

**Alberta Conservation Association**  
**2022/23 Project Summary Report**

**Project Name:** Advertising and Marketing

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Don Myhre

**Primary ACA staff on project:** Charmaine Brunes, Colin Eyo, Cassandra Hewitt, Tara Holmwood, and Don Myhre

**Partnerships**

Not applicable

**Key Findings**

Advertising in print, web, and social media platforms:

- 25<sup>th</sup> Anniversary Awareness
- “It’s an Alberta Thing” campaign
- Taber Pheasant Festival
- Waterfowl Warmup
- Report A Poacher
- ABHuntLog
- Angling Awareness
- Seasonal Hunting Events
- Harvest Your Own
- Kids Can Catch
- Regional grazing opportunities
- Regional thin ice warnings

## **Abstract**

Advertising is key to achieving a number of long-term goals within the *Strategic Business Plan*, primarily to increase public recognition of ACA's brand; to increase conservation awareness by creating positive profiles of hunting, fishing, and trapping; and to develop corporate partnerships. Project or event promotional advertising engages various audience targets and supports ACA's public brand recognition. 2022-2023 was the 25<sup>th</sup> Anniversary of ACA and this was incorporated into all media including outdoor billboards. Our "It's an Alberta Thing" campaign is an ongoing approach for strengthening relationships with existing hunting and angling stakeholders and establishing new ones adhering to our retention and recruitment and reactivation marketing strategy. This is significant for keeping conservation valued within today's changing priorities and diverse populations.

Advertising supports several ACA programs, projects, and events that include our 25<sup>th</sup> anniversary, Report A Poacher, ACA's Fish Stocking project, Taber Pheasant Festival, ACA's Wildlife Cameras project, ABHuntLog, aeration thin ice warnings, the Corporate Partners in Conservation Program, grazing tenders, and the Kids Can Catch project.

## **Introduction**

Advertising is key to achieving a number of long-term goals within the *Strategic Business Plan*, primarily to increase public recognition of ACA's brand; to increase conservation awareness by creating positive profiles of hunting, fishing, and trapping; and to develop corporate partnerships. Project or event promotional advertising engages various audience targets and supports ACA's public brand recognition. 2022-2023 was the 25<sup>th</sup> Anniversary of ACA and this was incorporated into all media including outdoor billboards. Our "It's an Alberta Thing" campaign is an ongoing approach for strengthening relationships with existing hunting and angling stakeholders and establishing new ones adhering to our retention and recruitment and reactivation marketing strategy. This is significant for keeping conservation valued within today's changing priorities and diverse populations.

## **Methods**

We create consistent, contemporary, and creative visual communications for print, outdoor, digital, and social media platforms.

## **Results**

Long-term brand development is achieved through ongoing investment in media. Short-term goals for brand development, such as increasing event participation, are more easily tracked.

## **Conclusions**

Ongoing investment in brand recognition through advertising and visual communications is key to increasing ACA's corporate and public profile.

## **Communications**

- *Barry Mitchell's Alberta Fishing Guide*
- *Alberta Guide to Sportfishing Regulations (print and online)*
- *Alberta Guide to Hunting Regulations (print and online)*
- *Alberta Outdoorsmen Magazine*
- *Alberta Trapper magazine*
- *Alberta Discover Guide*
- *Alberta Hunter Education Instructors' Association Conservation Education Magazine*
- *Nature Alberta Magazine*
- Outdoor Billboards
- Advertising in regional newspapers for grazing opportunities and thin ice warnings

## Photos



Photo 1. Outdoor Advertising 25<sup>th</sup> Anniversary



Photo 2. “It’s an Alberta thing” advertisement that appeared in various publications.

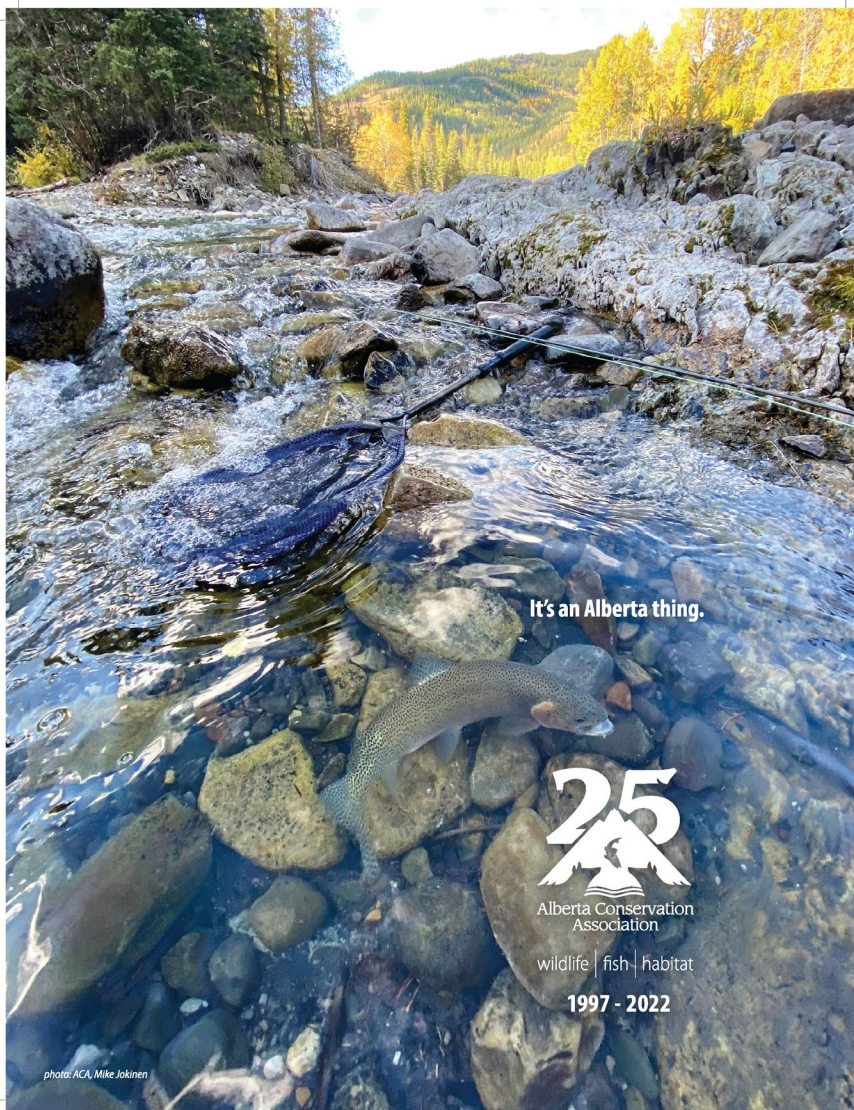


Photo 3. “It’s an Alberta thing” advertisement that appeared in various publications.