

**Alberta Conservation Association
2024/25 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 introduced a new advertising campaign: Hunter & Angler Dollars at Work, showcasing ACA's projects.

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 2024/25, we launched the advertising campaign “Hunter & Angler Dollars at Work” to showcase ACA projects and inform stakeholders how their contributions—through the purchase of hunting and fishing licences—support conservation efforts. Each ad features a project summary and a QR code linking directly to the online Project Page.

The following ACA projects were advertised in 2024/25:

- Alberta Discover Guide
- Harvest Your Own
- “Hunter & Angler Dollars at Work” campaign
- “It’s an Alberta Thing” campaign
- Kids Can Catch
- 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*
- *2025 Annual 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*
- *Barry Mitchell's Alberta Fishing Guide*

- *Nature Alberta Magazine*
- Regional newspapers
- *Savour Magazine*
- *Summer in the City* magazine

Photos

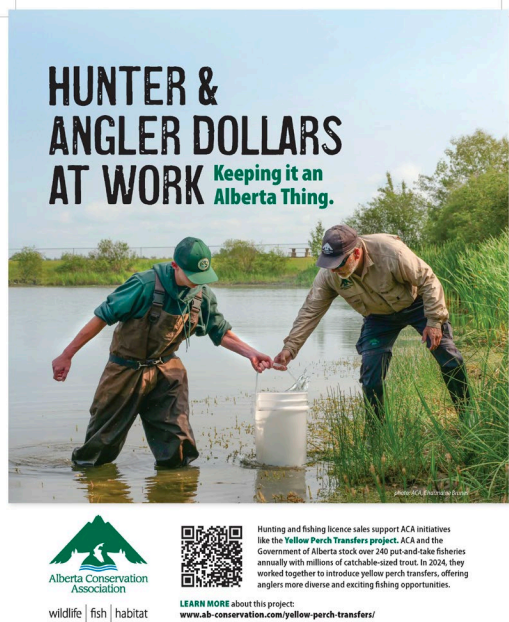


Photo 1. "Hunter & Angler Dollars at Work" advertisement that appeared in various publications. Photo: ACA



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



Photo 3. "It's an Alberta Thing" merged with *Alberta Discover Guide* advertisement that appeared in various publications. Photo: ACA