

## ACI R3 MSCG Phase 1 Marketing Campaigns Report Georgia Department of Natural Resources, Wildlife Resources Division (WRD)

5.28.2021

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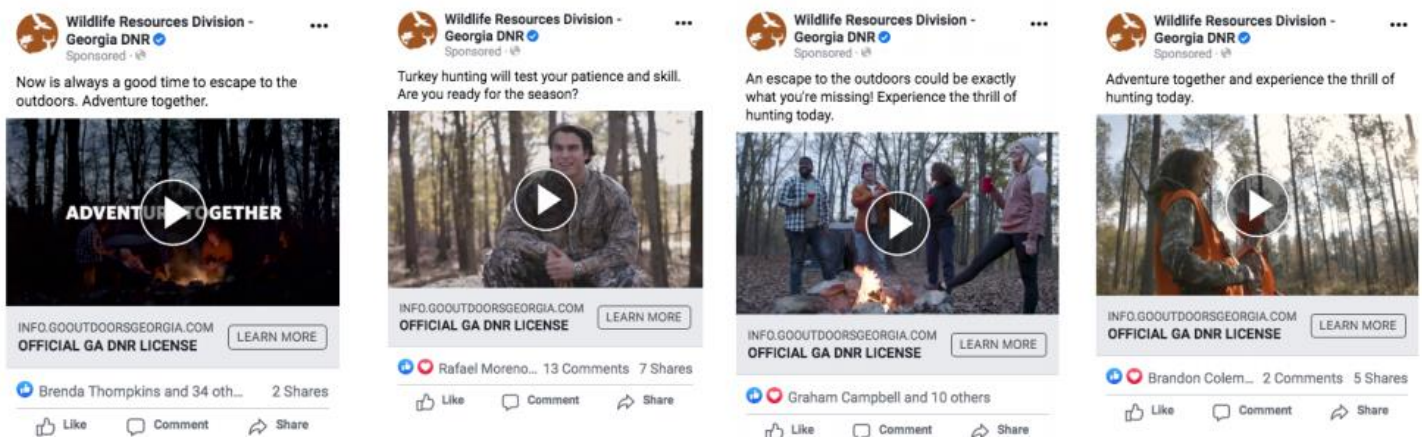
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## Campaign Overview

Developed a series of videos of young, diverse adults having a fun weekend in the woods. Laughing over the campfire, exploring together, and building memories. Content captured was leveraged for a campaign overview video and short clips for social media organic posts. WRD developed a page on its website to host the video along with supporting content on why you should make your weekend plans outdoors with friends, and what you need to know. Results were better than expected and we believe the quality and variations of the creative played a big part in that.

Video production took place from November to December. Ads were live starting January 15 till March with regular monitoring and access to real-time data dashboard to view digital ad performance metrics, as well as website analytics.

## Campaign Goal

To engage current WRD license holders to reduce 2021 churn risk, as well as drive hunting license revenue from current fishing license holders.

## Metrics

For Facebook, there was an ROAS of 5.87 and revenue amount of \$40,312. The Adventure Together ads on YouTube had 96,516 views and made \$23,885, with an ROAS of 3.3. The retargeting campaign generated \$54,680 in revenue, ROAS was a favorable 20.7. While all creatives performed well, "Turkey" and ":15 Adventure Together" performed best.

Tactic	Spend	Revenue	ROI
Video Production	\$30,000.00	N/A	N/A
ACI Social Prospecting	\$6,864.22	\$40,312.00	5.872772
ACI Social Retargeting	\$2,641.00	\$54,680.00	20.70428
ACI YouTube	\$7,173.96	\$23,885.00	3.329402
ACI Agency Fees	\$3,625.00	N/A	N/A
April Digital Ads	\$9,135.00	\$315,284.00	34.51385
April Agency Fees	\$13,500.00	N/A	N/A
<b>TOTAL CAMPAIGN</b>	<b>\$72,939.18</b>	<b>\$434,161.00</b>	<b>5.95237</b>

## Call to Action

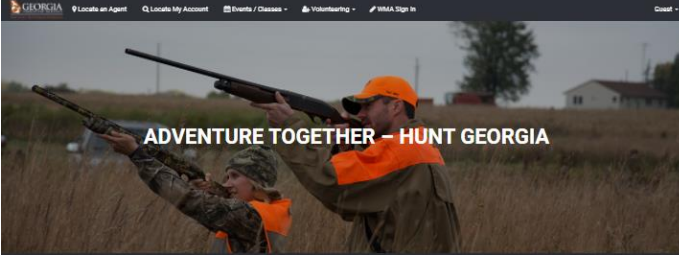
The YouTube ad videos had a CTA of Learn More and brought viewers to the Adventure Together landing page. The landing page was made to guide those new hunters and provide resources to them for how to hunt and why they should hunt. CTA's on this page were Buy A License, Get Hunting, and Get Started. There were four Facebook ads using the Adventure Together videos, "Turkey", "Nature", "First Timer", and ":15 Adventure Together", all with a CTA of Learn More.

## Future Efforts

With these assets that were created, we can use them for years to come. Other states will be able to repeat this project by replicating the video series and landing page content.


## Landing Page URL

[Adventure Together – Hunt Georgia – Georgia Wildlife Resources Division \(gooutdoorsgeorgia.com\)](https://gooutdoorsgeorgia.com)




# ADVENTURE TOGETHER – HUNT GEORGIA

Never Too Late to Get Started




When you share a hunting adventure with family and friends, the memories multiply. The excitement is greater. The thrills are bigger. The sense of challenge and achievement is somehow even deeper. From planning to positioning, even getting there and back, it's all more of what you hunt for when you invite your friends and family.

