



ACI R3 2021 MSCG Marketing Campaigns Report
Kentucky Department of Fish and Wildlife Resources
1/24/2023

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Campaign Overview

The Kentucky Department of Fish and Wildlife Resources (KDFWR) and Bandy Carroll Hellige created a marketing campaign with raw photos and videos from a previous female only photoshoot, that was funded by the Kentucky Department of Fish and Wildlife Resource's R3 branch budget.

The marketing campaign focused on evaluating the differences between small game and deer hunting ads within the female hunter audience of Kentucky. This campaign provided the opportunity for females of all backgrounds, diversity, and body image to be represented. Click through rates, reach, impressions, webpage visits, and license revenue estimate based on campaign performance were used as metrics to measure success of this campaign.

Due to unforeseen legislative policy, we had to shift the grant plan from geofencing and behavioral targeting to Meta and YouTube spending.

Campaign Goal

The campaign funded digital ads to promote squirrel and deer hunting among female audiences in Kentucky. The goal was to drive and increase website traffic on "Learn to Squirrel Hunt" and "Learn to Deer Hunt" pages through paid social media campaigns and ultimately the purchase of a hunting license.

Metrics

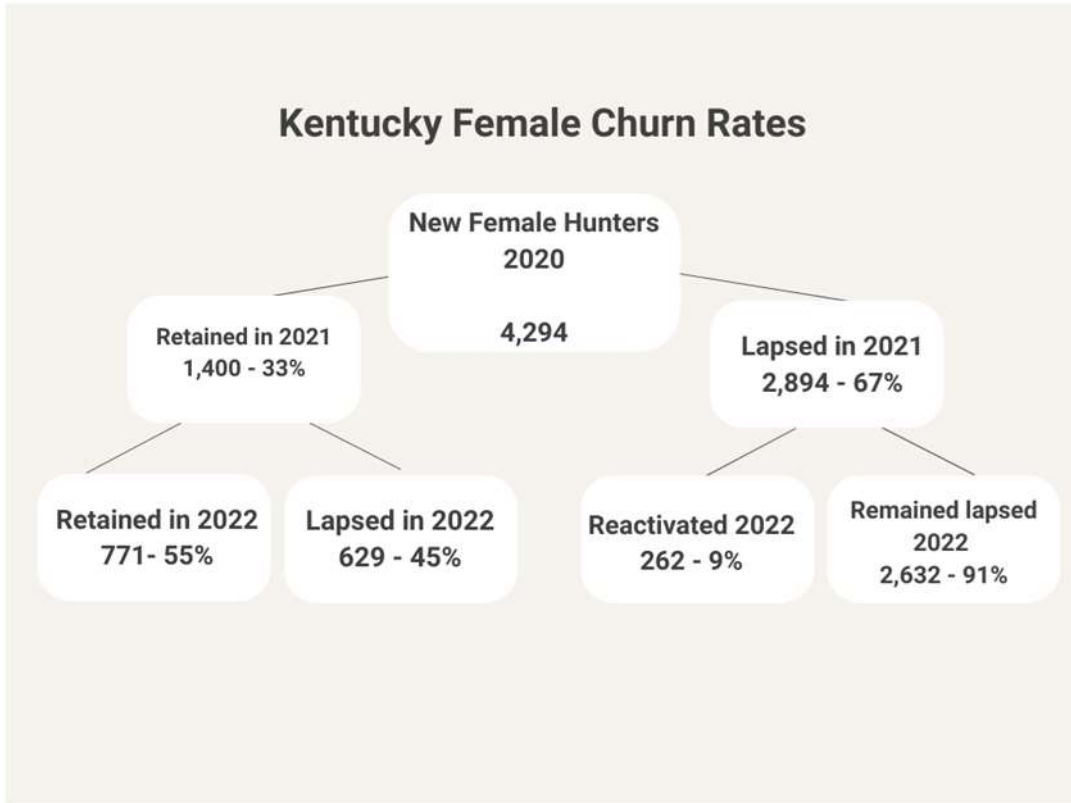
Click through rates, reach, impressions, and webpage visits were used as metrics within this campaign. Both squirrel and deer hunting campaigns had a combined rate of 6.7 million impressions. Overall, both campaigns had very similar results. The female deer ads had slightly higher clicks on Meta and YouTube platforms, whereas squirrel ads had slightly higher webpage traffic. Other metrics include license revenue estimate based on campaign performance, landing page visits, and Kentucky female churn rate. There were 2,382 licenses sold to new female hunters during the duration of the campaign. An estimated revenue of \$130,223.94 was generated from the campaign performance from September 19 - November 11, 2022. In additionally the Kentucky female churn rates are listed below in the following flow chart. There were 771 new female hunting license buyers from 2020 who were retained in 2022 which generated an estimate of \$42,150.57 in revenue. In addition, there were 262 new female hunting license buyers from 2020 who were reactivated in 2022 which generated an estimate of \$14,323.54 in revenue.

