

**Alberta Conservation Association**  
**2018/19 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 Brunet, Budd Erickson, Colin Eyo, Don Myhre, Dean Ostafichuk, Kelley Stark, and Rhianna Wrubleski

**Partnerships:** N/A

**Key Findings**

- “It’s an Alberta Thing” campaign
- Advertised events
- Used print, web, and social media platforms.

**Introduction**

Advertising is key to achieving a number of long-term goals within the *Strategic Business Plan*, primarily increasing public recognition of the ACA brand; conservation awareness, creating positive profiles of hunting, fishing, and trapping; and developing corporate partnerships. Project/event promotional advertising engages various audience targets and supports ACA public brand recognition while the “It’s an Alberta Thing” campaign is a direct approach for establishing relationships with stakeholders that is non-government and contemporary. This is significant to maintaining conservation as valuable to today’s varied priorities and cultures.

Some ACA programs, projects, and events supported by advertising included: Report A Poacher, *Alberta Discover Guide*, ACA Fish Stocking project, 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 media. Short-term goals for brand development, such as increasing event participation, are more easily tracked.

## **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 Views*
- *Summer in the City Guide*
- *Alberta Discover Guide*
- *Conservation Education Magazine*

- *Conservation Magazine*
- *Taber Times*
- *Vauxhall Advance*