





SALMON WARRIORS CAMPAIGN REPORT SUMMARY OF RESULTS

BACKGROUND

C+C assisted Salmon Defense with the development and execution of the “Salmon Warriors” campaign focused on protecting and defending Pacific Northwest salmon. The campaign’s goal was to increase Puget Sound residents’ level of urgency around the issue of salmon recovery and move them from awareness to understanding and relevance, so they are more prepared to take action and support the effort.

The 5-week campaign officially launched on March 18, 2024 and used the following tactics to achieve our goal:

- **Paid Media:** Advertising throughout the Puget Sound area via regional broadcast TV, public radio, digital streaming (such as Spotify, Pandora, etc.), and social media (Meta) tactics.
- **Earned Media:** Public relations to secure regional news coverage to increase regional issue awareness and gain third-party credibility for the campaign, spokespeople and overall messaging.
- **Owned Media:** Publishing campaign content and messaging on Salmon Defense’s website, YouTube channel and social media accounts organically.
- **Shared Media:** Campaign materials, primarily for organic social media posting, were developed and shared with key partners and campaign funders for amplifying messaging through their own channels.

RESULTS HIGHLIGHTS

Across all tactics the campaign generated nearly 500 million impressions:

- Impressions are the total number of times campaign ads or messaging were seen.
- Earned media garnered over 470M impressions and almost \$4.6M in advertising value equivalency via 34 pieces of coverage.
- Paid media garnered 25.4M impressions, reaching approximately 77% of our target audience an average of 8.6 times.

The results also demonstrate high interest and engagement with campaign messaging:

- PR efforts landed in depth coverage in key regional media outlets:
 - [Seattle Times](#), including a coveted [Seattle Time op-ed](#) placement
 - [KING](#)
 - [KCPQ](#)
 - [Real Change](#)

- Northwest News Radio (Puget Sound Now) ([Part 1](#), [Part 2](#))
- Advertising generated 19.8 million video views, over 40,900 clicks back to the landing page and 415,000 social media engagements.
- Website visitors increased a whopping 11,407% during the campaign period and lead to nearly 600 newsletter sign ups.

DETAILED RESULTS BY TACTIC

Paid Media – Advertising

The advertising calendar below shows when each tactic ran during the campaign period (3/18-4/21).

SALMON DEFENSE FUND Media Plan - 2024		2024							
		March		April					
		3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6
TV	TV								
Digital Video	Digital Video								
Digital Audio (music + podcasts)	Digital Audio								
Radio	NPR: KUOW								
Facebook & Instagram	Facebook & Instagram								

Overall, the campaign reached approximately **77% of our target audience an average of 8.6 times**. This frequency (the number of times an ad was seen) was higher than originally projected (6.4 times). Ideal frequency is typically 7 times to ensure the audience remembers the message so the 8.6 frequency number is excellent and supports stronger audience message recall.

All ad tactics combined **generated over 25.4 million impressions** (the total number of times the ads were seen). This was more than 6.5 million impressions higher than originally projected, with all tactics exceeding forecasted impressions estimates. Additionally, the ad campaign **generated 19.8 million video views, 1.8 million audio listens and over 40,900 clicks** back to the landing page.

The ad campaign also achieved our two goals or KPIs (key performance indicators) very cost efficiently:

Goal #1 - Awareness: Our selected combination of ad tactics (video, audio and social) worked well together to drive awareness by reaching our target audience in a variety of ways.

- As mentioned above our impression and frequency metrics exceeded projections, which was driven in part by the \$81,307 in added value promotion we were able to negotiate on Salmon Defense's behalf. This was primarily through our one-to-one

match on broadcast TV and public radio that gave us a bonus placement for each purchased placement.

- The ad plan also achieved a \$7 CPM (cost per thousand impressions), which is on the lower end of the \$6-\$10 ideal range showing that our advertising efforts were cost efficient.
- Additionally, the campaign achieved a \$0.01-\$0.02 cost per video view and audio listen, also on the lower end of the \$0.02-\$0.05 ideal range. Again, demonstrating the cost efficiency of the media buy.

Goal #2 - Website traffic: To help drive visitors to Salmon Defense's campaign landing page, all ads included the URL and all digital advertising was clickable. However, Meta (Facebook and Instagram) was specifically optimized to drive clicks and website traffic.

- Meta generated 89% of all the site traffic! It also performed extremely well in terms of cost efficiency with metrics well below benchmark for CPC (cost per click) and CTR (click through rate).

Broadcast TV & Radio

The campaign's 30-second video ad ran on regional broadcast TV across the following key stations:

- KCPQ - FOX
- KZJO - Jo TV
- KIRO - CBS
- KOMO - ABC
- KING - NBC
- KONG -
Independent
- KSTW-TV
- KCTS-PBS

The total of 880 TV ads placed garnered a total of 18.1M impressions (~71% of total campaign impressions). Along with the one-for-one match for extra free placements, the media buyer was also able to negotiate additional promotion opportunities via a [KING 5 news billboard](#) and [KSTW "squeezeback"](#) shown during regular programming.

