

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: My Meat's Legal

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Ken Kranrod

Primary ACA staff on this project: Budd Erickson, Colin Eyo, Don Myhre, Ariana Tourneur

Partnerships: none

Key Findings

The My Meat's Legal promotional campaign was created to engage the general public about poaching and foster support for the Report A Poacher program. The campaign generated a fair amount of interest and opinion from the general public as well as stakeholder groups (both positive and critical) and resulted in sales of promotional merchandise. Although it was not considered to be a great success, the campaign nonetheless did raise awareness about the serious issue of poaching as well as the Report A Poacher program, and provided useful insight about orchestrating campaigns with this style/type of approach.

Introduction

My Meat's Legal was a campaign to promote Report A Poacher and was intended to give ethical outdoor recreationists (hunters and non-hunters alike) a way to take a stand against poaching. The slogan was developed as a means to essentially try something new and possibly reach non-traditional hunting demographics. T-shirts and hoodies with the campaign slogan were sold through the Report A Poacher website www.reportapoacher.com with sales raising money for a new Report A Poacher educational trailer. The My Meat's Legal campaign closed at the end of the 2014-15 fiscal year.

Methods

The 2014/15 fiscal year was the last year for the My Meat's Legal campaign. Promotional merchandise consisted of black t-shirts and hoodies with the campaign slogan "My Meat's Legal" in large white letters emblazoned on the fronts. The final product order was placed in October 2014. Promotion included:

- 2014/15 *Discover Alberta's Wild Side: Annual Outdoor Adventure Guide* – 4 ads plus an article on page 17 encouraging people to get familiar with Alberta's Hunting and Fishing Regulations.
- Report A Poacher website – webpage dedicated to My Meat's Legal
- December 2014 e-newsletter
- 2014/15 tradeshow season - campaign was promoted with vertical banner display and free bumper stickers available to the general public

Results

T-shirt and hoodie sales have slowed this year, but bumper stickers were popular at trade shows. The My Meat's Legal campaign wound down over this fiscal year and is now considered complete.

Conclusions

The My Meat's Legal campaign was a novel way to raise awareness about poaching and the Report A Poacher program. The campaign produced some interesting and useful dialogue with our stakeholders and the general public, which will provide valuable insight and ideas for future efforts. The campaign has run for a few years and sales of t-shirt and hoodie have slowed noticeably. Therefore we believe this campaign has served its purpose and is now considered complete. Since poaching remains an important issue, ACA will be moving forward with new ways of raising awareness and promoting the Report A Poacher campaign. The My Meat's Legal promotional merchandise sales page will remain active on the Report A Poacher website for the duration of the 2015/16 fiscal year or until our remaining inventory is sold out, whichever comes first.

Communications

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide. 2014/15. Short article, p. 17.

E-newsletter: December 2014

Trade shows: My Meat's Legal stickers given away as part of our promotional items, and campaign banner displayed.

www.mymeatslegal.com