Landing Page Visits

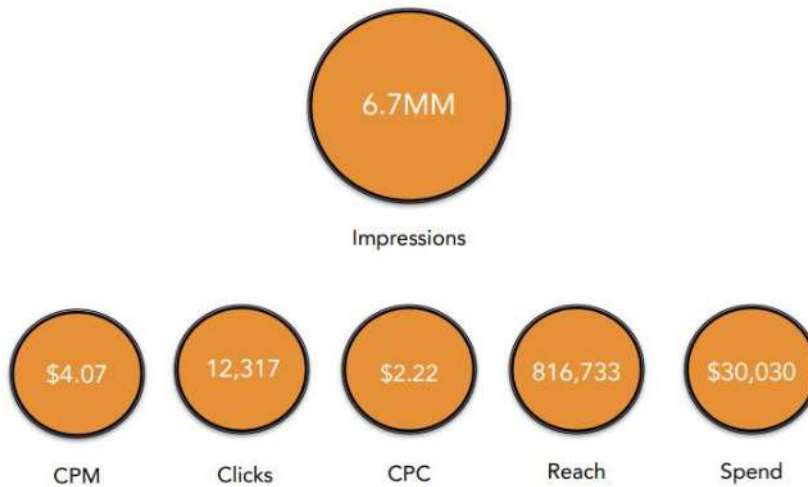
	Total	Unique
Deer Page http://fw.ky.gov/deer	1,959	1,782
Squirrel Page http://fw.ky.gov/squirrel	1,981	1,807

