



ACI R3 2024 MSCG Marketing Campaigns Report

Alabama Department of Conservation and Natural Resources

Marketing Campaign to College Students

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Campaign Overview

Working alongside iHeart Media, the Alabama Department of Conservation and Natural Resources (ADCNR) implemented an ad campaign promoting the purchase of hunting licenses for in state and out-of-state college students. Ads drove users to a landing page to purchase hunting licenses and learn about local public access opportunities, outreach events, digital mentorship opportunities, online self-learning tools, and agency contact information. The landing page also had an email sign-up for ADCNR's email list to stay engaged with these new customers and encourage them to explore other license-specific recreational opportunities within the state.

Campaign Goal

The goal of the campaign was to sell hunting licenses to resident and nonresident college students. According to an article published in The Journal of Wildlife Management, Dr. Lincoln Larson of NC State University and his team surveyed over 17,000 undergraduate students at public universities in 22 states to gauge their perspectives on hunting. The general consensus was that "College is an ideal time to reach out to these potential hunters because it is a time when many young people are seeking new identities and new activities, they may carry with them the rest of their lives." Other promising results were that these potential hunters were more likely to be females or racial ethnic minorities (Vayer et. al 2021). We believe this is a great opportunity to reach new customers and user groups and connect them with the natural resources in Alabama.

Metrics

Tactic	Impressions	CTR	Spend	Est. Revenue
Paid Social – Facebook and Instagram	1,111,271	0.60%	\$13,333	Due to the analog method of purchasing, we cannot track conversions. Revenue is based on a YTD analysis and a 3% conversion rate.
Paid Social – TikTok	1,112,752	0.41%	\$13,333	
Podcasts Streaming Audio	1,145,663		\$13,334	
TOTAL CAMPAIGN	3,369,686		\$40,000	
				\$17,440.80

11,265 clicks to the landing page (www.outdooralabama.com/discount)

14% increase in license sales for 17-23yr olds in November and December compared to same time last year

12% increase in license sales to females (females engaged with TikTok at higher rate than men)

12% increase in license sales to people of color



Call to Action

After hearing or seeing an ad, users were sent to a landing page, www.outdooralabama.com/discount, to purchase hunting licenses and learn about local public access opportunities, outreach events, digital mentorship opportunities, online self-learning tools, and agency contact information. The landing page also had an email sign-up for ADCNR's email list to stay engaged with these new customers and encourage them to explore other license-specific recreational opportunities within the state.



Future Efforts

To stay relevant and maintain engagement with this audience, we will continue to use imagery and marketing messaging to replicate this campaign each Fall on college campuses. During this process, we compiled a list of contact information at each major academic institution and provided them with promotional materials (i.e. rack cards, pull up banners, and posters) to display to their respective student bodies.

Target Audiences

17 to 23 year-old College Students.



Images and Graphic Treatment

Screen shots below of the video ad provides context of the messaging. Scan QR to view video ad.

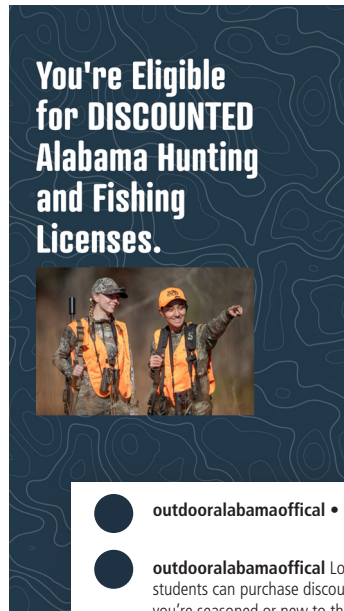
[1]



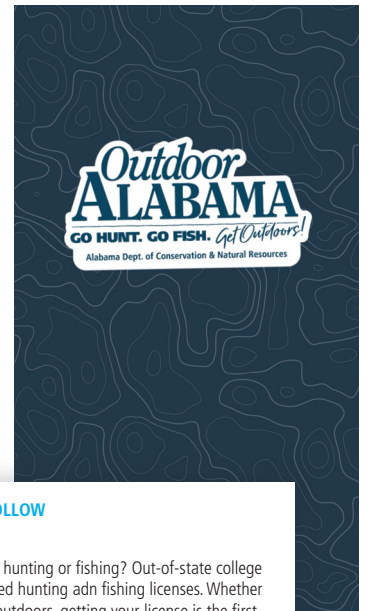
[2]



[3]



[4]



Associated post copy/CTA



Assets / Paid Placements

Audio Script for Podcasts and streaming audio: "Are you an out of state college student in Alabama that loves to hunt and fish? If so, you're eligible to purchase an annual resident Alabama Hunting and Fishing License! For more information on purchasing your discounted hunting or fishing license, visit Outdoor Alabama dot com backslash discount. Whether you're a seasoned hunter or new to the outdoors, getting your license is the first step toward enjoying the incredible hunting adventures Alabama has to offer. Visit Outdoor Alabama dot com backslash discount."

outdooralabamaofficial • FOLLOW

outdooralabamaofficial Love hunting or fishing? Out-of-state college students can purchase discounted hunting and fishing licenses. Whether you're seasoned or new to the outdoors, getting your license is the first step toward enjoying the incredible hunting and fishing adventures Alabama has to offer.

Additional Media

11x17
Posters

OUT-OF-STATE COLLEGE STUDENTS

DO YOU HUNT & FISH?

You are eligible for a **DISCOUNTED** Alabama hunting and fishing license.



If you are a full-time college student between the ages of 17-23 attending a certified higher education institution in Alabama, you can purchase your hunting and/or fishing license at the same cost as an Alabama resident!

Scan the QR code to find everything you need to complete your application including the forms, required documents, and helpful tips to ensure you have everything in order to complete the process. Whether you're a seasoned hunter or angler or new to the outdoors, getting your license is the first step toward enjoying the incredible hunting and fishing opportunities Alabama has to offer.



**Outdoor
ALABAMA**
GO HUNT. GO FISH. *Get Outdoors!*
Alabama Department of Conservation & Natural Resources

Learn more at
OutdoorAlabama.com

Pullup
Banners

**OUT-OF-STATE
COLLEGE STUDENTS**

DO YOU HUNT & FISH?



SCAN TO
LEARN
MORE

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**Outdoor
ALABAMA**
Alabama Department of Conservation & Natural Resources
OutdoorAlabama.com



Rack
Card
Front

**OUT-OF-STATE
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**ALABAMA DEPT. OF
CONSERVATION &
NATURAL RESOURCES**
OutdoorAlabama.com



Rack
Card
Back

**ARE YOU A COLLEGE
STUDENT AND WANT
TO LEARN HOW TO HUNT
OR FISH? OR, WANT TO
EXPLORE A CAREER IN
CONSERVATION?**

Alabama Dept. of Conservation & Natural Resources' **CAMPUS CONSERVATION PROGRAM** *is for you!*

The Campus Conservation Program (CCP) is your gateway to a world of hands-on learning and exploration in the beautiful wilds of Alabama.

Whether you're a college student pursuing a degree in wildlife science, forestry, fisheries, or marine science student with a passion for Alabama's Natural Resources or someone who wants to learn more about Alabama's great outdoors, CCP offers exciting opportunities to:

- Engage in Conservation-Related Outdoor Recreation
- Discover Conservation Career Paths
- Foster a Love For The Outdoors



Join us and become an active participant in shaping a sustainable future for Alabama's natural resources. Let's explore, learn, and conserve together!

CONTACT US TODAY AT:
OUTDOORALABAMA.COM/CCP