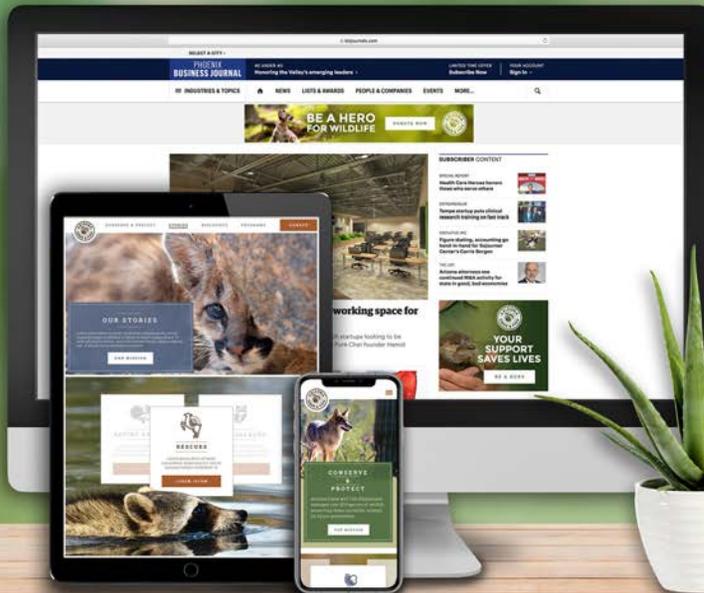




**PUBLIC AWARENESS CAMPAIGN
FY19 UPDATE
SEPTEMBER 21, 2018**



FY18 HIGHLIGHTS

- 40+ million digital impressions
- 75+ million offline impressions
- 142,149 new visitors to the microsite
- 44,650 full video views on social
- 519,580 post engagements on social
- .74% combined click-through rate

Over \$50,000
in donations

*Launched #WaterForWildlife, raising \$35,000
for these efforts alone*





FY19 GOALS

- Continue the momentum
- Align with other AZGFD marketing efforts
- Leverage an increased budget to get more coverage across AZ
- Add in new, more message sets
- Garner \$75,000 in donations
- Launch new conservation package

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CONSERVE + PROTECT

The Story: The mission of the AZGFD is to conserve and protect Arizona's wildlife for this and future generations
Themes: Water 4 Wildlife, Wednesdays in the Wild, Recovering AZ, Success Stories
Target Audience: Outdoor Enthusiasts, Wildlife Enthusiasts, Hunters, Anglers, General AZ population
Tactical Mix: Print, Digital, TV, Radio, OOH, AGF's Own Channels, AGF's Earned Media, Email
Goals: Awareness/Advocacy, Donations, Email/Newsletter signups, Conservation Package Memberships Sold



WATER 4 WILDLIFE

The Story: AZGFD maintains 3,000 remote wildlife watering sites around the state so Arizona's critters can find the water they need to survive, especially in times of drought.
Tactical Mix: Radio, Digital, Social, DM, AGF's Owned Channels, PR



RECOVERING ARIZONA'S SPECIES/WMD

The Story: AZGFD uses science-based models and on the ground conservation management to ensure the survival of AZ's native species
Themes: Bald Eagle (July), Mexican Wolf (September), Apache Trout (October), Gould's Turkey (November), End of Year Giving (December), California Condors (January/February - tie to GC Centennial), Black-Footed Ferret (March - tie to tax checkoff), Black-Tailed Prairie Dog (April), Turtles (May), Sonoran Pronghorn (June)
Target Audience: Outdoor Enthusiasts, Wildlife Enthusiasts, Hunters, Anglers, General AZ population
Tactical Mix: OOH, Radio, Digital, Video, Social, PR, DM, Email



WEDNESDAYS IN THE WILD

The Story: It's the dedication of AZGFD's biologists that make the department's success possible.
Themes: Selected Biologists, tie to Recovering AZ
Tactical Mix: Social, AZ Wildlife Views, and Email



SUCCESS STORIES

The Story: Through innovative collaborations with other regional and national organizations, AZGFD creates solutions that save lives.
Themes: Elk Crossing, Overpasses & Underpasses
Tactical Mix: Social, Digital, OOH, Website, Email



URGENT NEED RESCUES

The Story: AZGFD helps rescue and feed sick, injured and orphaned animals.
Themes: Rescued Animals (Apr/May/June)
Tactical Mix: Social, Website, Email