License Revenue Estimate Based on Campaign Performance

	# of license buyers	Revenue
New female hunters who bought a license	2,382	\$130,223.94

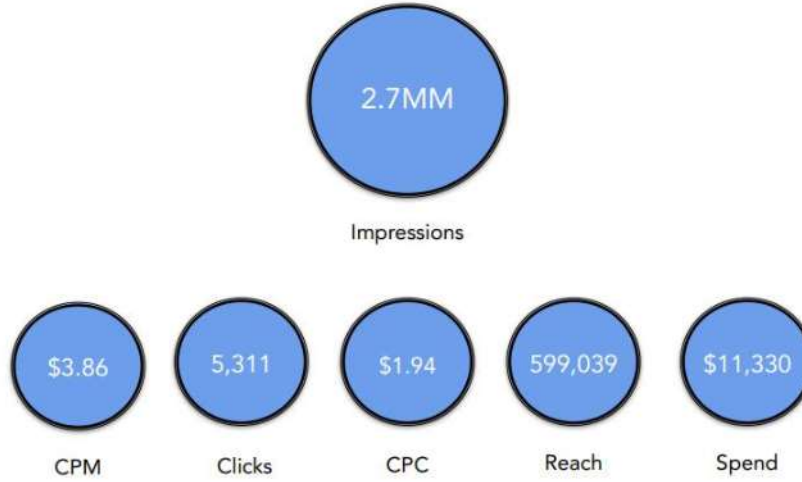


CAMPAIGN PERFORMANCE | COMBINED PERFORMANCE

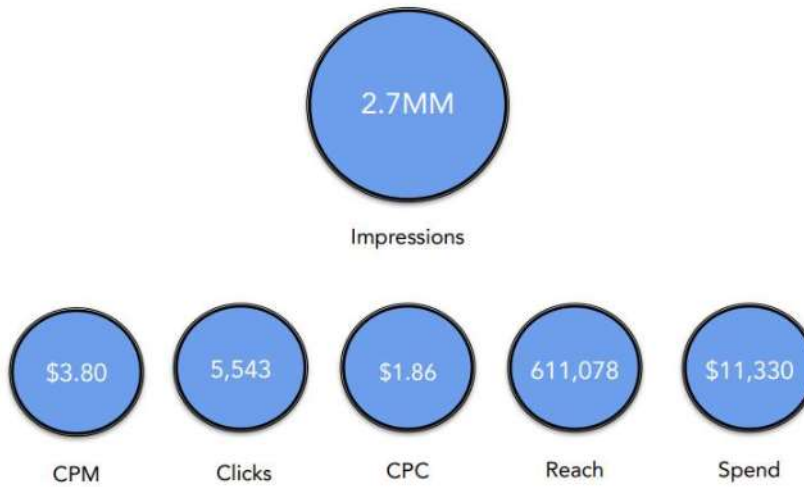




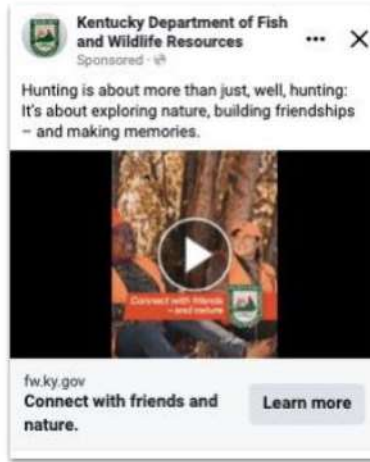
CAMPAIGN PERFORMANCE | META, Inc. - Squirrel



