

**Alberta Conservation Association
2023/24 Project Summary Report**

Project Name: Advertising and Marketing

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Tara Holmwood

Primary ACA Staff on Project: Charmaine Brunes, Colin Eyo, Amanda Gill, Cassandra Hewitt, and Tara Holmwood

Partnerships

Not applicable

Key Findings

- We placed advertisements in various locations including print, digital, website, and social media platforms.
- We promoted the Minister’s Special Licence Raffle in 2023 in the typical advertising locations, as well as on the radio and on an outdoor billboard.
- We implemented QR code tracking on our print media to analyze its effectiveness with readers.

Details

Advertising is key to achieving a number of long-term goals within the *Strategic Business Plan*, primarily to increase public recognition of Alberta Conservation Association’s (ACA) brand, particularly with projects and events; to increase conservation awareness by creating positive profiles of hunting, fishing, and trapping; and to develop corporate partnerships. The Information, Education, and Communications Program creates consistent, contemporary, and creative visual communications for print, outdoor, digital, and social media platforms.

ACA’s “It’s an Alberta Thing” campaign is an ongoing approach for strengthening relationships with existing hunting and angling stakeholders and establishing new ones, adhering to our

retention and recruitment and reactivation marketing strategy. This is significant for keeping conservation valued within today's changing priorities and diverse populations.

In 2023/24, we introduced QR code tracking on all of our print advertisements, which would provide analytical information and insights into where ACA's audience is seeing our advertisements. A QR code is easily scanned with the camera feature on mobile devices, and directs readers to the affiliated URL.

ACA also hosted the Minister's Special Licence Raffle for the first time from May 30 to August 10, 2023. As such, we promoted the raffle in various locations—digital and print—including on a billboard near Innisfail, AB, and on two Corus Entertainment radio stations: The Chuck 92.5 FM (Edmonton) and Country 105 FM (Calgary).

The following ACA projects were advertised in 2023/24:

- Alberta Discover Guide
- Harvest Your Own
- "It's an Alberta Thing" campaign
- Kids Can Catch
- Minister's Special Licence Raffle
- Report A Poacher
- Seasonal Hunting Events
- Taber Pheasant Festival
- Waterfowl Warmup
- Wildlife Cameras
- Resource Program projects

Advertisements were placed in the following publications and locations:

- *Alberta Bowhunters Association 2023 Yearbook*
- *Alberta Discover Guide*
- *Alberta Guide to Sportfishing Regulations* (print and online)
- *Alberta Guide to Hunting Regulations* (print and online)

- *Alberta Hunter Education Instructors' Association Conservation Education Magazine*
- *Alberta Hunter Education Instructors' Association Shoot Program*
- *Alberta Hunting Draws booklet*
- *Alberta Outdoorsmen Magazine*
- Alberta Outdoorsmen Forum: Hunting and Trapping Discussions web pages
- *Alberta Trapper magazine*
- *Alberta Trappers' Association Educational Manual*
- *Backroad Mapbooks: Central*
- *Barry Mitchell's Alberta Fishing Guide*
- Corus Entertainment radio: The Chuck 92.5 FM (Edmonton) and Country 105 FM (Calgary)
- *Nature Alberta Magazine*
- Outdoor billboards
- Regional newspapers
- *Summer in the City magazine*
- *The Tomato Food & Drink magazine*
- *Wild Sheep Magazine*

Photos



Photo 1. “It’s an Alberta Thing” advertisement that appeared in various publications.
Photo: ACA

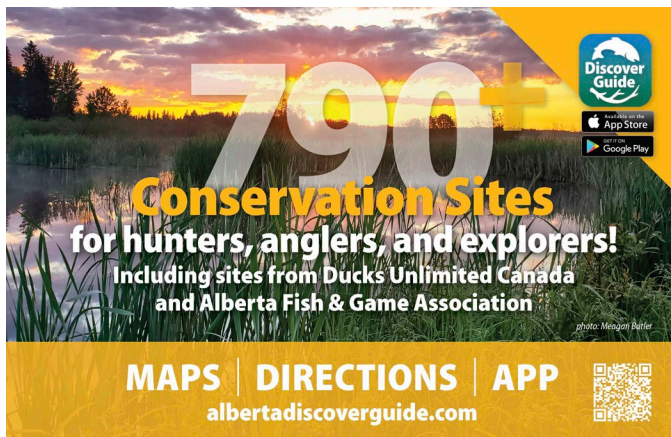


Photo 2. *Alberta Discover Guide* advertisement that appeared in various publications.
Photo: ACA



Photo 3. “It’s an Alberta Thing” advertisement that appeared in various publications.
Photo: ACA