

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: General Advertising

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Ken Kranrod

Primary ACA staff on this project: Don Myhre

Partnerships: N/A

Key Findings

ACA programs, projects and events supported are RAP, Discover Guide, EFS, Crop Tender, Lake Aeration Thin Ice Warnings, Taber Pheasant Festival, Peregrine Cameras, Corporate Partners in Conservation, ACA Donations and Support.

Introduction

Advertising works towards a number of long-term goals within the *Strategic Business Plan*. These include increasing public recognition of the ACA brand; creating positive profiles of hunting, fishing and trapping; and assisting in corporate partner development. In addition to these primary goals, ongoing ACA program support (such as EFS, RAP and event promotions) provide recognition of the work we do, leading to increased ACA public brand recognition and corporate support.

Methods

We create consistent and contemporary visual communications through print, web and social media platforms.

Results

Long term brand development is achieved through ongoing investment. Shorter term goals such as event participation are more easily tracked. Events showed increased registration and participation with some hunting licence sales also increasing.

Conclusions

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

Communications

Alberta Fishing Guide

Alberta Sportfishing Regulations (Print and Web)

Alberta Hunting Regulations (Print and Web)

Alberta Outdoorsman

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide

Conservation Magazine

DUC Conservator Magazine

MD Taber Newsletter

Taber Times

Vauxhall Advance