CAMPAIGN PERFORMANCE | META, Inc. - Deer

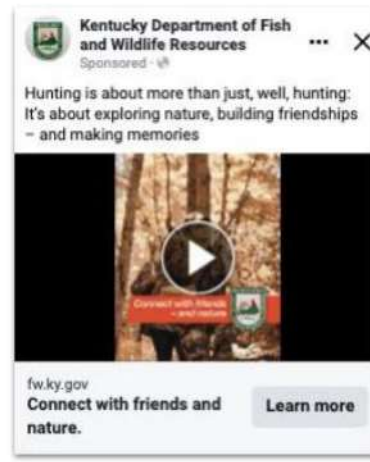


CAMPAIGN PERFORMANCE | Top Performing



Connect - Deer

Reach: 549,635

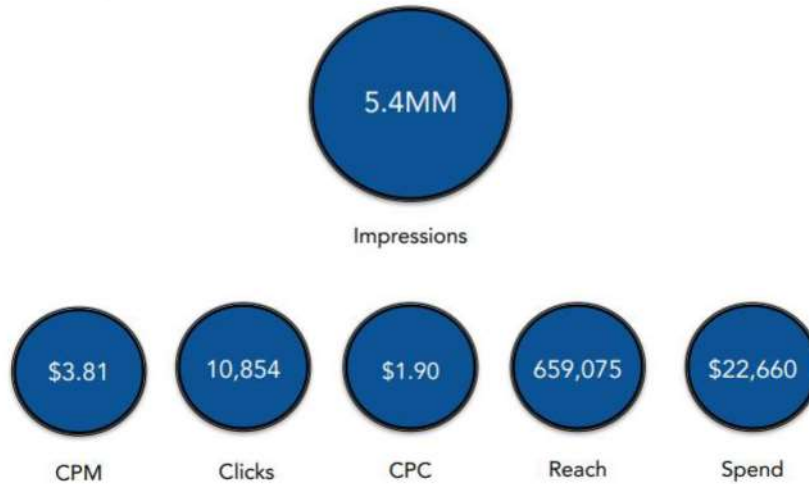


Connect - Squirrel

Reach: 549,635

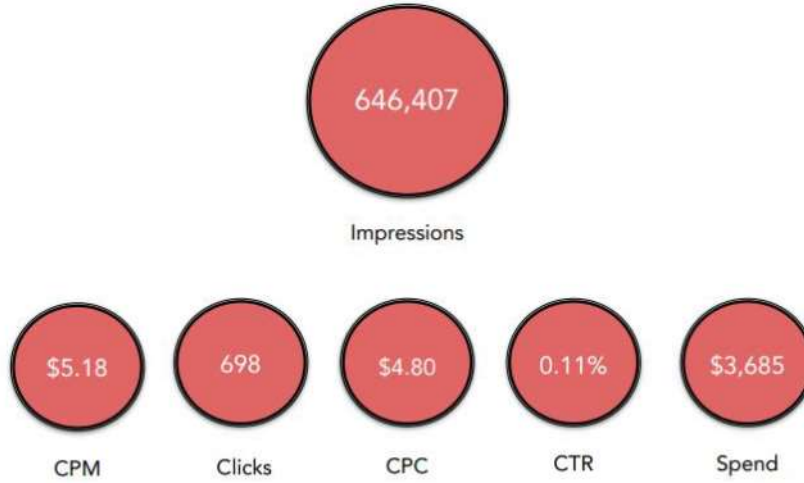


CAMPAIGN PERFORMANCE | META, Inc. TOTAL

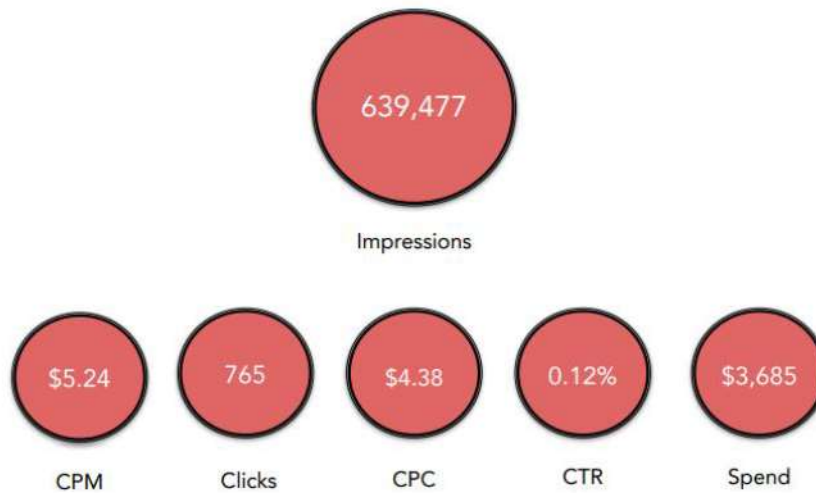




CAMPAIGN PERFORMANCE | YouTube - Squirrel



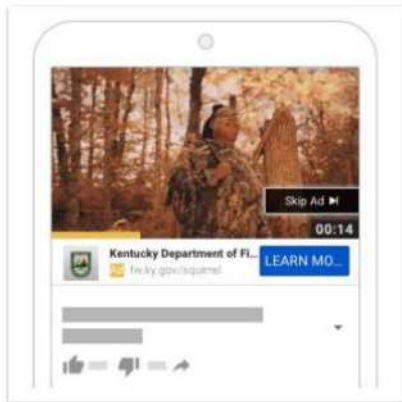
CAMPAIGN PERFORMANCE | YouTube - Deer





CAMPAIGN PERFORMANCE | Top Performing

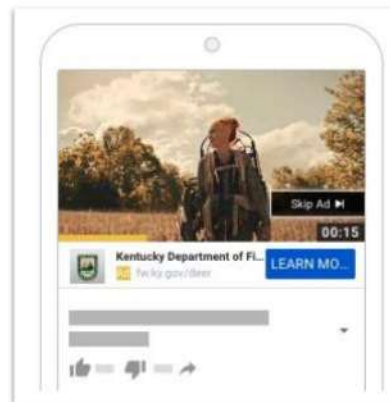
Squirrel



Find inner peace - on the inside

383,641 Imps.

Deer



Connect with your friends - and nature

330,960 Imps.

Call to Action

The YouTube and Facebook/Instagram ads directed users to click the “Learn More” button which linked to the Kentucky Department of Fish and Wildlife Resources “Learn to Squirrel Hunt” or “Learn to Deer Hunt” pages <http://fw.ky.gov/squirrel> or <http://fw.ky.gov/deer>. The landing pages are designed to guide new, current, and returning hunters by providing resources in a step-by-step process. Overall, the “Learn to Deer Hunt” page had 1,959 total visits and 1,782 unique visits. The “Learn to Squirrel Hunt” page had 1,981 visits and 1,807 unique visits.

There were four videos for YouTube ads for Squirrel that included two 15 second videos highlighting “Explore Beauty of your own back yard” and “Find your inner Peace Outside.” Also, the squirrel campaign included two 6 second videos “Where you find your inner peace” and “What are you hunting for.” There were four videos for YouTube ads for Deer hunting that included two 15 second videos based on “Connect with your friends-and nature” and “Invite a friend on a hunting trip.” Also, the Deer hunting campaign included two 6 second videos “Bring a friend hunting” and “Hunting is connecting with nature.”

