



Making It Last Campaign Plan for Vermont Fish & Wildlife

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Campaign Goal: After reading the toolkit, please describe the goal of your campaign. Describe proposed timing and images to be used.

Our goal for this campaign is to raise awareness of the work the Vermont Fish & Wildlife Department (VFWD) does to care for the state's wildlife, fish, plants, and their habitats and why this work is relevant to all Vermonters.

The campaign will run for an eight-week period, beginning the week of July 13 and ending the first week of September.

Images will include examples of the state's wildlife, especially nongame species, fish, and staff working with wildlife and/or people. As available, video of wildlife and/or staff doing their work will be used. The objective is to demonstrate the diversity of the work we do and how it benefits conservation and our quality of life in Vermont.

We plan for some of our creative assets to highlight the department's work to improve water quality through wetland and riparian protection and improve wildlife habitat on public lands as well as on private lands by working with landowners. Water-quality and habitat loss were identified by Vermonters as the most important fish and/or wildlife issues in Vermont in a recent survey (*Vermont Department of Fish and Wildlife Media and Communications Survey-2018*).

Metrics: How will you measure activity that relates to your goal?
This might include brand awareness, impressions, engagement, click-throughs, swipe-ups, sentiment and so on.

- **Impressions:** The number of times the ads were on screen.
- **Engagements:** The total number of actions that people took involving the ad including:
 - **Likes:** The number of likes on the post as a result of the ad.
 - **Comments:** The number of comments on the ad.
 - **Shares:** The number of times the ad was shared, including shares on personal pages, "friends" timelines, in groups and on other business pages.
 - **Click-through rate:** The measure (%) of how many people who view the post click through to our website.

Call to Action: Please describe what you will ask people to do following contact with your ad. This might be click here, visit a landing page, etc. What will they see when they take the action.

Ads will include a Learn More/See More CTA and link to our website, the landing page dependent upon the subject of the ad. The landing page may be an existing page or new (as content is developed) that is relevant to the content of the ad. All landing pages will be branded with the Making It Last logo and include links to related web content for further reading/exploration.



Digital Target Audiences: Please indicate your planned targeting demographics. Age, gender, wide range of outdoor interests, micro-targeted outdoor interests, families etc.

We'll target men and women in Vermont in the age groups of 18 – 24, 25 – 54 and 35-54 who show an interest in the following activities:

hiking, bicycling, birdwatching, camping (car, backyard, backpacking, & RV), fishing, boating, canoeing/kayaking, running/jogging/trail running, golfing, gardening, skiing/snowboarding, snowshoeing, wildlife viewing, and wildlife photography. In addition to specific activities we will also target interests including outdoor enthusiasts, outdoor recreation, nature, ecology, natural environment, wildlife, wildlife conservation, and endangered species.

Toolkit Primary Audience Segmentation: Choose from Outdoor Enthusiasts, Families Outdoors, Affable Adventurers, Outdoor Excitement and/or Dabblers

Primary – Outdoor Excitement (Adults, ages 25-54; 50% female /50 % male – estimated 232,083 people)

Secondary - Outdoor Enthusiasts (Adults, ages 18-24; 50% female /50 % male – est. 212,939 people)

Family Outdoors (Adults, ages 35-54; 40% female / 60% male -estimated 160,000 people)

Geo – Statewide with emphasis in most densely populated counties: Chittenden, Rutland, Washington, Windsor, Franklin, Windham, and Addison counties (465,820 people – 75% of state's population)

Paid Media Platforms Proposed: Facebook, Instagram, Snapchat, Google Display, YouTube Bumper ads.

We plan on using Facebook, Instagram, and Google display paid media platforms.

Images and Graphic Treatment: Discuss your intention to follow guidance so that 50% of your images represent Staff (boots on the ground conservation work), 15% -35% are Wildlife and 15% - 35% represent Outdoor activity. Note your agreement to follow recommendations in the Toolkit in terms of graphic treatment and typeface.

We want to highlight the staff and individuals behind the department – put a human connection to our work – and intend to follow, as much as possible, the recommendation that 50% of the images include FW staff, with the balance split between wildlife and outdoor activity images. If we use video, we will be featuring staff in F&W apparel. We will follow the graphic styles outlined in the Toolkit.

Proposed Ad Buys, Grant Allocation and Expected Outcomes:

- Facebook & Instagram (\$17,000)
 - o Engage Vermonters who have shown an interest in outdoor recreation and/or natural resources with images and video series showing F&W staff in the field with wildlife/fish/plants they study. Ad copy will contain testimonial from biologists or text that speak to our themes of conservation work, species highlights, and how this work impacts those who value our natural resources, encouraging further engagement with our website.
 - o Estimated impressions: 2,800,000

- Google Display (\$3,000)
 - o Example: Utilize responsive display ad series to provide variety in messaging about VTFW’s conservation efforts with images of staff working with species the public consistently shows interest in bats, beaver, bear, and other species that don’t begin with the letter “b.” Images will be heavily branded with F&W and MIL treatments and will link to a corresponding landing page.
 - o Estimated Impressions: 2,250,000

Total Investment: \$20,000

Total Estimated Impressions: 5,050,000

Unpaid/Owned Media:

Fishing and Hunting Guides and Regulations: VFWD will include print ads in both publications featuring Making It Last campaign branding and messaging. Audience is primarily hunters and anglers. Estimated impressions: 150,000

2021 Fish and Wildlife Calendar: VFWD will include Making It Last branding in our printed calendar. Audience is the general public and state legislators. We print a small run of 2,000.

Emails: VFWD will include Making It Last campaign branding in our weekly email blasts with relevant content. Audience is primarily people interested in fish and wildlife-related recreation, conservation efforts and news from the department. Estimated impressions: 60,000

Social Media: VFWD will run the branded Making It Last ads as organic posts on our Facebook and Instagram accounts. Audience demographics for Facebook show a large majority are under the age of 44 and almost half are women. Estimated impressions: 400,000

Example Ads



Vermont Fish & Wildlife
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Black bears indicate healthy habitat that can support many other important species. Read more about living with black bears ...See More



VTFISHANDWILDLIFE.COM/BEA...
#MakingItLast with Vermont's Black Bears

LEARN MORE

<https://fb.me/bLvh5aLUVlfgd6>

Full Text:
Black bears indicate healthy habitat that can support many other important species. Read more about living with black bears in Vermont and our efforts on #MakingItLast for future generations.

Links to:
<https://vtfishandwildlife.com/learn-more/living-with-wildlife/living-with-black-bears>

Vermont Fish & Wildlife
Sponsored · 🌐

White nose syndrome almost wiped out our bats but we're seeing a promising rebound! Are you #MakingItLast with Vermont's ...See More



VTFISHANDWILDLIFE.COM/BATS
#MakingItLast with Vermont's Bats

LEARN MORE

<https://fb.me/1RNMsHEKYJwGYQv>

Full text:
White nose syndrome almost wiped out our bats but we're seeing a promising rebound! Are you #MakingItLast with Vermont's bat populations? Join the effort!

Links to:
<https://vtfishandwildlife.com/learn-more/living-with-wildlife/got-bats>