





Salmon Protection Campaign Proposed Strategic Plan

Salmon Defense | Billy Frank Jr. Salmon Coalition



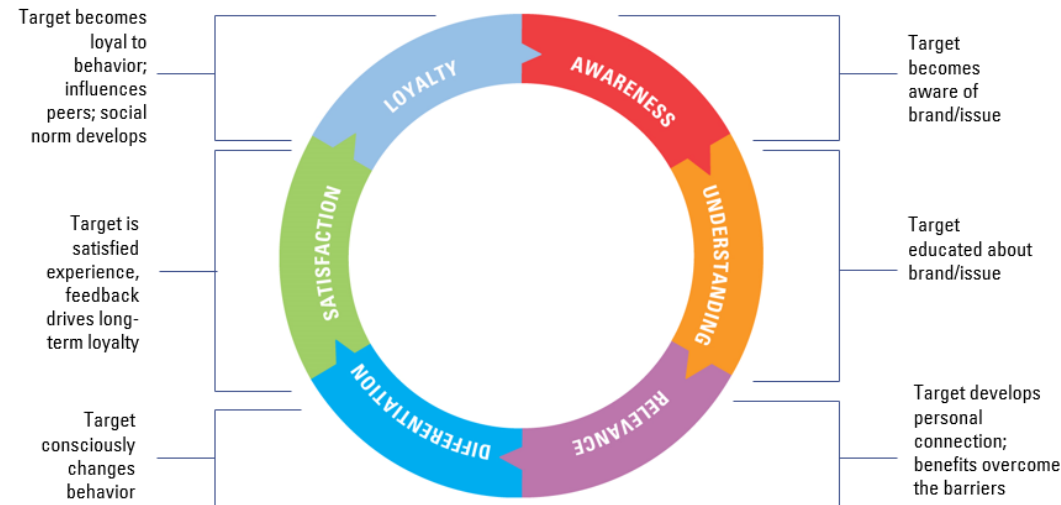
STRATEGY OVERVIEW



Primary Goal

Tap into Washingtonian's emotional drivers to **increase their level of urgency** around protecting salmon. We need to move them along the behavior change continuum from some level of **awareness to understanding and relevance**.

Behavior Change Continuum



Priority Audience

PRIMARY

Washington residents who care about salmon.

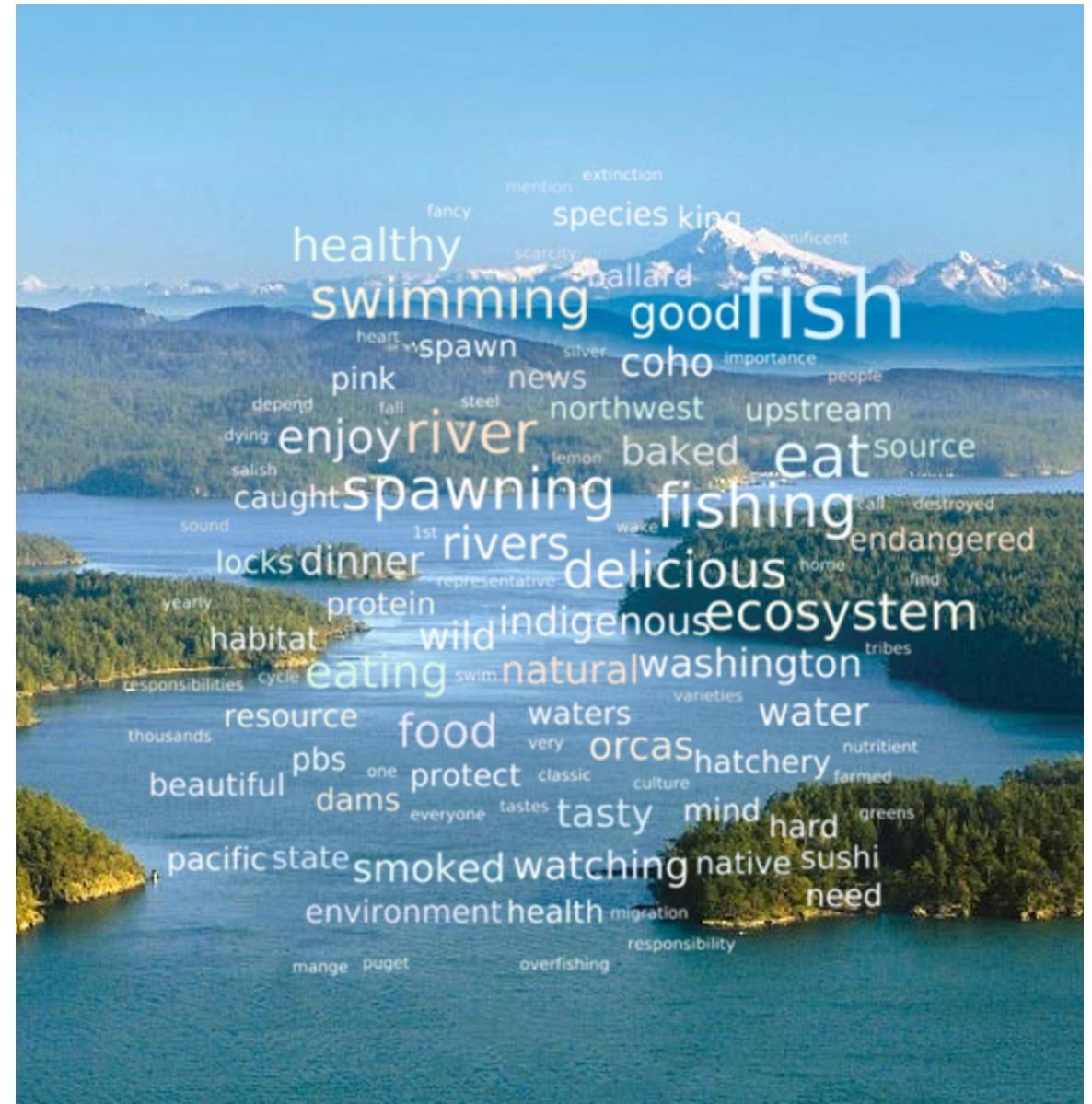
From research we know this audience represents a broad mix of people across age, household income, gender, education level, employment status and geography.



