

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: General Advertising

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project:

Budd Erickson, Colin Eyo, Don Myhre, Kelley Stark, Ariana Tourneur and Elize Uniat

Partnerships: N/A

Key Findings

- Advertised events and programs.
- Built campaigns.
- Used print, web and social media platforms.

Introduction

Advertising helps us work toward a number of long-term goals within the Strategic Business Plan, such as increasing public recognition of the ACA brand; creating positive profiles of hunting, fishing and trapping; and developing corporate partnerships. In addition to these primary goals, ongoing ACA program support (such as for the Enhanced Fish Stocking project and Report A Poacher initiative and event promotions) provides recognition of the work we do and in so doing increases ACA public brand recognition and corporate support.

Some ACA programs, projects and events supported by advertising included Report A Poacher; *Alberta Discover Guide*; Enhanced Fish Stocking project; Lake Aeration project thin-ice warnings; Taber Pheasant Festival; peregrine cameras; Corporate Partners in Conservation Program; ACA/4-H Pheasant Raise and Release Program; Kids Can Catch Program; and Hunting and Fishing Supporting Conservation.

Methods

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

Results

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

tracked. Registration and participation in our events has increased, and some hunting licence sales have also increased.

Conclusions

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

Communications

- *Alberta Fishing Guide*
- *Alberta Sportfishing Regulations* (print and online)
- *Alberta Hunting Regulations* (print and online)
- *Alberta's Professional Outfitters* magazine
- *Alberta Outdoorsmen*
- *Alberta Discover Guide*
- *Conservation Education Magazine*
- *Conservation Magazine*
- *Nature Alberta Magazine*
- *Taber Times*
- *Vauxhall Advance*