OUTDOOR REC & SHOOTING SPORTS

The Story: AZGFD is working to keep the outdoors great
Themes: Boating (May/June/July), OHV (Sept/Oct), Watchable Wildlife (Jan/Feb), Shooting Sports: CTC/BASF/Archery & Bow Hunting (Mar/Apr/May) Expo
Target Audience: Outdoor Enthusiasts, Boat Owners, Wildlife Enthusiasts, Hunters, Anglers
Tactical Mix: AGF Website, OOH, Social, TBD



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CONSERVE & PROTECT MESSAGE SETS



Recovering
Arizona species



Urgent Rescues



Success Stories



Wednesdays in the Wild
(The People of AZGFD)



Water for Wildlife

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TARGET AUDIENCES



Mutualists and pluralists

Outdoor enthusiasts and animal enthusiasts

Donors to organizations such as The Nature Conservancy, WWF and more

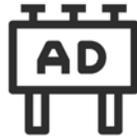


CAMPAIGN REACH



Offline Tactics - Phoenix, Flagstaff, Tucson
Online Tactics - Statewide

TACTICAL MIX - OFFLINE



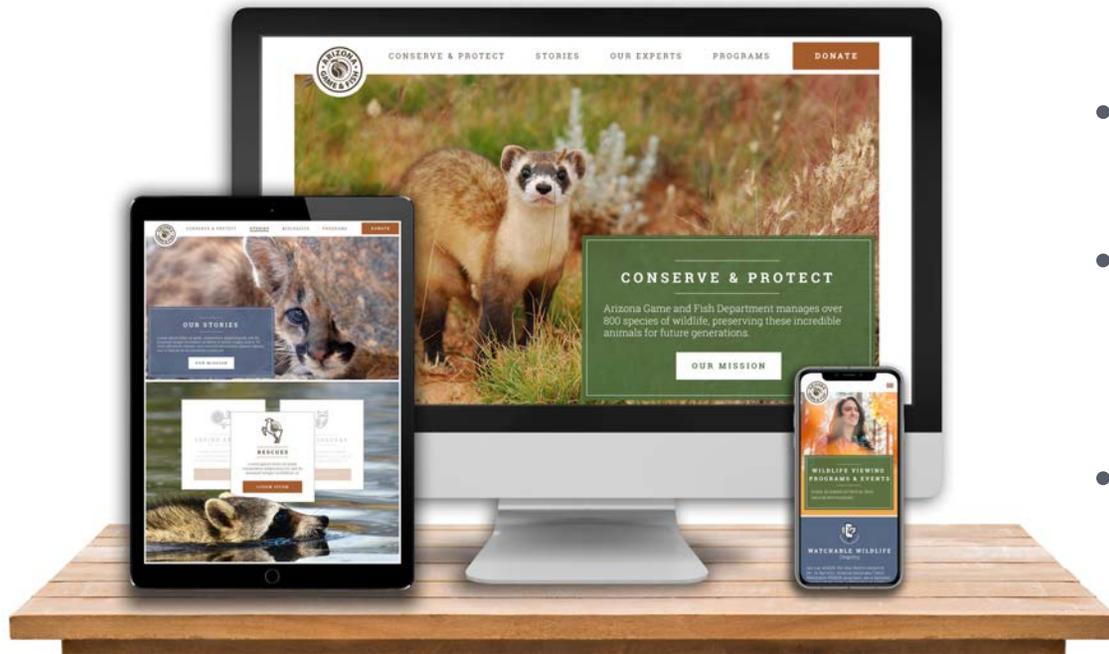
- CoxTV Everywhere
- Local and satellite radio
- Movie theater advertising
- Theater playbills
- Local magazines
- Local newspapers (Northern AZ only)
- Out-of-home
- Direct mail

TACTICAL MIX - DIGITAL



- Cross-platform display
- Mobile advertising with targeted geofences
- Digital video display
- Paid search
- Retargeting
- Paid social (Facebook, Instagram, YouTube)
- Spanish language social ads
- Email marketing

NEW MICROSITE



New sections including:

- Featured team members with bios, videos and images
- Success stories, ambassadors and urgent rescues
- Additional programs of interest like Watchable Wildlife and Community Fishing
- One site to funnel all donations through