What do we know about our audience?

Key Research Findings:

- Have some level of awareness of the threats facing salmon
- Want to know how they can be part of the solution
- Have a shared identity connected to salmon's symbolic, cultural and economic significance
- Understand the connection between salmon health and the overall health of Washington's people, environment and economy
- Have the highest trust in Tribal leaders and environmental scientists as messengers on salmon issues



Main Message

The time to act is now, we have solutions to fix this problem, and everyone can help - together we have the power to protect salmon for Washington.



Creative should inspire the audience to...

THINK

Salmon are important to Washington's shared identity, culture, economy and way of life and urgently need our help.

FEEL

I am part of this place – I feel motivated to be part of the change necessary to protect it.

DO

Learn more and support the effort by engaging my awareness, voice, networks, vote and actions.



Successful Campaigns

- ✓ Leverage audience insights
- ✓ Connect emotionally and personally (relevance)
- ✓ Meet people where they are (no preaching)
- ✓ Include trusted messengers
- ✓ Have a variety of touch points
- ✓ Have clear goals
- ✓ Are sustained over time



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Your city. Your team.

Seattle, it's time.

CAMPAIGN LAUNCH STRATEGIC PLAN



Creative Approach & Production Plan



Our Concept

We are bringing together a group of people who sometimes disagree - who are sometimes at opposite ends of an issue.

But this time they're all joining together and working towards one goal.

To help our salmon.

To make this a true game-changing moment, we've partnered with Native and Indigenous storytellers to contribute ideas on how they would take the existing concept and inspire it further...

To make it soar even higher...



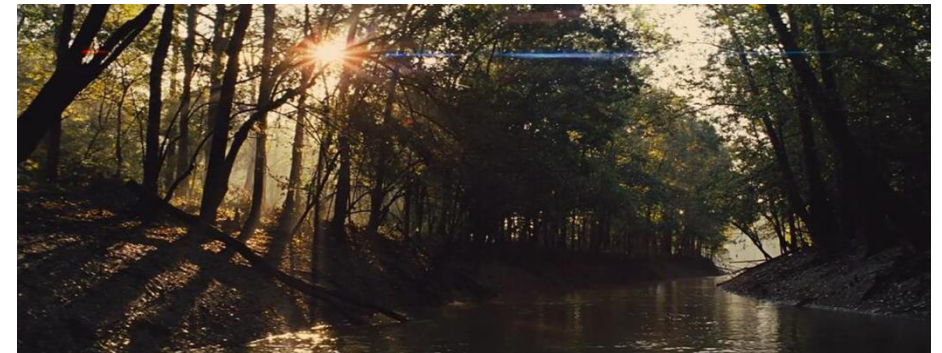
Our Approach

Rena Priest (and her eloquence) will take us on a journey. To show us how disparate voices unite in their understanding of the importance that salmon play in all of our lives.

