

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: Marketing Campaign

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project:

Budd Erickson, Ken Kranrod, Don Myhre, Kelley Stark and Todd Zimmerling

Partnerships: N/A

Key Findings

- Concept design and strategy were developed. Final design and launch was deferred to 2016/17.

Introduction

Hunting and angling are important to Alberta Conservation Association (ACA), as licence levies help support the association and our work. Positive promotion of hunting, angling and trapping is part of our Strategic Business Plan and must be undertaken with a long-term approach. This ongoing investment into information and communications is important to increasing our brand recognition, supporting our conservation efforts, and engaging member groups and stakeholders in a province with growing and shifting demographics.

Methods

We use print and digital media in our marketing campaign.

Results

Concept design and strategy were developed for the marketing campaign. The final design and launch were deferred to 2016/17. The results of marketing campaign will be evaluated over the long term.

Conclusions

Proactive advertising and consistent messaging are key to increasing ACA brand recognition, supporting our conservation efforts, and engaging member groups and stakeholders in a province with growing and shifting demographics.

Communications

- Outdoor billboards
- Print media
- Digital media