C+C also developed a customized sponsor announcement script for KUOW (the local NPR affiliate station), which was recorded by station talent and played on air for listeners. This tactic achieved over 1M impressions targeted at an audience most likely to engage with the campaign message. Again, the media buyer negotiated a one-for-one match for extra free placements for this tactic.

Digital Audio

The campaign's 30-second audio ad ran on digital streaming services such as Spotify, Pandora and IHeartRadio. This tactic drove over 778K impressions and 126 clicks to the website via the companion banner.

Digital Video

The campaign's 30-second video ad ran as a digital pre-roll ad (ahead of online video streaming content) garnering more than 2.8M impressions, more than 1.5M completed video views and 4,224 clicks.

Social Media

Both the campaign's 30-second video ad and a static visual ad ran on Meta's social platforms: Facebook and Instagram. As mentioned previously, this tactic was the only one optimized for driving website traffic (all other tactics were optimized for views and visibility to support our awareness goal).

The campaign's social media advertising produced outstanding results! The ads **vastly outperforming key Meta benchmarks** and demonstrating a very cost-efficient approach.

- Garnered 2.5M impressions (~10% of total impressions)
- Reached more than 806K people
- Total video views: 108,939
- Total clicks: 36,568
 - CPC (cost per click) of \$0.56 compared with the \$1.72 CPC Meta benchmark.
 - CTR (click through rate) of 1.45% compared with the 0.90% Meta benchmark.

The high CTR indicates that the target audience found the content to be relevant and engaging, and were interested in learning more on the website. The social media ads also had very high engagement with more than **415,000 post engagements, 978 shares, 77 saves and over 1.9K comments**. Both the strong CTR and level of engagement demonstrate high interest from the target audience in the campaign topic.


Recommendations for Next Campaign

The video ad reached more people and drove more website traffic than the static image ad, so future campaigns could consider including a second video ad. However, there is a significant benefit in having multiple versions of ads with a variety of video and static elements. This helps reduce ad fatigue amongst the audience who may grow tired of seeing the same exact creative execution multiple times in their newsfeed. Having different types of visuals and copy helps avoid this and keeps content eye-catching and feeling fresh. One simple solution in the future we could explore is repurposing organic social content for the paid campaign, or allocating budget for boosting the organic posts to reach a broader audience.


Social Media Ad Comment Monitoring Summary

The majority of social ad comments came from people who were passionate about the cause, and wanted to share their thoughts on how best to protect salmon. Comment themes included suggestions about managing seal populations, commercial fishing, hatcheries, and netting rivers. The monitoring team responded to these comments to clarify misinformation and direct people to resources to learn more. Other comments also included notes of support about the campaign.

Supportive comment examples:

- 


tohellboy 5w
Protect habitat! Watch what you wash down your driveways! Or Flush! It's all water and it ends up in the Oceans! Rehabbed allot of streams and rivers!!!!!! 50 yr mountaineer and Habitat restoration!!!!!! ❤️👍

Reply
- 

Debra Meiers
Beautiful Video.Thanks for Sharing! 🌱📺😄🐾

4w Like Reply Hide 2👍
- 

Abby Yates ✓
Here for this! Thanks for this important work. The waterways I'm committed to are the Nooksack River, Salish Sea and anything in the Whatcom County watershed. This work is critical and I appreciate these efforts.

5w Like Reply Hide 8👍👍👍
- 

Paul Hage
What a great effort. Comanagement lives

4w Like Reply Hide 5👍

Earned Media - Public Relations

To support earned media, C+C planned and executed a robust PR approach:

- Media trainings were held via Zoom and support materials and resources provided to six campaign spokespeople.
- Media materials were developed to support outreach, including a press release, media list, pitches, and an online media kit with still images and b-roll.
- An opinion article was ghostwritten for two spokespeople and pitched to key regional print publications.
- An invite-only launch event connected high value regional reporters with spokespeople and gave them a unique opportunity to connect with the issue firsthand on the Nisqually river.
- Media outreach was conducted to secure stories, support interviews and track coverage.

