

Alberta Conservation Association
2019/20 Project Summary Report

Project Name: Advertising and Marketing

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on project: Charmaine Brunet, Budd Erickson, Colin Eyo, Tara Holmwood, Mary McIntyre, Don Myhre, 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.

Abstract

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

Advertising supports several ACA programs, projects, and events that include: 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.

Introduction

Advertising is key to achieving a number of long-term goals within the *Strategic Business Plan*, primarily for increasing public recognition of the ACA brand; increasing conservation awareness by 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 for keeping conservation valued within 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 for 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 Trappers Magazine*
- *Alberta Views*
- *Alberta Discover Guide*
- *Conservation Education Magazine*
- *Conservation Magazine*
- *Nature Alberta Magazine*
- *Summer in the City Guide*
- *Taber Times*