CONSERVATION PACKAGE

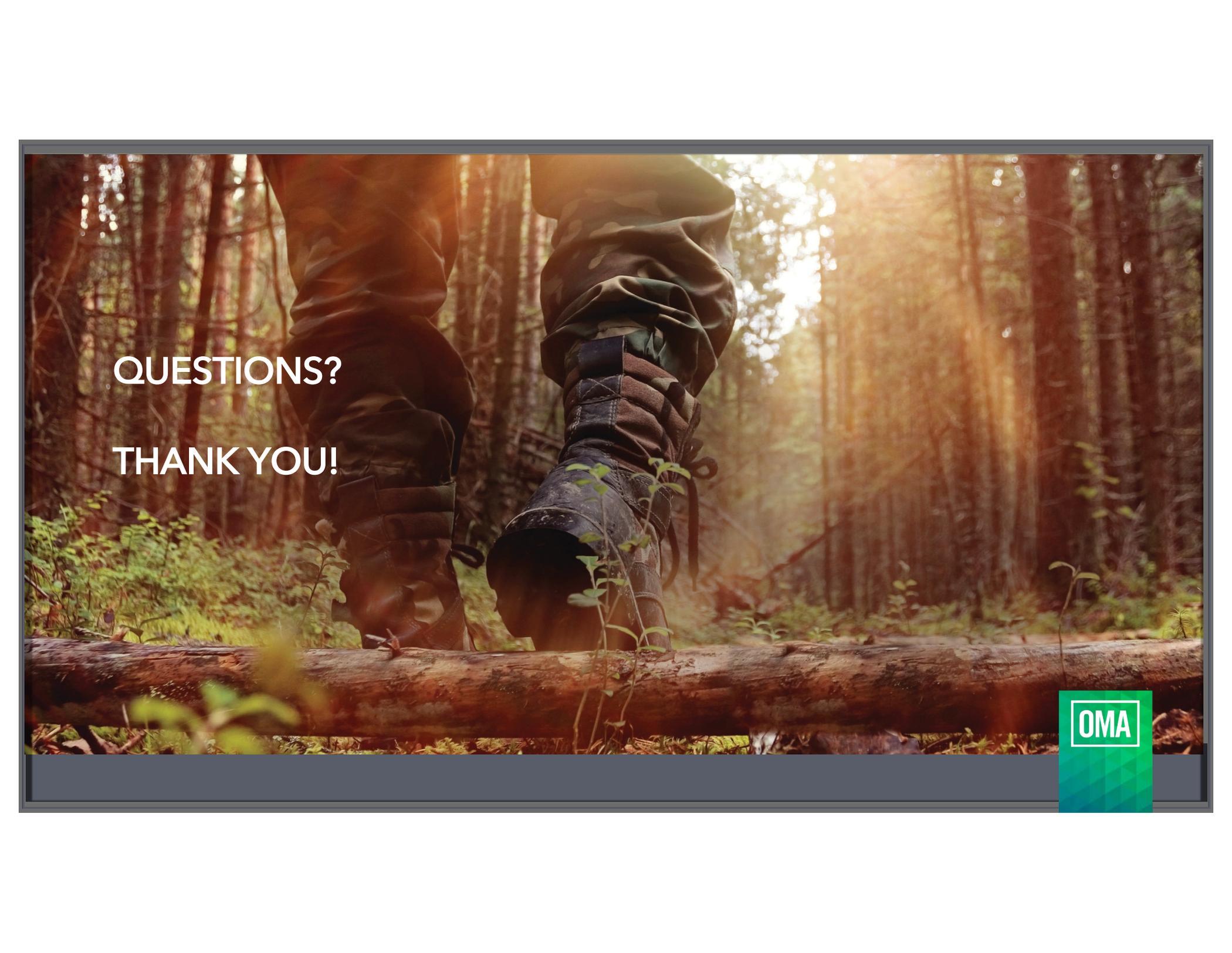
- Competitive review of local and national conservation packages plus review of trends from current donors
- Two levels for initial offering: \$35/year and \$100/year with autorenewal
- Gift will be a set of notecards using George A.'s photography

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NEXT STEPS

- Finalize and launch new site
- First new set of creative will feature Wolf Recovery Program
- Finalize and launch Conservation Membership package in time for end of year giving



QUESTIONS?

THANK YOU!

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