Key Coverage Results:

- Earned media efforts resulted in **34 pieces of coverage**, garnering nearly **470M impressions** and **\$4.6M in Advertising Value Equivalency**.
- The campaign received in depth coverage across media types (print/online, television, and radio) and reached some of the largest outlets in Western WA, including:

- Seattle Times – [One river in south Puget Sound tells the story of salmon's plight](#)
- Seattle Times (op-ed) – [If we can come together to save salmon, so can you](#)
- KCPQ – [Salmon are struggling, as former foes turned allies call for action](#)
 - Along with the online story, this ran on [broadcast](#) and was also picked up by [AOL](#) and [Yahoo](#).
- KING – [Coalition brings together longtime rivals to help salmon](#)
 - Along with the online story, this also ran on [broadcast](#).
- Real Change – [Tribes redouble efforts to protect dwindling salmon populations](#)
- Northwest News Radio – Conversation with Willie Frank III and Ron Garner
 - This radio story was so long (15 minutes) our tracking software had to save it in two parts:
 - Part 1 [saved here](#)
 - Part 2 [saved here](#)
- Key partners also supported PR with their own media relations efforts:
 - Video production partner Invisible Collective put out its own [press release](#) to announce the campaign and secured 6 hits in national creative trade publications.
 - Northwest Indian Fisheries Commission also wrote and placed its own [opinion piece](#) that was published in several relevant, regional outlets.

Best Practices for Successful PR Outcomes:

Engaging high-priority reporters early and providing 'exclusive' visuals via an invite-only media event were essential to the success of this PR effort. Ahead of the event, we were able to confirm attendance by three key outlets (Seattle Times, KING 5 and KCPQ). During the event we heard from some they likely wouldn't have been able to cover the story if we weren't offering such a great visual opportunity.

Having a highly targeted approach to a select list of media contacts focused our resources on the most relevant and 'friendly' news outlets and reporters. This helped ensure the resulting stories had a positive sentiment and were told from a thoughtful and in-depth perspective vs. short news announcements lacking the context this complex issue requires. After the initial weeks of the campaign, we were also able to secure feature stories in Real Change and Northwest News Radio (Puget Sound Now). This helped maintain momentum and put even more of our spokespeople in the spotlight to discuss the campaign in detail.

Owned Media - Website, YouTube and Organic Social Media

Website and YouTube

Primarily advertising, but also the PR tactics, successfully drove traffic to Salmon Defense's website and [campaign landing page](#). The website overall saw an incredible **6,216% increase in total visits and 11,407% increase in unique visitors** from the 5 weeks preceding the campaign launch.

The website overall saw a decrease in average time on page and an increased bounce rate (the percent of visitors who leave a website after visiting only one page and don't take any other action). However, this is to be expected as visitors from paid campaigns tend to engage with websites differently from organic visitors.

During the campaign period, the **landing page received 80% of the total visits and 96% of the total unique visitors.**

- The primary goal of the landing page was for visitors to learn more about the issue by reading the page and watching the 4-min video embedded from YouTube, which was viewed 2K times and received 19 likes.
- The secondary goal was to encourage newsletter sign ups. From the landing page, we saw a 0.043% CTR (click through rate) to the newsletter page. This number is relatively low, but to be expected since the newsletter call-to-action wasn't prominently featured. Despite this, the **newsletter page still garnered a total of 596 sign ups!** This total number excludes duplicate entries. The newsletter also had a very good, low bounce rate of 39.6%. Additionally, of the 673 total unique visitors to the newsletter page, the form was successfully completed 618 times, suggesting a very high conversion rate of 91.8%.

Salmon Defense Website Overall

	Campaign period 3/18-4/21	Previous 5 weeks 2/13-3/17	Percent change
Total Visits	42,256	669	6,216.29%
Unique Visitors	32,221	280	11,407.5%
Average Time on Page	12 secs	49 secs	-73.78%
Bounce Rate	60.5%	85.7%	-29.40%

Campaign Landing Page Overall

	3/18-4/21
Total Visits	33,839
Unique Visitors	31,195
Average Time on Page	9 sec
Bounce Rate	87.28%

Landing Page Top 5 Traffic Sources by Total Visits:

1. Meta (Facebook and Instagram)*
2. Direct Traffic (users typed URL into browser directly)
3. Google Ads
4. Organic Google Search
5. Newsweek.com

* Meta drove 25,616 website sessions, 75% of the overall traffic to the campaign landing page during the campaign window.

Newsletter Page Sign-up Page Overall

	3/18-4/21
Total Visits	1460
Unique Visitors	673
Average Time on Page	59 sec
Bounce Rate	39.6%
Newsletter sign ups (not including duplicates)	596

Newsletter Page Top 5 Traffic Sources by Total Visits

- 1) Direct Traffic
- 2) Organic Google Search
- 3) Meta
- 4) LinkedIn
- 5) Mail.Google.com

Organic Social Media

As mentioned in the introduction, a social media organic toolkit was created for Salmon Defense and partners to publish throughout the campaign. In total, the organic social media posts drove 34,410 impressions and 2,725 engagements.