And not just explaining the problem at hand, but taking us on an emotional ride from "I know there's a problem" to a deep understanding of our connection to salmon, and by association, to nature.

This will be a message that hits on many levels besides the logical...

Emotional, artistic, moving, spiritual.



Our Creative Team



Shaandiin Tome

Director of Photography
Navajo Nation



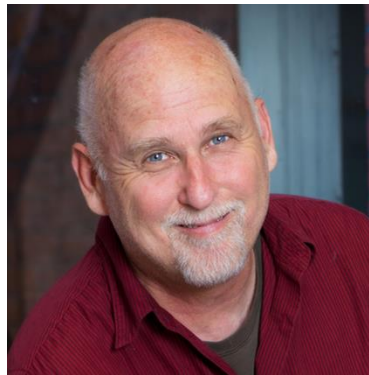
Rena Priest

WA Poet Laureate
Lhaq'temish (Lummi) Nation



Sam Kelly, Jr.

Executive Producer
Invisible Collective



Vandy Kindred

Creative Director
C+C



Katie Graham

Producer
C+C



Rachel Lovrovich

Art Director
C+C



Allison Arrington

VP, Creative/Content
C+C

ABOUT INVISIBLE COLLECTIVE

We are a creative content collective made of diverse individuals who aim to create authentic and dynamic work that is culturally reflective of the American and global populations. We partner with some of the biggest brands in the world to create work that uses undiscovered, diverse, and innovative talent.



The Production Plan

We envision a road-trip style production with a nimble and cinematic film crew.

Over 4 days in October, we'll be transported into our subject's worlds, immersed in their unique environments.

From river beds and dense forests, to marinas and open vistas, each location will tell a unique story and further reinforce the idea that the fate of our salmon is something that effects everyone.

We imagine covering a lot of ground, focusing our footprint in Western Washington, with necessary stops along the way for breathtaking footage.





Music & Sound

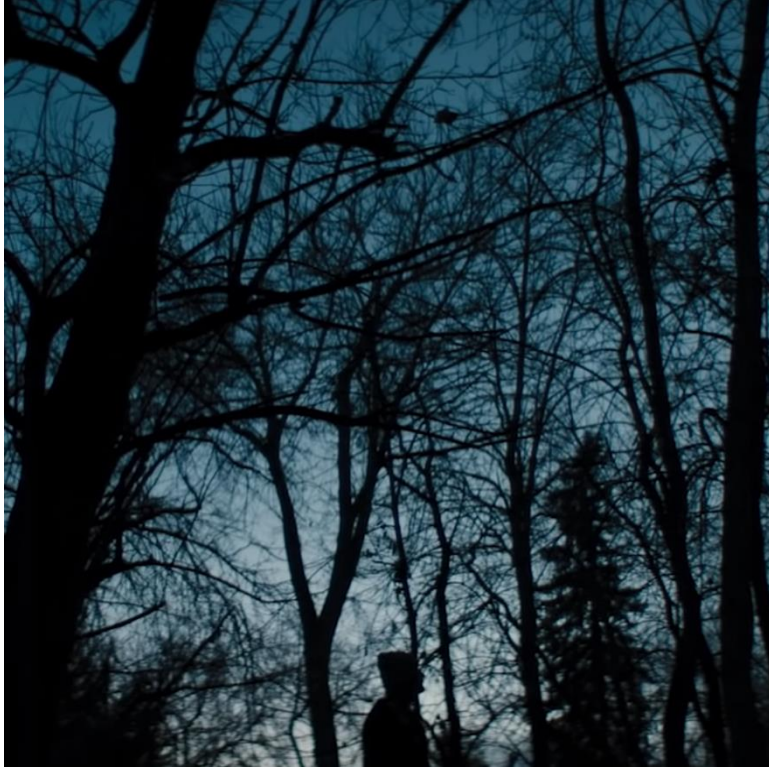
Our music will be rooted in the sound design of the area. Aiming to create an immersive experience, we'll tell a story through sound and in unison with the poem.

