media post
- Participants randomly sorted into 3 groups
- Each group saw 1 series of ads
- Answered the same 8 questions
- Approximately 60,000 participants

Consistent Results

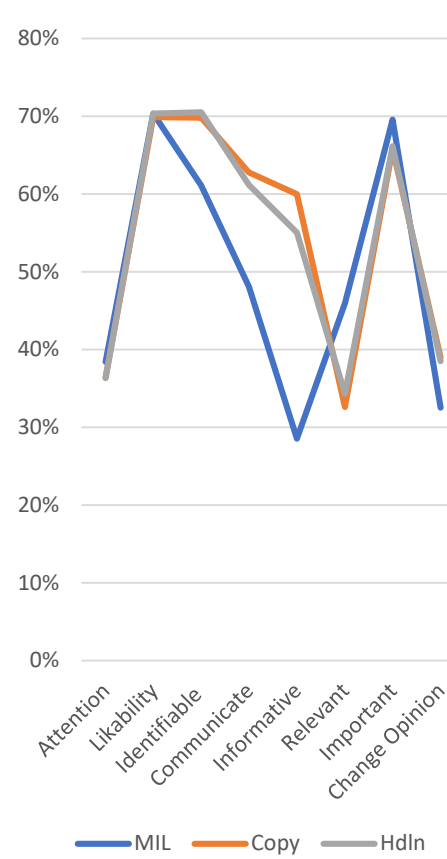
California



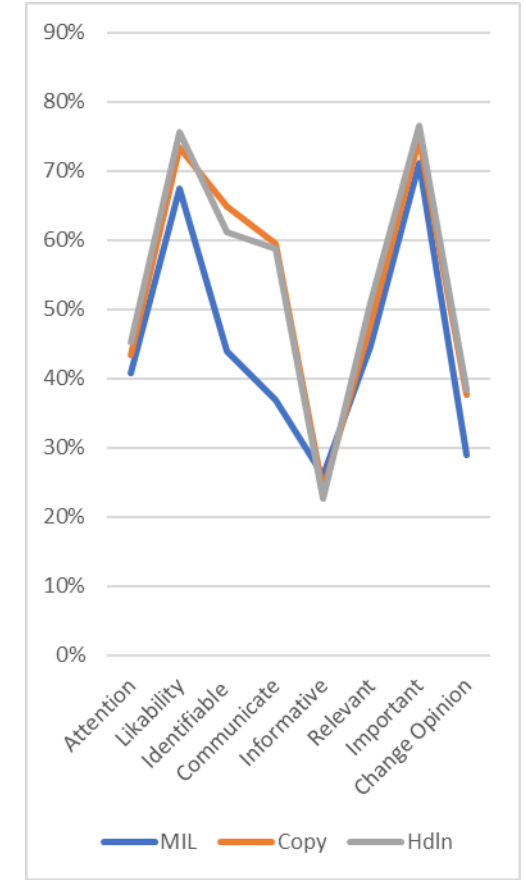
Texas



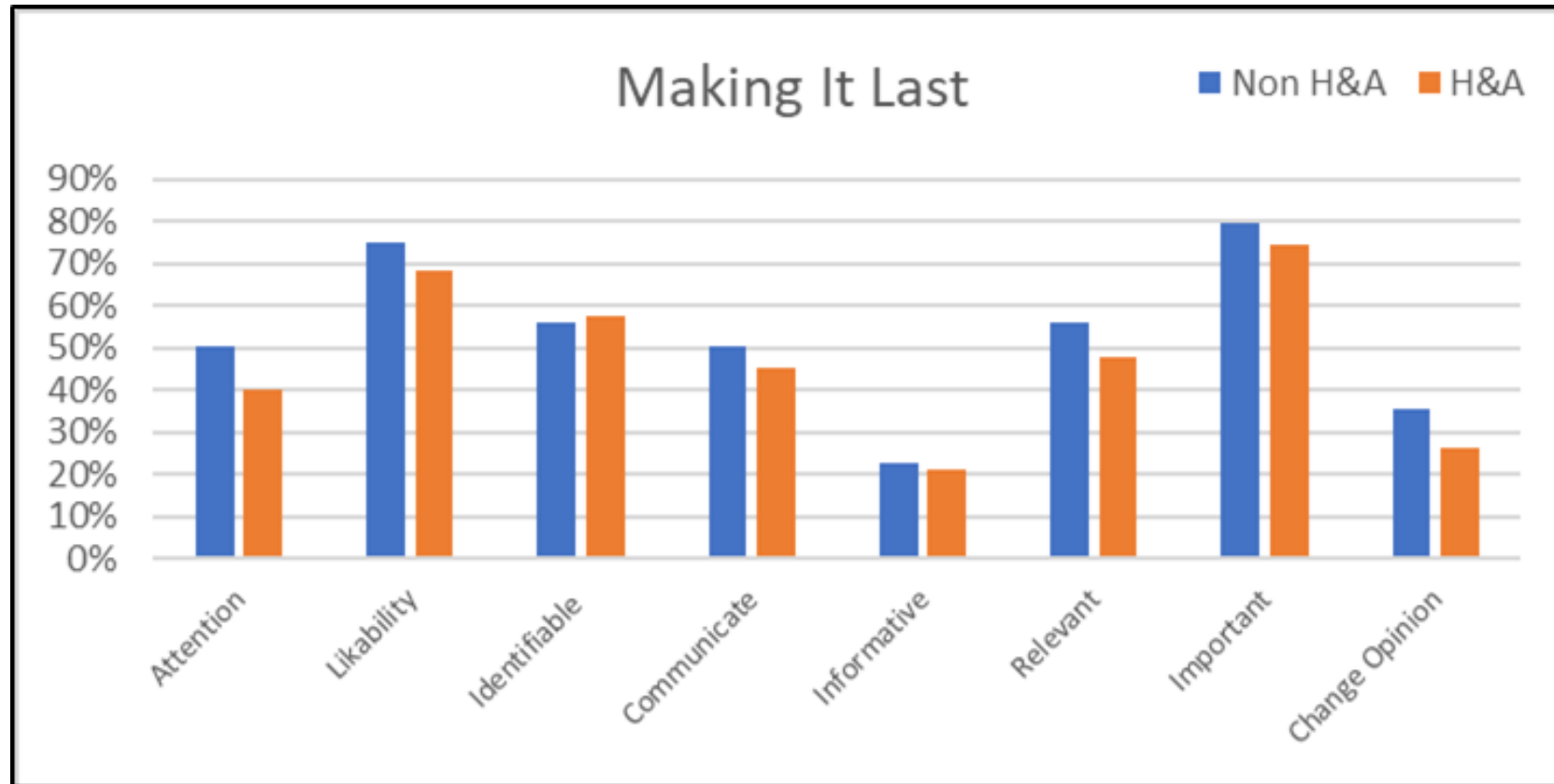
Georgia



New Jersey

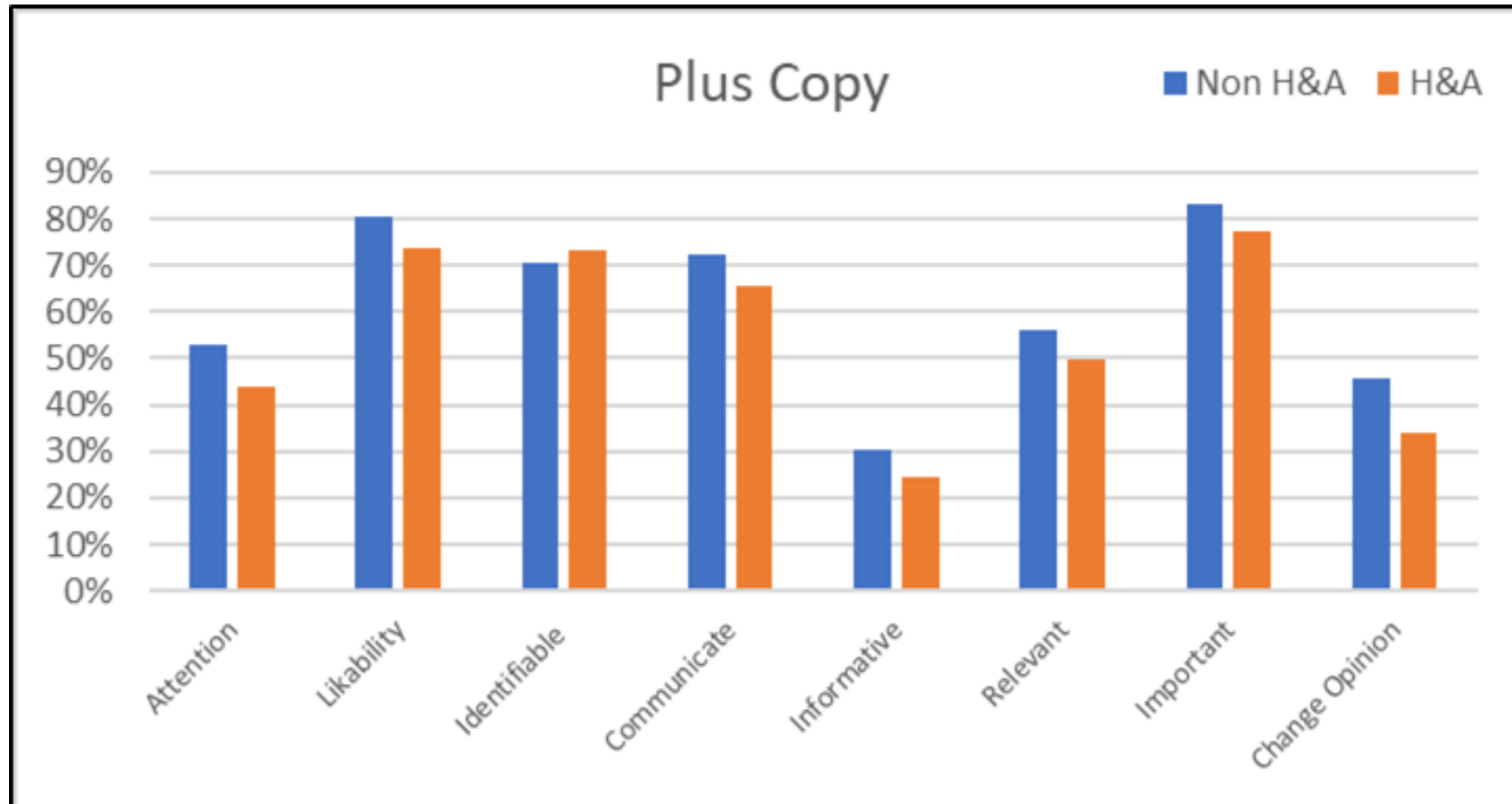


Hunters/Anglers & Non-Hunter Anglers



