



**MISSISSIPPI DEPARTMENT OF
WILDLIFE, FISHERIES, AND PARKS**

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Program Name: Making It Last Campaign for Mississippi Department of Wildlife, Fisheries, and Parks (MDWFP)

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Program Goals and Objectives: We want to increase awareness of the work MDWFP does caring for the state's wildlife and habitats to all Mississippians, whether they are avid sportsmen or not. The objective is to also promote understanding and importance of the wildlife, fish, and outdoors resources in the state.

Call to Action: We will be using "Click Here" and "Learn More" calls to action, which direct people to specific content pages concerning the work MDWFP does. Ex: Image of Black Bear Cubs during a Black Bear Den Check will direct the audience to learn more about the MDWFP Black Bear Program and its work over the years to restore the species' population in Mississippi.

Digital Target Audiences: We will utilize State Park customer information to create our targeted demographic and create a list of lookalikes to be targeted. We will also use Fishing and Hunting customer data to make an exclusion market. In addition, we will target males and females, ages 18 – 55, with families that have a wide range of outdoor interests, including recreational activities, wildlife viewing, hunting, fishing, camping, and more.

Toolkit Primary Audience Segmentation: We expect to engage a wide range of audiences but will focus on messaging and efforts toward Outdoor Enthusiasts, Families Outdoors, and Outdoor Excitement.

Paid Media Platforms Proposed: We will advertise on Facebook/Instagram, and Google Display.

Images and Graphic Treatment: We recently have been gathering more-boots-on-the-ground type imagery and will have to use some of the content for the first time via Making It Last. This included Fish Stockings, Bear Den Cub Checks, Educational Events at our Natural Science Museum, and many others. We also will utilize the images from our State Parks and include both scenery and activities that can be done there. Lastly, we will share some success stories by using photos of native wildlife and the work we have done to restore/improve their population and habitat. We also agree to follow the recommendations in the Toolkit in terms of graphic treatment and typeface.

See back pages for sample ads.

Proposed Ad Buys, Grant Allocation and Expected Outcomes:

Facebook/Instagram marketing — \$5,000 (Est. 27K-80K website clicks)

The focus will be on engaging our social media followers with messaging of the work being done to enhance and protect Mississippi's natural resources while also showing them how they can participate in and learn more about our outdoor heritage.

Programmatic display — \$15,000 (1.5 million impressions)

Utilizing programmatic display ads, we will connect with Mississippians throughout their online journey with messages that resonate across populations and certain demographic groups. Our targeted impressions will appear on mobile devices, tablets, and computers throughout an individual's online experience and direct them back to our website.

Total Estimated Impressions: 1.5 million +

Unpaid/Owned Media:

MDWFP Monthly Newsletter – 293,000 active contacts (Average Open Rate of 25%)

MDWFP will include the Making it Last campaign creative in sections of our Monthly Newsletter to build awareness among all of our subscribers.

MDWFP Season Update Emails – 173,000 active contacts (Average Open Rate of 27%)

MDWFP will include the Making it Last campaign creative in sections of our Season Update Emails with messaging about conservation efforts specific to that season.

Timeline: See below for Campaign Timeline and Description

June-July: Develop different demographic groups and generate creative messaging.

August 15: Begin campaign, optimizing throughout term of campaign to best yield results.

November 15: Campaign end date



MAKING IT LAST

STATE PARKS OFFER ACCESS TO A WIDE VARIETY OF OUTDOOR ACTIVITIES. MOUNTAIN BIKE TRAILS, ONE OF THE MORE RECENT DEVELOPMENTS OFFERED AT VARIOUS PARKS, WILL TAKE YOU ON A WINDING TOUR OF SOME OF OUR VAST NATIONAL FORESTS AND ALONG OUR SCENIC PARK LAKES. ALL OF THIS HAS BEEN MADE POSSIBLE BY OUR PARK STAFF AND THE MEN AND WOMEN THAT VENTURE THERE.



MAKING IT LAST

BLACK BEARS ARE ENDANGERED IN MISSISSIPPI, SO IN 2002 MDWFP ESTABLISHED A BLACK BEAR PROGRAM TO RESEARCH THEIR POPULATION. AT THAT TIME THERE WAS ESTIMATED TO BE LESS THAN 50 IN THE STATE, BUT NOW THAT NUMBER HAS MORE THAN TRIPLED.

MAKING IT LAST

FISHERIES BIOLOGISTS STOCK MISSISSIPPI'S WATERWAYS AND FISHERIES THROUGHOUT THE STATE TO SUPPLEMENT AND IMPROVE THE SPORTFISH POPULATION FOR ANGLERS TO ENJOY. OUR WORK HAS HELPED GENERATE QUALITY FISHING EXPERIENCES FOR ALL WHO SEEK TIME OUT ON THE WATER.



MAKING IT LAST



SHARING THE FUN AND EXCITEMENT OF FISHING WITH TODAY'S YOUTH IS JUST THE BEGINNING OF A LIFE LONG CONNECTION WITH MISSISSIPPI'S WATERS AND THE CREATURES THAT LIVE THERE.



MAKING IT LAST

MDWFP'S MUSEUM OF NATURAL SCIENCE IS WHERE CONSERVATION MEETS EDUCATION AND FUN. OFFERING A WIDE RANGE OF EXHIBITS AND EVENTS VISITORS HAVE THE OPPORTUNITY TO EXPERIENCE EVERYTHING WILD ABOUT MISSISSIPPI.



MAKING IT LAST

CLEAN WATER. BASS LOVE IT AND SO DO WE. CONSERVING MISSISSIPPI'S NATURAL RESOURCES IS OUR JOB AND WE TAKE IT SERIOUSLY BECAUSE WE WANT EXPERIENCES LIKE THIS FOR OUR FUTURE GENERATIONS.