Future Efforts

For Kentucky specifically a future effort would be to continue to retain and reactivate new female hunters from 2020-2022. We are currently looking at those churn rates and developing marketing efforts to reactivate the lapsed users. The social media campaign was successful regarding reach, impressions, and engagements. We will continue to market to women, especially using this campaign ethos and the assets created by Bandy Carroll Hellige for the campaign. We remain curious; if the grant funds were **not** split evenly between the two campaigns, what would our results be? As it stands, both campaigns yielded similar results. If we gave more funds to the squirrel campaign (or vice versa), would our data reflect the change in funds? While we are greatly anticipating the upgrade to our license database/dashboard, we must continue to market to the best our ability.

Target Audiences

The main target audience of this campaign was females aged 18-54 that live in Kentucky, with specific outdoor interests. Facebook and Instagram ads focused on an audience who had an interest in hunting in general, deer hunting, small game hunting, outdoors, camping, hiking, farmers markets, and new unique things to do with friends and family. Whereas YouTube ads focus on audience who had an interest in deer hunting and squirrel hunting.



Kentucky Women



Geographic:	State of KY
Demographic:	Female, A18-54
Psychographic:	Interest in Hunting overall; Deer Hunting; Small Game Hunting; Outdoors; Camping; Hiking; Farmer's Markets; New/Unique things to do w/ friends and family
Est. Reach:	3.1M - 9MM Deer 2M - 5.9MM Squirrel/Small Game





Kentucky Women




Geographic:	State of KY
Demographic:	Female, A18-54
Psychographic:	Interest in Deer Hunting, Squirrel Hunting
Est Reach:	199K Squirrel 237K Deer

Images and Graphic Treatment




Social Media


 Kentucky Department of Fish and Wildlife Resources
Sponsored · 

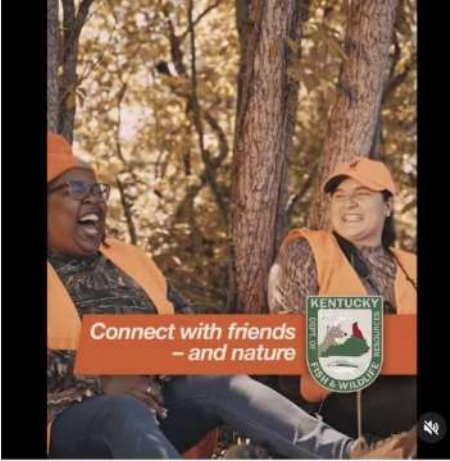
Remember what it's like to be on the hunt? No phones. No stress. Just nature and friends.








fw.ky.gov
Time to get back out there. [Learn more](#)

 Like  Comment  Share

 kyfishwildlife
Sponsored



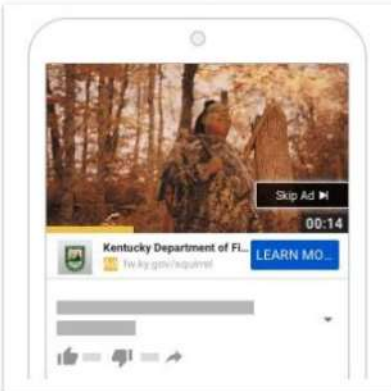
[Learn More](#) 

Liked by ciara_mist97 and 37 others

YouTube Ads

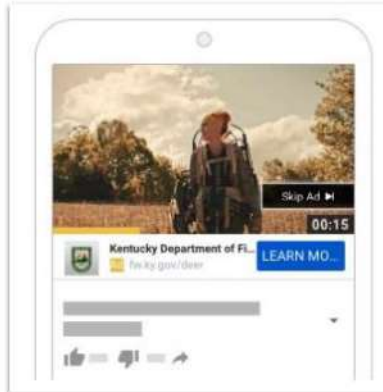
Squirrel



Kentucky Department of Fish and Wildlife Resources
fw.ky.gov/squirrel [LEARN MORE](#)

Find inner peace - on the inside

Deer



Kentucky Department of Fish and Wildlife Resources
fw.ky.gov/deer [LEARN MORE](#)

Connect with your friends - and nature





Assets / Paid Placements

Campaign Performance:





