

**Alberta Conservation Association
2021/22 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 Brunes, Budd Erickson, Colin Eyo, Tara Holmwood, and Don Myhre

Partnerships

Not applicable

Key Findings

Advertising in print, web, and social media platforms:

- “It’s an Alberta Thing” campaign
 - Taber Pheasant Festival
 - Waterfowl Warmup
 - Report A Poacher
 - ABHuntlog
 - Angling Awareness
- Regional grazing opportunities (3 newspapers)
- Regional thin ice warnings (13 newspapers)

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’s Fish Stocking project, Taber Pheasant Festival, ACA’s Wildlife Cameras project, aeration thin ice warnings, the Corporate Partners in Conservation Program, grazing tenders, and the Kids Can Catch project.

Introduction

Advertising is key to achieving a number of long-term goals within the *Strategic Business Plan*, primarily for increasing public recognition of the Alberta Conservation Association (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 adaptable to multiple audiences. 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’s Fish Stocking project, Taber Pheasant Festival, ACA’s Wildlife Cameras project, Corporate Partners in Conservation 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

- *Barry Mitchell's Alberta Fishing Guide*
- *Alberta Guide to Sportfishing Regulations (print and online)*
- *Alberta Guide to Hunting Regulations (print and online)*
- *Alberta Outdoorsmen Magazine*
- *Alberta Trapper magazine*
- *Alberta Discover Guide*
- *Alberta Hunter Education Instructors' Association Conservation Education Magazine*
- *Nature Alberta Magazine*
- Advertising in regional newspapers for grazing opportunities and thin ice warnings

Photos



Photo 1. Advertisement for angling. Photo: ACA



Photo 2. "It's an Alberta thing" advertisement that appeared in various publications.

Photo: ACA



Photo 3. "It's an Alberta thing" advertisement that appeared in various publications.

Photo: ACA



Photo 4. “It’s an Alberta thing” advertisement that appeared in various publications.

Photo: ACA

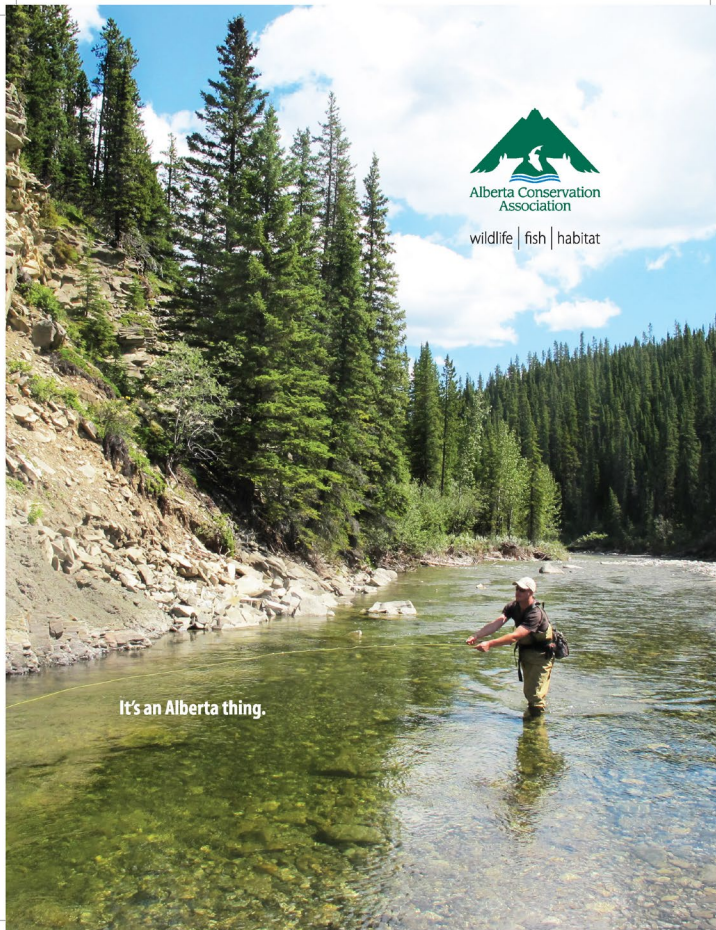


Photo 5. "It's an Alberta thing" advertisement that appeared in various publications.

Photo: ACA