

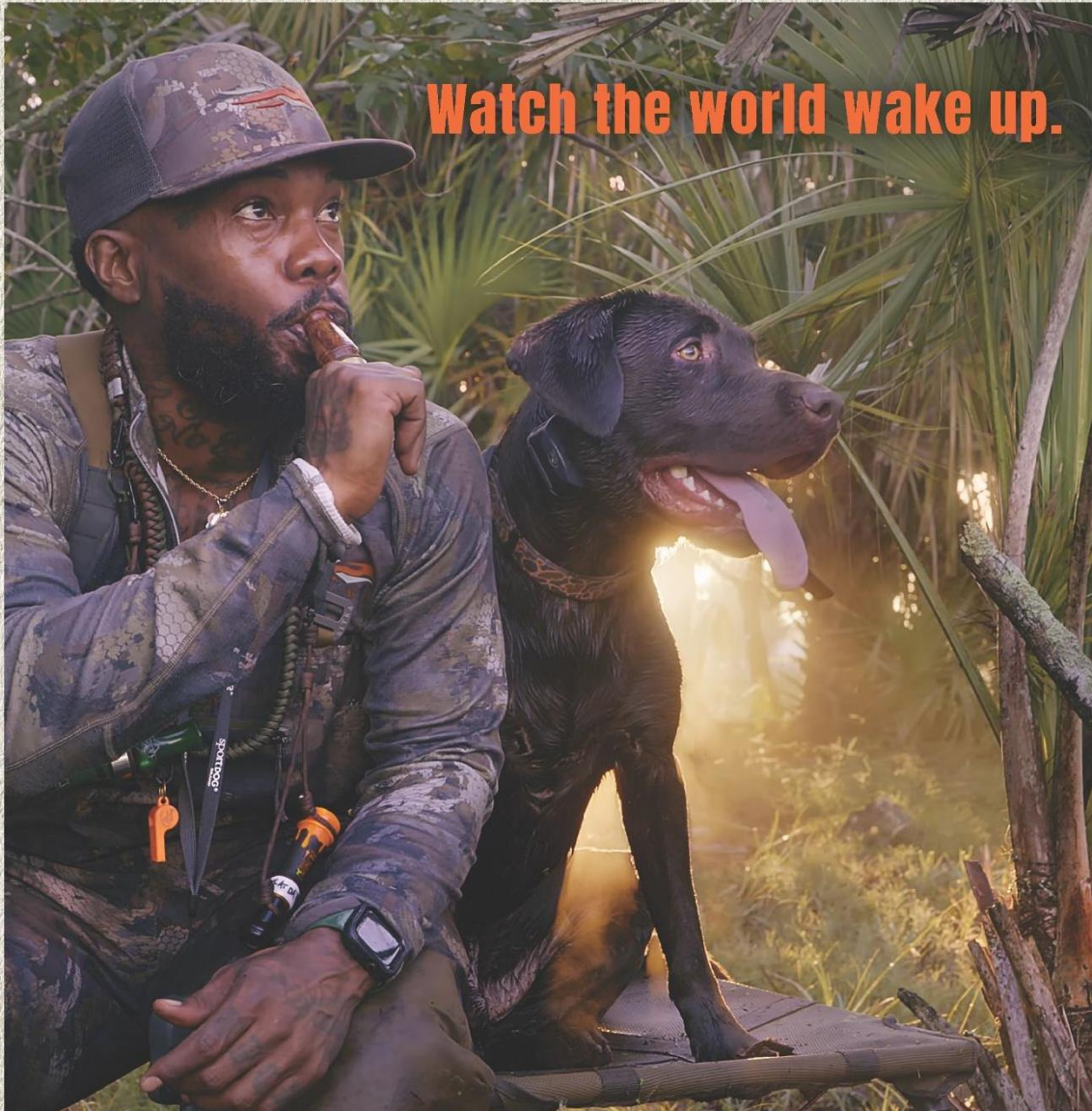


ACI R3 2021 MSCG Marketing Campaigns Report

Fish & Wildlife Foundation of Florida

1.5.23

Point of Contact
Michelle Ashton
mashton@wildlifeflorida.org



Like fishing, hunting is for early risers — those who find contentment and peace in getting out into nature early. But that's not all you'll find in wild Florida. From the Panhandle to the Everglades, we have some of the most accessible and affordable public hunting lands in the country. Six million bountiful and beautiful acres are closer than you think. So if you're already an early riser, rise to the exciting challenge of hunting today.

