



ACI R3 2021 MSCG Marketing Campaigns Report

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

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Campaign Overview

The Oklahoma Department of Wildlife Conservation has seen ongoing indications that digital ads featuring a mix of still, motion and video elements are highly effective for generating spending among new and lapsed customers, as are strategic text messaging efforts for generating spending among its existing license customer database.

With this grant, ODWC developed a series of ads and supporting marketing materials, funded a digital ad strategy, and employed text, email and push notification strategies.

In addition to strategic placement in digital ads on platforms such as social media and network display, materials were/will be shared where applicable on ODWC's other platforms such as social media, Youtube channel, in customer emails, online via the agency's Outdoor Oklahoma Journal blog, etc. Content has included calls to action that strategically target customers across the R3 spectrum.

Campaign Goal

To generate revenue and hunting license sales among new, lapsed and existing customers at key points in the customer journey.

Metrics

Key metrics include attributable revenue and hunting license sales. Additionally, part of the effort focused on increasing the sale of antlerless licenses specifically and tracking harvest results to better understand the campaign's impact on participation and management goals. UTM tracking and sales data provided insight into project success.

Tactic	Spend	Revenue	ROI
Digital ads using existing content	\$23,024*	\$380,436	16.52
Video Production	\$28,600	N/A	N/A**
Text/Push/Email Efforts****	\$1,300	\$3,542	2.72
TOTAL CAMPAIGN	\$52,924	\$383,978	7.26+***

* The campaign used \$20,000 from grant funds plus an additional \$2,924 of ODWC marketing funds for this total.

** Videos produced with these funds were produced during the hunting season and were not completed in time to be placed as paid ads during the grant cycle. They will, however, be used heavily throughout 2022, both in paid advertising (not using grant funds) as well as across a range of ODWC marketing and communication platforms where the ROI is expected to be significant.

*** As the videos produced with this grant begin to be used for generating ROI throughout 2022, the total benefits of this project are expected to be significantly greater than even the ROI reported for the grant cycle.

**** The text/push notification/email effort was part of an overall effort to help the agency achieve a wildlife management goal of increasing the percentage of antlerless deer in the total harvest for the 2021-22 season – a goal which was in fact achieved, thus increasing the overall return on efforts for this project.

Call to Action

The primary call-to-action theme was “buy your license at GoOutdoorsOklahoma.com.” An additional call to action focused on increasing participation in the state's holiday antlerless deer season with the end goal of helping bolster an agency priority of increasing the percentage of antlerless deer in the total year's harvest.

Future Efforts

Video content will be used next hunting season in digital ad placements, as well as on landing pages that can be used in email, social media, texting and push notifications about hunting. This is expected to significantly increase the total ROI of this project beyond the actual grant cycle.

Target Audiences

Digital ads targeted new and lapsed customers online (the mechanisms required for this effort were already set up through the ODWC's license vendor relationship) as well as existing customers for retention efforts.

Images and Graphic Treatment

See "Assets / Paid Placements"

Assets / Paid Placements

The following series of 60-second, 30-second and 15-second videos were produced.

Newfound Passion for the Outdoors

60: https://youtu.be/vyc_nxQFJBQ

30: <https://youtu.be/2qxwu1ZOa5g>

15: <https://youtu.be/aaHlI2eKZXE>

Avid Long-Time Waterfowler

60: <https://youtu.be/VYeHNn3FdSA>

30: <https://youtu.be/87mB-WfltRg>

15: <https://youtu.be/D2ij2aTK-k8>

A Family Heritage of Hunting

60: <https://youtu.be/Pm9fCi3CCOM>

30: <https://youtu.be/wpnQMknhn6k>

15: https://youtu.be/_kn-6ivhSGs

Link: The following landing page was used in text messages, push notifications and emails aimed at increasing antlerless deer harvest. UTM tracking was used to follow results. <https://www.wildlifedepartment.com/oj/harvest-two-more-deer-during-holiday-antlerless-deer-season>

The following are examples of paid ads funded by the grant:

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