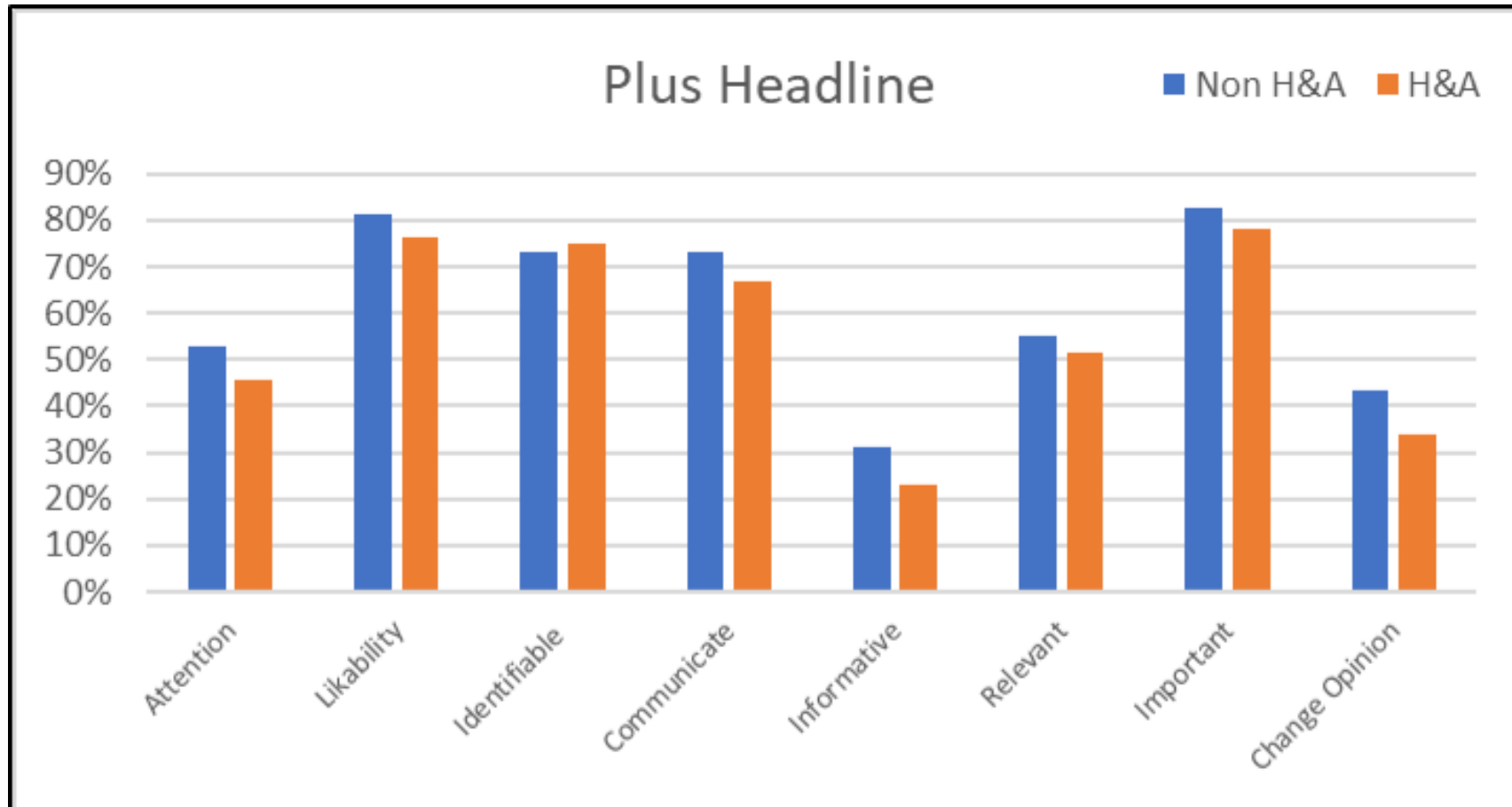
- Average of 7 states results
- Very little difference
- Non-H&A slightly more positive results

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Tagline, Copy and Headline Performed Very Well

- **Captured attention:** 47% lowest state to 65% highest state
- **Is likable:** 70% to 83%
- **Is identifiable:** 61%-86%
- **Communicates purpose/achievements:** 59%-81%
- **Is informative:** 11%-55%
- **Is relevant:** 34% to 66%
- **Depicts issues important to me:** 66% to 86%
- **Improved my opinion of my F&W agency:** 32% to 51%

The Power of the “Making It Last” Campaign

- Positive campaign results with broad consistency among test states
- Key learning to provide context and information about the work agencies do or what they have made possible in the creative
- Launched the updated toolkit to provide all states with the template and helpful guidelines to simplify the execution of the campaign regardless of budget



The Power of the “Making It Last” Campaign

- The Steering Committee members are available to assist wherever possible:
 - California
 - Colorado
 - Georgia
 - Nebraska
 - New Jersey
 - Tennessee
 - Texas
 - Utah
 - Virginia
 - Wyoming



Toolkit

Now available online on the
AFWA website.

MakingItLast.org



Next Steps

- Toolkit distribution
- Implementation
 - Multistate Grant