wildlifeflorida.org/world-wake



CONSERVING NATURE AND
OUR OUTDOOR HERITAGE

Campaign Overview

Our campaign had a rocky start; the original marketing vendor struggled with the concept of a diverse influencer and a lot of planning time was lost. However, we were able to quickly pivot to a prior videographer to take over the filming and relied on our relationships to identify the perfect influencer, Brandon Thompson. Brandon has a sizable following of 8,784 Instagram followers and 6,000 Facebook followers, is both an angler and avid hunter, is passionate about the project and charismatic on film, and, best of all, has an incredible hunting companion, Odie. We were able to film Brandon, get the video edited to several lengths for different formats and audiences, and launch the new webpage (wildlifeflorida.org/world-wake/) by our planned implementation date on September 1, 2022. In addition to the website, we completed all of our planned tactics, including social media posts and paid campaigns, eblasts, and creating an ad for paid media.

During the campaign, we did have unexpected competition in our messaging on our owned channels, namely fundraising for Hurricane Ian recovery, which impacted our metrics. However, we are incredibly proud of the content created by the campaign and plan to use it moving forward since it is evergreen. Also, FWC has approached us to leverage the creative to sell licenses. We are grateful for the relationship we've been able to build with Brandon as a result of the campaign and anticipate being able to partner together moving forward to increase the diversity of hunting in Florida.

Campaign Goal

Our goal was to create an influencer marketing campaign that recruited Florida anglers to try hunting. We used language and imagery that evoked a feeling that all people who love being outdoors can identify with rather than making a logical case for hunting. We also intentionally wanted a diverse influencer to showcase the inclusivity of hunting.

Metrics

Since our goal was to influence, measuring ROI based on revenue is not appropriate. Instead, we chose to measure impact based on engagement with the campaign.

- The campaign webpage had 14,793 pageviews from launch through December 31, 2022 with 13,406 users. The creative was also featured heavily on our homepage.
- Brandon's initial and most popular Facebook post featuring our campaign was posted on August 31, 2022 (one day before the official launch). Through December 31, it garnered 503 reactions, 128 comments, and 146 shares. His initial and most popular Instagram reel featuring the comment resulted in 17.9K views, 840 likes, and 77 comments.
 - When compared to his typical content, these posts performed much better. Most of Brandon's Instagram reels receive 1.7K-6.6K views. His Facebook posts typically receive around 150-200 likes.
- Our Facebook/Instagram campaign resulted in 1,643,456 views of the ad with a reach of 522,369 unique users. The campaign recorded 21,594 link clicks from the ad to the landing page on our website.
 - Our ads also garnered 3,659 reactions, 155 comments, and 354 shares across both platforms. We were able to invite users who reacted to the ads on Facebook to follow our page permanently, which resulted in a spike of new followers. The two months prior to the campaign launch saw a 2.12% and 2.17% percent increase in followers respectively, but spiked to 3.07% the month the campaign launched, followed by 2.43% the following month.
- Our YouTube videos of the campaigns garnered a collective 275,926 views.

- Our eblast dedicated to the campaign's launch had a 47.9% open rate (17,822 readers) and a 0.8% click rate (289 readers). It was also included in monthly eblasts from September through December that had nearly 50% open rates.
- *Florida Sportsman* has a circulation of more than 70,000 that perfectly aligns with our target audience. We were also able to send an eblast for their newsletter subscribers with a 80.2% open rate and 0.87% click rate.

Call to Action

The call to action in all our messaging was to visit our webpage, which had resources for new hunters to be able to easily navigate information that can sometimes be overwhelming (what season is it, where can I hunt, what type of license do I need, who can teach me, etc.) in a dynamic way.

Future Efforts


We have integrated this campaign into our communications plan and intend to use the creative moving forward since it supports a key pillar of our mission. We also anticipate FWC using the creative, and they have already reached out to Brandon about additional partnerships.

Target Audiences

Our audience was Florida anglers who are open to hunting but haven't tried it yet. We were also targeting diverse anglers who might not have previously seen themselves represented in hunting campaigns (women, people of color, younger).

Images and Graphic Treatment

We have shared a clip from the video on the cover page. Below is a screenshot of the eblast and webpage.





