

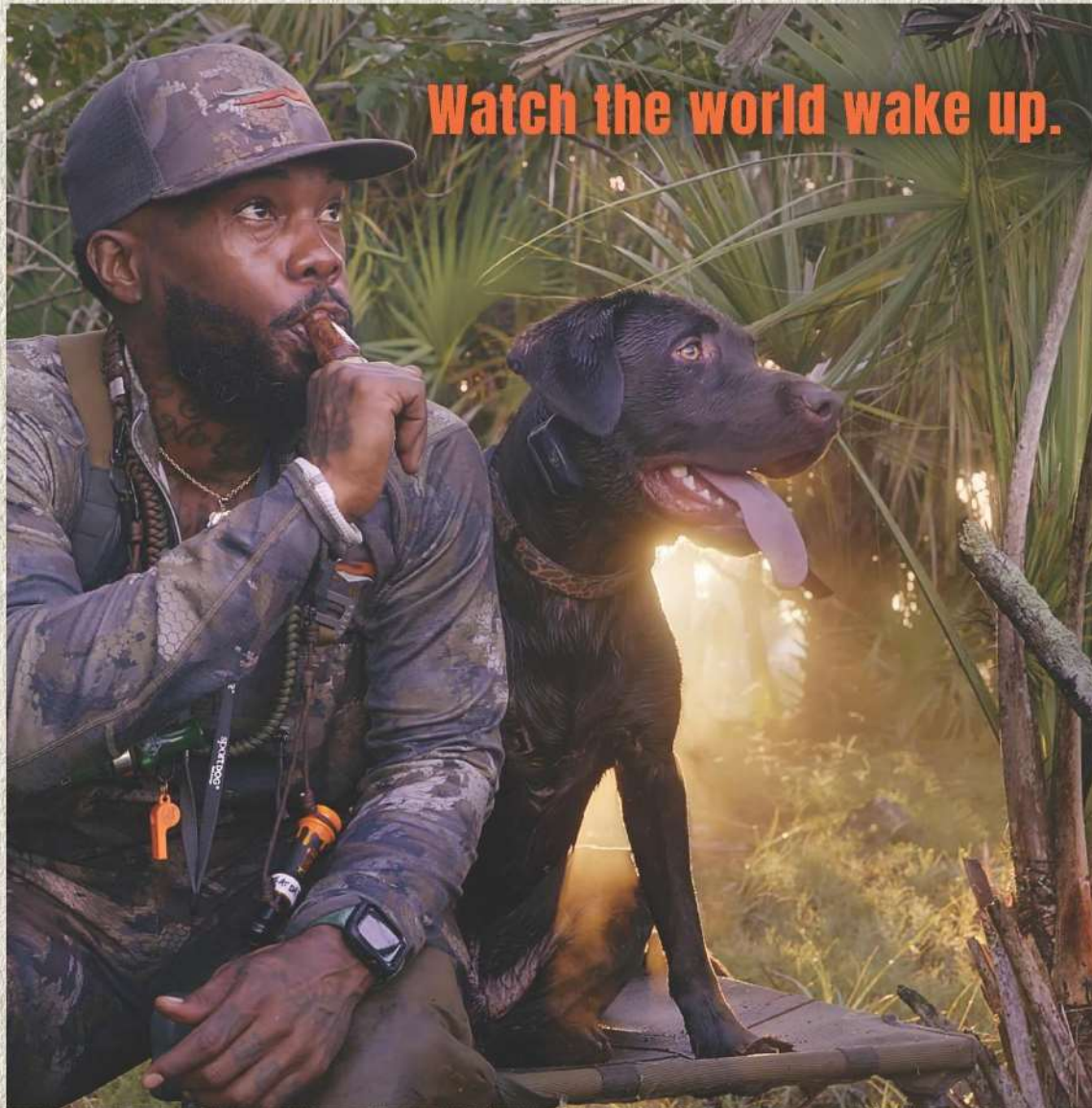


ACI R3 2021 MSCG Marketing Campaigns Report

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.

wildlifefflorida.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.**



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Have you hunted recently?

YES NO

0 2 3 4 5

Six million acres of hunting land

Florida has some of the largest systems of public hunting lands in the country at over 6 million acres.

At FWF, we're committed to ensuring Florida's public hunting lands are well-managed and available to all. We'll be working to make sure our state's public lands are well-maintained and available to all.


The Florida State offers a variety of options to purchase hunting land, from large tracts to small parcels. We'll be working to make sure our state's public lands are well-maintained and available to all.

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

A million years ago, they roamed Florida's land. Thanks to today's hunters and anglers, the Florida's natural resources are well-maintained and available to all.


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

The only way to help us, restore public hunting lands, and track hunting safety is to buy a deer tag.



HUNTING TIP: DUCK

Hunting season is here in Florida and it's time to get out there. The Florida Sportsman has a variety of tips to help you get the most out of your hunt. Check out our "Hunting Tips" section for more information.



[VIEW ALL TIPS](#)



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[Start your wild Florida adventure](#)

Social Media Placements

 **Fish & Wildlife Foundation of Florida**
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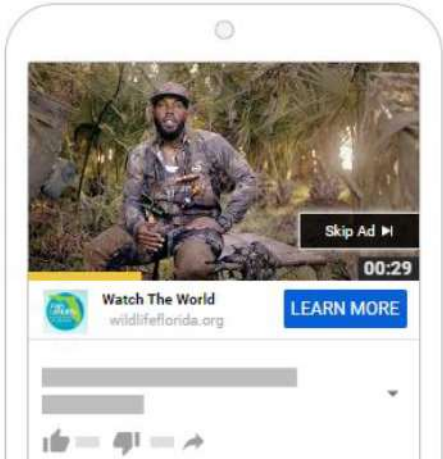
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WILDLIFEFLORIDA.ORG
Watch the World Wake Up [Learn more](#)



00:29

[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

Like Reply 3w



Ronnie Hutchison
Watching the world wake up. Very well said.

Like Reply 16w



Jacqueline Campbell
We been doing it our entire life now the next generation are enjoying it also

Like Reply 4w



Patrick Coleman
That's awesome!

Like Reply 17w



James Sanders
Much support and appreciation.....

Like Reply 2w



Betty Roe
Love our state of Florida

Like Reply 7w



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

