

Alberta Conservation Association 2017/18 Project Summary Report

Project Name: General Advertising

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project: Charmaine Brunes, Budd Erickson, Colin Eyo, Don Myhre, Kelley Stark, Rhianna Wrubleski

Partnerships: N/A

Key Findings

- Advertised events and programs.
- 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, and Kids Can Catch Program.

Methods

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

Results

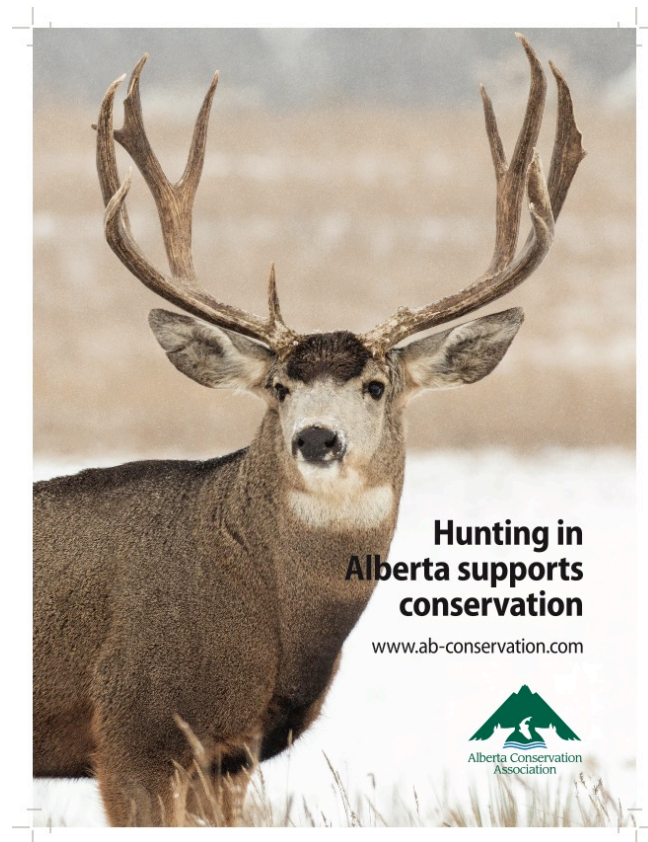
Long-term brand development is achieved through ongoing investment in advertising. Short-term goals for brand development, such as increasing event participation, are more easily tracked. Registration and participation in our events has increased, and some hunting licence sales have also increased.

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*
- *Various other publications*



Hunting in Alberta Supports Conservation

When you hunt in Alberta, a portion of every licence sold supports research for the conservation of wildlife and fish populations and their habitat. *The result?* Some of the best recreational experiences in the world.

Thank you for your continued support and respect for Alberta's wildlife, fish, and habitat.



Alberta Conservation
Association

**REPORT A
POACHER**
www.reportapoacher.com
1-800-642-3800