Example from [Long Line of Ladies](#).



Work Samples

DIRECTED BY SHAANDIIN TOME



[My Ikon](#)
[My Connection](#)



[Square](#)
["Only in Albuquerque" Series](#)



[Long Line of Ladies](#)
[Teaser](#)



Messengers & Spokespeople



Campaign materials will feature the people coming together to work on this issue in Washington, including:

- Tribal leaders
- Environmental scientists
- Fishers
- Potentially also leaders in:
 - Public sector
 - Forestry
 - Other relevant industries



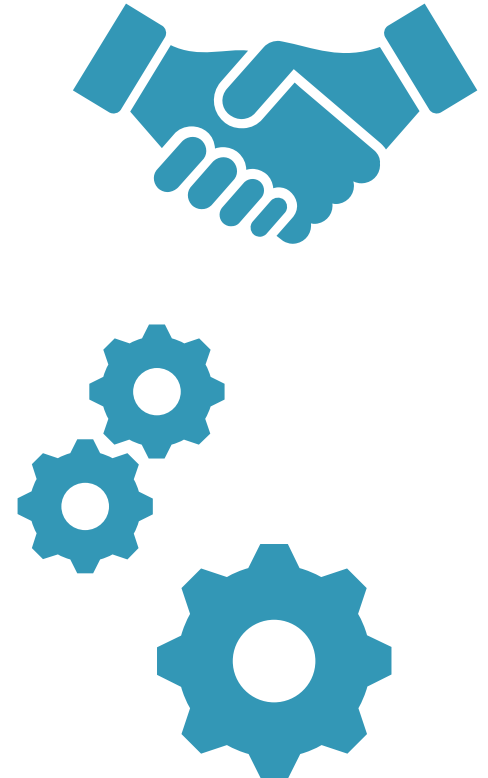
Partnership Amplification

Leverage existing relationships with local nonprofits, government agencies and community-based organizations to amplify campaign messaging, such as:

- Puget Sound Partnership
- Long Live the Kings
- WA Dept of Fish and Wildlife

Create a **Partner Engagement Toolkit** for organizations to share through their own channels, which would include:

- Turnkey copy for use on website, newsletter/email and social media
- Supporting web and social media graphics



Creative Deliverables

- **4x** shoot days including location permit fees, community contributions and production insurance
- **1x** uniquely composed track and music licensing for digital, social, and web
- **1x** :60 brand video for campaign landing page and organic sharing
- Ad assets:
 - **1x** :30 brand video for digital, social, and web placements
 - **1x** video resized for social sharing
 - **1x** :30 audio ad
 - Companion banners to accompany video/audio
- **25x** images from shoot for PR media kit and additional creative materials
- **5x** short video interviews with subjects for media or future video content.
- **1x** campaign landing page copy, including still images from the shoot.
- **1x** partner engagement toolkit with up to six organic posts for social and newsletter copy as-needed.





C+C | SOCIAL GOOD MARKETING



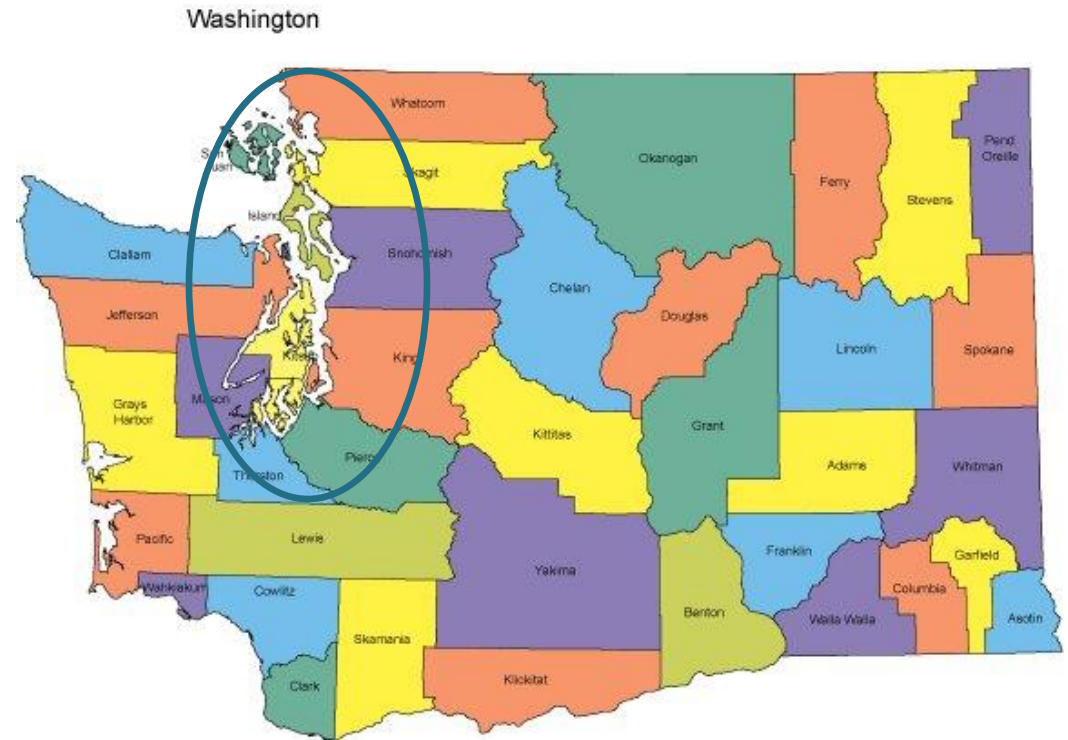
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Paid Media & Advertising