Dear Friend of the Foundation,

Like fishing, hunting is for early risers — those who find contentment and peace in getting out into nature early. But that's not all you'll find in wild Florida. From the Panhandle to the Everglades, we have some of the most accessible and affordable public hunting lands in the country. Six million bountiful and beautiful acres are closer than you think. So if you're already an early riser, rise to the exciting challenge of hunting today.

Sincerely,
 Michelle Ashton
 Director of Communications

[BEGIN YOUR WILD FLORIDA ADVENTURE](#)

f t @

Assets / Paid Placements

We shared the print ad in a previous section. Below is the *Florida Sportsman* eblast.

Watch the world wake up.



Like fishing, hunting is for early risers — those who find contentment and peace in getting out into nature early. But that's not all you'll find in wild Florida.

Florida's Everglades is the Everglades, an environment of the most accessible and affordable public hunting lands in the country. Six million bountiful and beautiful acres are closer than you think. So if you're already an early riser, rise to the exciting challenge of hunting today.

Have you hunted recently?

YES NO

0 2 3 4 5

Six million acres of hunting land

Florida has one of the largest systems of public hunting lands in the country as measured in acres.

The FWC uses its scientific expertise to manage Florida's wildlife resources to make sure every rabbit, quail, dove, owl and hunting opportunity is sustainable.

The bottom line is that a diversity of species to pursue these lands to include quail, doves, wild geese, and waterfowl are supported by the state and local government, such as quail, doves, wild geese, and waterfowl.

As long as there have been people, there has been hunting.

A tradition rooted across the nation, they used to hunt for food. Thanks to Duke Bassett and hunters like him, we've preserved the natural resources, so we can continue to hunt with open spaces and beautiful wildlife.

You can continue this legacy in Florida by purchasing our "deer tag" license plate.

The help us raise money to maintain, improve public hunting lands and keep hunting wild for future generations.



HUNTING TIP: DUCK

When you're out in the field, it's important to have a plan for what you're going to do if you get stuck. Duck hunting is a great way to get out into nature and enjoy the outdoors. Make sure you have a plan for what you're going to do if you get stuck. Duck hunting is a great way to get out into nature and enjoy the outdoors.

[VIEW ALL TIPS](#)



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[Start your wild Florida adventure](#)

Social Media Placements



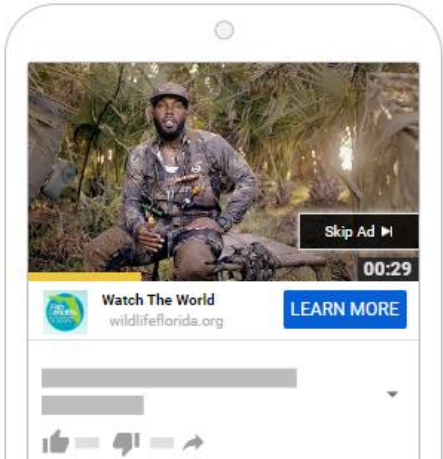
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So if you're already an early riser, rise to the exciting challenge of hunting today.


WILDLIFEFLORIDA.ORG
Watch the World Wake Up [Learn more](#)






Watch The World
wildlifeFlorida.org [LEARN MORE](#)

Social Media Feedback



 **John Sertel**
Love this post!! Keep gettin the birds!
[Like](#) [Reply](#) 3w 



 **How Far**
Watching the world wake up is why I do it! Everything else is a bonus
[Like](#) [Reply](#) 2w


 **Rachel Crosby**
Best ad ever! 
[Like](#) [Reply](#) 4w



 **Matt Fulcher**
This is such a good ad   2
[Like](#) [Reply](#) 3w



 **Ronnie Hutchison**
Watching the world wake up. Very well said.
[Like](#) [Reply](#) 16w  7



 **Jacqueline Campbell**
We been doing it our entire life now the next generation are enjoying it also
[Like](#) [Reply](#) 4w  4


 **Patrick Coleman**
That's awesome!  3
[Like](#) [Reply](#) 17w

 **James Sanders**
Much support and appreciation.....
[Like](#) [Reply](#) 2w

 **Betty Roe**
Love our state of Florida
[Like](#) [Reply](#) 7w  6

 **Terrence Robertson**
Florida is Beautiful 
[Like](#) [Reply](#) 2w

 **Tim Jobe**
Outstanding 
[Like](#) [Reply](#) 15w

 **Johnny Jackson**
Nothing like the outdoors, woods,water, etc sitting in that deer stand and running coon dogs are my FAVORITE!!
[Like](#) [Reply](#) 2w 