GET HUNTING




### First Time Hunting Experience

WATCH VIDEO



### It's Not All About Just Hunting

WATCH VIDEO



### Why Should I Hunt?


- A First Time Hunter's Story
- It's Quite Calming
- Country superstar Luke Bryan talks life lessons learned through hunting: Hunting Teaches Life Lessons

BUY A LICENSE

### How to Go Hunting

- Do You Need Hunter Ed?
- 5 Steps to Finding Land to Hunt in Georgia
- Crossbow Basics and Hunting Safety Tips

BUY A LICENSE



### What License Do I Need?

The license you will need in order to participate in the outdoor pastimes of hunting and fishing, and visiting state shooting ranges and WRD properties, will depend on if you are a resident of Georgia, your activities of choice, your age and how long you wish the license to be active. Short-term licenses with limited privileges all the way to full-privilege licenses that last a lifetime are available. For residents, there are also discounted licenses available for veterans, active duty military, seniors and people who are disabled.

GET STARTED

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## Target Audiences

People ages 16-30, in Georgia, who:

- Purchase a license for the first time in 2020 purchased a license; OR
- Have selected Facebook interests for hunting and outdoor recreation; OR
- Who qualify for our customer Facebook audience look-a-like users; OR
- Who recently visited any of the following locations (will not exclude current license holders):
  - WMAs
  - High Country Outfitters
  - Onward Reserve
  - Academy Sports
  - Bass Pro Shops
  - Adventure Outdoors (Smyrna)
  - Georgia Gun Store
  - The Outdoor Depot
  - Franklin's Gun Shop Athens
  - REI
  - Tractor Supply
  - Cherokee Feed & Seed
  - Smith Farm Supply
  - Mountain Motorsports
  - Extreme Powersports
  - Freedom Powersports

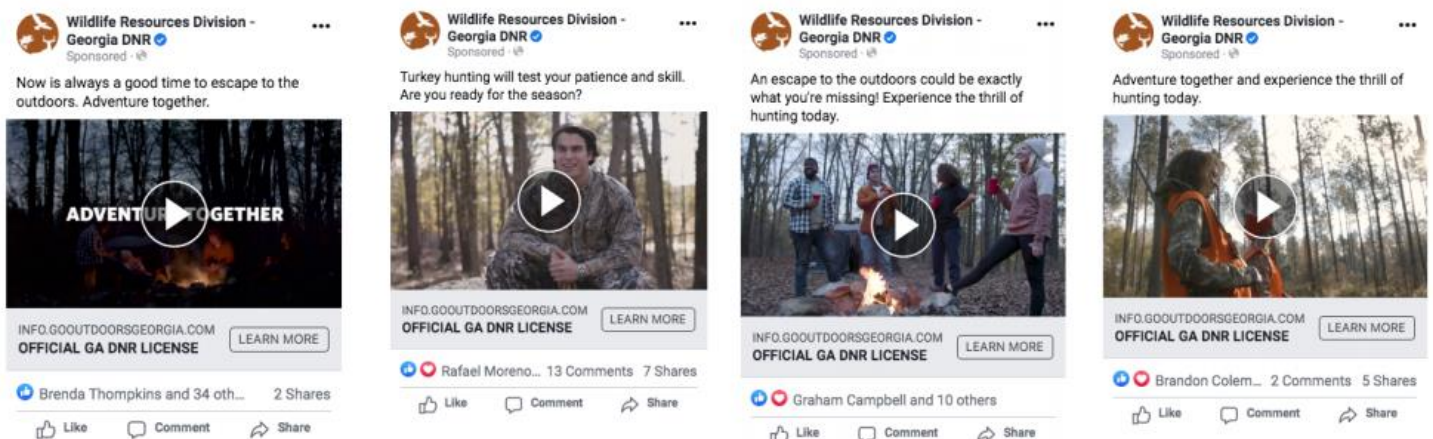
## Paid Placements

Video production took place from November to December. Ads were live starting January 15 till March with regular monitoring and access to real-time data dashboard to view digital ad performance metrics, as well as website analytics.

\$30,000 was spent on video production, social influencer fees, and digital advertising. \$20,000 was spent on creative ad development, placement, monitoring, and reporting.

## Images and Graphic Treatment

### Facebook Ads:



## YouTube:



- First-timer: <https://youtu.be/DW4XSRUwCAA>
- Nature: <https://youtu.be/pJ6tYN3KpFk>
- Turkey: <https://youtu.be/UHdqzAUJOi0>
- Youtube Pre-Roll 1: <https://youtu.be/KGNYKHhOOaA>
- YouTube Pre-Roll 2: <https://youtu.be/UNdYssV8ftY>

## Owned Media:

Additional landing page on GeorgiaWildlife.com: <https://georgiawildlife.com/adventure-together>

**Let Us Be Your Guide**

**Wilderness around the campfire.**

Gather some friends and enjoy time under the stars close to your new favorite hunting spot.

[Make A Reservation](#)

**Game Check: Reporting Turkey/Deer Harvest**

Did you know that all Georgia turkey and deer hunters are required to record their harvest? To do so, you can use the free paper license, or better yet, use the GoOutdoors app - it's easy! [More information.](#)

[GET IT ON Google Play](#) [Download on the App Store](#)

**Opt in for Auto Renew**

It's great to have you back enjoying the great outdoors of Georgia. Keep the fun and excitement going. Opt in for [Auto Renew](#) now! Make your license the very last thing you need to think about. Make hunting the very first thing!

[Manage Your Go Outdoors Georgia Account](#)

### **Email: Hunting Onboarding Email #3**

Sent: Two weeks after customer purchases a hunting license