Planning Parameters

- **Objective:** (1) Issue awareness (2) Drive traffic to a campaign webpage for people to learn more and sign up for newsletter
- **Target:** People age 18+ who are socially conscience, environmentally focused
- **Geography:** Puget Sound Region
- **Timing:** 6-8 weeks, Q1 2024
- **Budget:** \$80K-\$200K
- **Priority:** Tactics that can scale statewide



Recommended Ad Tactics Overview

Tactic	Assets
Digital Video	:30-second digital video
Digital Audio	:30-second audio ad + 300x250 companion banner
Facebook & Instagram	Video and/or static ad + headline + body copy
Public Radio	:20 script for station-produced sponsorship spot



Digital Video

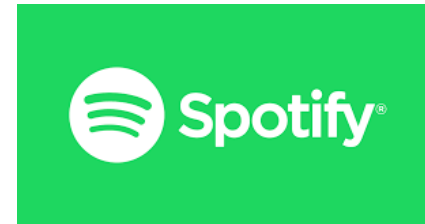
- **Description:** Video ads appear as a pre-roll to other digital video content and are served to people across hundreds of websites and apps while segmented by our determined geography and audience profile. Ads are served across desktop, mobile and tablets in video and/or display format and will be optimized toward those most likely to watch the full-length video. The campaign will track all impressions served and click-throughs.
- **Benefits:**
 - Excellent for awareness and complex messaging
 - Highly targeted, trackable and optimizable for maximizing cost-efficiency
 - Links to landing page so people can take the next step
 - Potential to link with Google Analytics to understand website traffic patterns and conversions

- **KPIs:** Complete video views (primary) Impressions and clicks (secondary)
- **Asset:** 30-second digital video ad



Digital Audio

- **Description:** Audio ads run across digital platforms like Pandora, Spotify, iHeart and are segmented by our determined geography and audience profile and paired with a digital companion banner that is clickable.
- **Benefits:**
 - Diversifies how people see and hear our messaging
 - Excellent support tactic to video and pairing them together allows us to leverage the pros of both simultaneously
 - Highly targeted to avoid waste
 - Links to landing page so people can take the next step and clicks are trackable
- **KPIs:** Impressions (primary) clicks throughs (secondary)
- **Asset:** 30-second digital audio ad and 300x250 companion banner



Social Media

- **Description:** Social ads run across Facebook and Instagram on mobile, tablets and desktops. Ads are segmented to the determined geography and target audience.
- **Benefits:**
 - Excellent for both awareness and engagement
 - Highly targeted, trackable and optimizable for maximizing cost-efficiency
 - Potential to link with Google Analytics to understand website traffic patterns and conversions
 - Opportunity for audiences to engage, share, and click through
 - Historically successful at driving website traffic and conversions for community messages
- **KPIs:** Click throughs (primary); impressions, completed views and engagement (secondary)
- **Asset:** 30-sec video ad and/or images (can be static or animated)



Public Radio (Supplemental)