Tactic	Spend	Clicks	Impressions
Facebook/IG Deer	\$11,246.68	5,543	2.7 MM
Facebook/IG Squirrel	\$11,246.68	5,311	2.7 MM
YouTube-Deer	\$3,707.96	765	639,477
YouTube-Squirrel	\$3,707.96	698	646,407
Other Expenses			
Outside Production and Talent	\$1,073.38		
Creative Development and Direction, Brand Management, etc.	\$12,583.61		
Copywriting	\$2,795.00		
Video Editing	\$1,138.75		
KY Fish and Wildlife Administrative Fee	\$2,500.00		
TOTAL CAMPAIGN	\$50,000	12,317	6.7 MM

It is worth noting that 88 percent of the total audience watched the full length of the 6 second squirrel ads. This also held true with the 6 second deer ads. Less viewers watched the full 15 second videos for both the squirrel and deer ads; an average of 14% of viewers watched the entirety of the 15 second squirrel ads and an average of 14% of viewers watched the entirety of the 15 second deer ads.

Video Completion- Squirrel

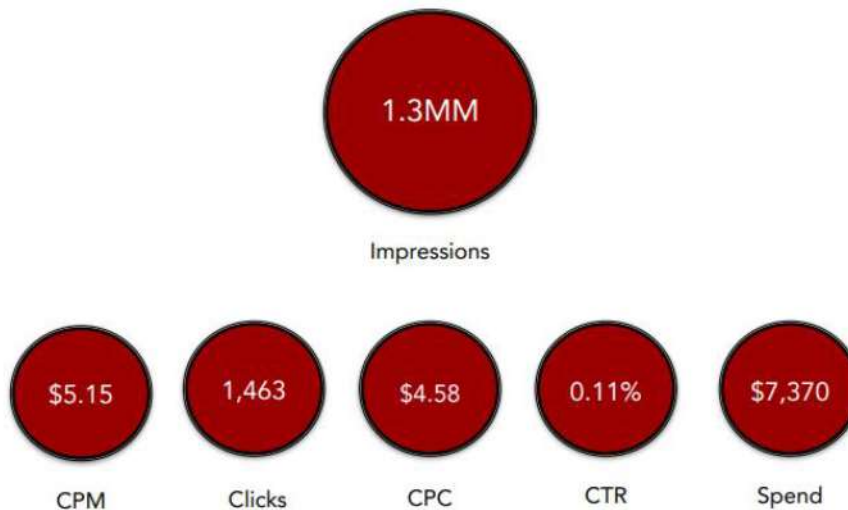
Video played to:					
Ad		25%	50%	75%	100%
Explore the beauty of your own backyard 0:15	Explore the beauty of your own backyard...15 	91%	86%	23%	12%
Find inner peace - on the outside 0:15	Find inner peace - on the outside...15 	96%	50%	24%	16%
Where will you find your inner peace? 0:06	Where will you find your inner peace?...06 	96%	93%	90%	88%
What are you hunting for? 0:06	What are you hunting for?...06 	96%	93%	91%	88%

Video Completion-Deer

Video played to:					
Ad		25%	50%	75%	100%
Connect with your friends -and nature 0:15	Connect with your friends - and nature_15  Learn more	96%	42%	22%	14%
Invite a friend on a hunting trip 0:15	Invite a friend on a hunting trip_15  Learn more	95%	55%	22%	14%
Bring a friend hunting 0:06	Bring a friend hunting_06  Learn more	95%	92%	90%	88%
Hunting is connecting with nature 0:06	Hunting is connecting with nature_06  Learn more	96%	93%	90%	88%



CAMPAIGN PERFORMANCE | YouTube TOTAL

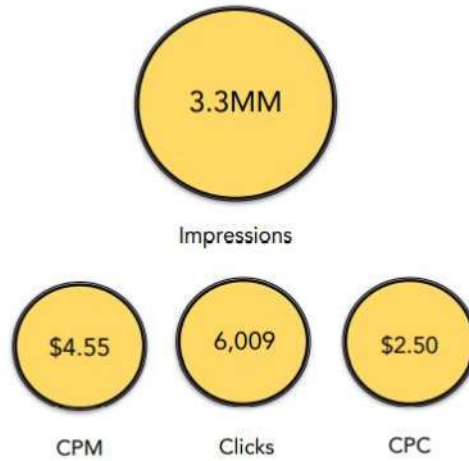




CAMPAIGN PERFORMANCE | COMBINED PERFORMANCE



SQUIRREL



CAMPAIGN PERFORMANCE | COMBINED PERFORMANCE



DEER

