Making It Last
Campaign and Toolkit

Conserving Colorado.

Colorado Parks and Wildlife biologists search for Colorado’s state fish, the paddlefish, a threatened species, 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 like outside.

Becoming More Relevant in a Changing World

Conserving Colorado’s state parks, wildlife and outdoor lifestyle. Live like outside.
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.
  • Güd 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?

• Güd 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?

• Güd 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.
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
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
Hunters/Anglers & Non-Hunter Anglers

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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

Wildlife Great and Small

Examinining the wing of a big brown bat during a bat mist netting and radio telemetry study. New Jersey is home to nine different species of bats, and whether you live on a farm, in the forest, along the shore or in a city, bats are most certainly close by. The Division of Fish and Wildlife wants to keep it that way by maintaining NJ’s rich variety of fish and wildlife species at stable, healthy levels and to protect and enhance the many habitats on which they depend.
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