



Making it Last - Louisiana

Campaign Goal: Increase awareness of LDWF's role in caring for and managing wildlife and habitats. This will be a 3-month campaign beginning in the summer of 2020, using imagery of our staff conducting biological work, the public engaged in outdoor activities, and some shots of species that demonstrate conservation success stories from our agency.

Metrics: We will use metrics from our social platforms such as impressions, engagements, likes, comments, shares, and clicks as well as google analytics from our microsite such as visits and session duration.

Call to Action: Viewers will be asked to click through to our [Making it Last](#) landing page. This webpage includes a gallery of images and videos used in our campaign (plus maybe a few extras), plus information about the wide array of conservation work we provide for non-consumptive users. It will also provide information about how visitors can help contribute/fund our efforts.

Landing page: <https://www.wlf.louisiana.gov/page/making-it-last>

Digital Target Audiences:

1. *Outdoor Enthusiasts*. This audience has a strong love for the outdoors and is concerned about the environment and its importance to future generations. Because this group is interested in many non-consumptive activities, they are an excellent target for our campaign. The age group is 18-45 and split 50/50 male/female.
2. *Family Outdoors*. This audience is active and motivated by making memories with family in the outdoors. They enjoy gardening, swimming, arts and crafts, and visiting state/national parks. This group is 60% male and 40% female, and ages are between 35 and 54.

Toolkit Primary Audience Segmentation:

Outdoor Enthusiasts and Family Outdoors

Paid Media Platforms Proposed: Facebook and Instagram

Images and Graphic Treatment: We intend to follow AFWA guidance so that 50% of our images represent staff (boots on the ground conservation work), 15% -35% are Wildlife/Fisheries, and 15% - 35% represent Outdoor activity. We will follow recommendations in the toolkit in terms of graphic treatment and typeface.

Proposed Ad Buys, Grant Allocation, and Expected Outcomes:

- Facebook and Instagram (\$17,250), the estimated number of impressions are 1.5 - 2M.
- Engage Outdoor enthusiasts in Louisiana with a campaign featuring our conservation efforts. Emphasis to be placed on non-hunters and non-anglers.

Total Investment: \$17,250 (Balance to marketing agency)

Hashtag:

#MakingItLast will be included in the text of our social post.

Unpaid/Earned/Owned Media

• **Louisiana Conservationist Magazine:** LDWF will include a half-page ad (full-page if we can make the space) in the fall issue of our quarterly magazine. Estimated Impressions: 25,000

• **Emails:** LDWF plans to send targeted emails to individuals who have subscribed to our 'Conservation' news list. This is a list of subscribed non-consumptive users. Estimated Impressions: 20,000

• **Website:** <https://www.wlf.louisiana.gov/page/making-it-last>. Estimated impressions: 70,000

• **Social:** Existing Facebook and Instagram accounts.

Links to sample ads:

https://www.dropbox.com/sh/qlymn4bxy1825dp/AACJZTjrAo_kJEa2m_rLH4o5a?dl=0