- **Description:** Station produces sponsorship spot to play on air from 20-second, client-provided script (non-promotional). Typically begins with "KUOW is brought to you by..." and reaches listeners throughout station's frequency range.
- **Benefits:**
 - "Halo effect" or positive association with station's credible/trustworthy reputation
 - Highly targeted to audience more likely to be receptive to message to avoid waste
 - Diversifies how people see and hear our messaging
 - Excellent support tactic to video and pairing them together allows us to leverage the pros of both simultaneously
- **KPIs:** impressions (primary) and frequency (secondary)
- **Asset:** 20-sec script (must meet station guidelines)



Media Plan Levels

		2024											
		Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Total	Est Total	Est %	Est
										BUDGET	Impressions	Reach	Frequency
BUDGET A - \$80,000													
Digital Video	Digital Video									\$40,000	2,666,667	40	1.7
Digital Audio (music + podcasts)	Digital Audio									\$20,000	1,111,111	20	1.4
Facebook & Instagram	Facebook & Instagram									\$20,000	2,500,000	30	2.2
TOTAL										\$80,000	6,277,778	53	3.1
BUDGET B - \$160,000													
TV	TV									\$60,000	6,666,667	50	3.5
Digital Video	Digital Video									\$45,000	3,000,000	40	2.0
Digital Audio (music + podcasts)	Digital Audio									\$20,000	1,111,111	20	1.4
Radio	NPR: KUOW									\$10,000	1,000,000	7	3.7
Facebook & Instagram	Facebook & Instagram									\$25,000	3,125,000	34	2.4
TOTAL										\$160,000	14,902,778	68	5.7
BUDGET C - \$200,000													
TV	TV									\$115,000	12,777,778	65	5.1
Digital Video	Digital Video									\$35,000	2,333,333	35	1.7
Digital Audio (music + podcasts)	Digital Audio									\$20,000	1,111,111	19	1.5
Radio	NPR: KUOW									\$10,000	1,000,000	7	3.7
Facebook & Instagram	Facebook & Instagram									\$20,000	2,500,000	30	2.2
TOTAL										\$200,000	19,722,222	77	6.7



Public Relations



PR Fundamentals

To gain earned media coverage from news outlets your message must be:

- **Timely** meaning it is appearing when it will be most top of mind
- **Relevant** to the audience the media outlet serves

It's important to find a **media angle** that ties your messaging to a timely, relevant, newsworthy event (campaign launch, research announcement, etc.)



Earned Media Approach

Media Training

- Create roster of spokespeople available for media requests.
- Schedule one-on-one training sessions to prepare coalition spokespeople for media interviews and public speaking opportunities.
- Trainings will provide interview strategies to help spokespeople stay on message and handle any tough questions that may come up.

Regional Outreach

- Focus on unique collaboration between Tribes, gov't, and private-sector businesses/individuals to make a tangible difference for WA's salmon.
- Offer interviews with local spokespeople and invite priority media members to join the coalition for a day to see the work they are doing in person.
- Create a media kit with broll and visual options for broadcast media.

Thought Leadership

- Write opinion pieces and pitch them to The Seattle Times and Tacoma News Tribune. This is a particularly good way to distribute key messages, new research and elevate staff as thought leaders and change makers.
- These opinion pieces can also be used as LinkedIn Pulse articles to be published by coalition leaders.



Media Angle

Headline: New nonprofit coalition aims to save Washington's dwindling salmon population

- **Hook:** Many of Washington's salmon runs are near extinction – and all are threatened. That's why a diverse group of organizations and individuals who are sometimes at odds with one another came together to save salmon in Washington state.
- **Key Message:** Salmon are critical to Washington's shared identity, culture, economy and way of life. This unique coalition put differences aside to agreed on key focus areas to protect salmon populations (such as habitat restoration/protection and hatcheries)
- **Supporting Messages:**
 - Research shows that people don't realize the urgency of this issue. If we are going to save Washington's salmon the time to act is now.
 - We have the solutions to protect and restore salmon back from the brink of extinction but need the resources and personal/political will to do them at a scale that will solve the problem.
 - This kind of coalition is not common. It's an interesting example of how a group of stakeholders including Tribes, gov't organizations, and private companies can work together to make a difference.
 - This coalition provides a blueprint to help other states solve similar issues with salmon or other endangered species in their region.



Sample Media Targets

Courtney Flatt (NPR)

- Coverage focused on environmental, natural resources and energy issues in the Northwest
- Stories featured across NWPB's network – which includes NPR stations across Washington
- Recent coverage:
 - [This Single-Celled Sea Critter Could Help Scientists Learn About Climate Change](#)
 - [Growing Phytoplankton To Learn More About The Ocean's Food Web](#)
 - [To Unravel Some Of The Ocean's Mysteries, Scientists Head To Sea](#)



Bellamy Pailthorpe (KNKX)

- Covers the environmental beat for Seattle-based radio station KNKX
- Has a deep interest in indigenous affairs and the Salish Sea
- Recent coverage:
 - [Lummi Nation wins damages for net pen collapse; BC plans to phase out the practice](#)
 - [Nearly extinct 30 years ago, Washington's western pond turtles are slowly recovering](#)
 - [Nature rebounds on the Green River after large levee removal](#)



Carly Vester (Tacoma News Tribune)

- Writes a monthly environmental column for the Tacoma News Tribune and the Peninsula Gateway Newspaper
- Stories featured across NWPB's network – which includes NPR stations across Washington
- Recent coverage:
 - [You don't want to see this critter on our beaches. Here's what to do if you find one](#)
 - [You can lower fire risk at your home this summer in Western Washington. Here's how](#)
 - [This little fish causes a scene this time of year, and sometimes local whale activity](#)



Key Regional Media Targets

Pierce County

- Tacoma News Tribune
- KNKX
- South Sound Business
- Tacoma Weekly

King County

- The Seattle Times
- Crosscut
- Grist
- Seattle Weekly
- KUOW
- KNKX
- KING TV
- KIRO TV
- KOMO TV
- KCPQ TV
- Puget Sound Business Journal

Snohomish County

- The Everett Herald
- Snohomish County Tribune

Kitsap County

- Kitsap Sun Newspaper
- Kitsap Daily News

Thurston County

- The Olympian
- Thurston Talk

Whatcom County

- The Bellingham Herald
- Lynden Tribune

Island County

- Whidbey News-Times
- South Whidbey Record

The Seattle Times

 **THE BELLINGHAM HERALD**

The Olympian

HeraldNet
EVERETT, WASHINGTON



Streamlining the Media Outreach Process

Create media outreach kit that will help stakeholders share with partner organizations and friendly media connections:

- Press release and key messages
- Media kit with broll/image assets

Other assets to support success:

- Trained spokespeople
- Talking points/fact sheet
- Package of materials/photos/b-roll
 - Media outlets have limited time - support materials help make it easier for them to tell the story



Earned Media Deliverables

- **Media list:** Including reporters throughout Puget Sound region
- **Media training:** One hour training sessions to help spokespeople prepare for interviews
- **Press release:** Announcing campaign launch and including relevant partners
- **Opinion editorial:** Written to carry key messages and pitched to large local newspapers
- **Media kit:** Including collection of photos and broll for broadcast media
- **Interview support:** C+C will join media interviews to support spokespeople as necessary



Budget

Campaign Budget Overview: Billy Frank Jr. Salmon Coalition

Task/Expense	Deliverables	Estimated Budget Range
Audience research and campaign framework	Recruit and facilitate research via online discussion board with diverse group of 67 Washingtonians, present research findings and use them to develop campaign framework (goals, audience insights and creative strategy)	\$60K
Creative concepting	Develop and present up to 4 concepts (i.e. overarching creative directions for campaign)	\$25K
Strategic planning	Plan includes tactics and strategies for PR, messengers/spokespeople, advertising and other outreach channels	\$20K
Video & materials production	Pre-production interviews, concept scripting, planning, logistics as well as all filming and production expenses for 4-day shoot with 5 spokespeople around Puget Sound	\$291K
Creative materials and video post-production	Developing all materials necessary for the campaign: 4-min video, 30-sec video, 30-sec audio, 20-sec radio script, social media ads, organic social media/partner toolkit and campaign landing page	\$136K
Public Relations	Executing earned media plan: media training, media list building, writing press release, building media kit, crafting op-ed, executing media event, providing interview support and tracking coverage.	\$46K
Campaign implementation	Executing the campaign, includes managing the media buy, coordinating with partners, and reporting campaign results	\$53K
Media buy levels	Advertising fees to run a Puget Sound paid media campaign	\$80K-200K
TOTAL INVESTMENT		\$711-831K





THANK YOU



Seattle | Portland | Boston