The [most engaged post](#) featured Tribal Leader Glen Gobin, and encouraged people to connect with the Salish Sea. This post garnered 70 likes and 93 shares on Facebook. From campaign start to finish, Salmon Defense also gained 335 new Facebook followers and 227 new Instagram followers. **Compared to the previous time period, Facebook follows increased by 340%, and Instagram follows increased by 467%.**

Published	Media Outlet	Article	Author	Audience	Ad Value
4/24/24	Real Change	Tribes redouble efforts to protect dwindling salmon populations	Guy Oron	16,557	\$153.15
3/28/24	KCPQ-TV (Seattle, WA)	Salmon are struggling, as former foes turned allies call for action	Matthew Smith	1,231,160	\$11,388.23
3/28/24	Aol	Salmon are struggling, as former foes turned allies call for action	Matthew Smith	24,170,825	\$223,580.13
3/28/24	Yahoo	Salmon are struggling, as former foes turned allies call for action	Matthew Smith	427,922,376	\$3,958,281.08
3/21/24	Seattle Times (print)	If we can come together to save salmon, so can you	Wille Frank III, Ron Garner	204,230	\$125,679.00
3/20/24	Seattle Times	If we can come together to save salmon, so can you Op-Ed	Wille Frank III, Ron Garner	6,853,005	\$63,390.30
3/19/24	Seattle Times (print)	One river in south Puget Sound tells the story of salmon's plight	Isabella Breda	204,230	\$125,679.00
3/18/24	Seattle Times	How one river in south Puget Sound tells the story of salmon's plight	Isabella Breda	6,853,005	\$63,390.30
3/15/24	KREM-TV (Spokane, WA)	Coalition brings together longtime rivals to help salmon	Edmunds DeMars	610,096	\$5,643.39
3/15/24	US Times Post	Coalition brings together longtime opponents to help salmon	Edmunds DeMars	51,086	\$472.55
3/14/24	KING-TV (Seattle, WA)	Coalition brings together longtime rivals to help salmon	Edmunds DeMars	1,699,934	\$15,724.39
			Totals	469,816,504	\$4,593,382.42
Published	Media Outlet	Article	Author	UVM (Insights by Similarweb)	Advertising Value Equivalency
3/19/24	nwtreatytribes.org	Being Frank: Warrior up for salmon	Ed Johnstone		
3/27/24	Chinook Observer	It's time to 'Warrior Up' for salmon	Ed Johnstone		\$1,554.00
3/26/24	Nisqually Valley News	Being Frank: It's time to warrior up for salmon - Nisqually Valley News	Ed Johnstone	5,904	\$54.61
3/25/24	Chinook Observer	Being Frank: It's time to 'Warrior Up' for salmon	Ed Johnstone	26,308	\$243.35
			Totals	32,212	\$1,851.96
Published	Media Outlet	Article	Author	UVM (Insights by Similarweb)	Advertising Value Equivalency
4/18/24	Little Black Book	C+C and Invisible Collective Launch Tribal-led Campaign to Save Pacific Northwest Salmon		286,588	\$2,650.94
4/17/24	SHOOT	C+C and Invisible Collective Launch Tribal-led Campaign To Save Pacific Northwest Salmon		29,202	\$270.12
4/17/24	SHOOT	Salmon Defense's "Salmon Warriors"		29,202	\$270.12
	Shots News	Invisible Collective unveils Salmon Warriors		43,065	n/a
4/17/24	Ads of Brands	C+C and Invisible Collective Launch Tribal-led Campaign to Save Pacific Northwest Salmon		17,820	n/a
4/16/24	Adland	Invisible Collective & C+C Launch Tribal-led Campaign to Save Pacific Northwest Salmon		29,202	\$270.12
			Totals	435,079	\$3,461.30

Overall	470,283,795	\$4,598,695.68
---------	-------------	----------------

If we can come together to save salmon, so can you

March 20, 2024 at 1:04 pm



Michael Charles fishes for coho salmon on Oct. 8, 2023, on the Elwha River. It was the Lower Elwha Klallam Tribe's first fishery on an undammed river in more than 100 years. (Karen Ducey / The Seattle Times)

By [Willie Frank III](#) and [Ron Garner](#)

Special to The Seattle Times

Salmon need our help. It starts here. Literally. This article you're reading is by two authors, two people who have been at opposite ends of the political spectrum. Willie Frank III, the chairman of the Nisqually Tribe, and Ron Garner, the president of the Puget Sound Anglers state board. We are here, united with fellow tribal leaders, fishermen, environmental scientists, local and state officials, attorneys, conservation groups and industries across the Pacific Northwest. We are all here to help our beloved salmon.

The simple truth is we broke the landscape. Habitat degradation, mismanagement and climate change — all have contributed to the fact that many of Washington's

salmon have declined to near extinction. Research shows 70% of endangered or threatened salmon and steelhead populations are not keeping pace with recovery goals. The effect on long-term salmon runs is more than noticeable, it's gone from troublesome to dire.

And this isn't just about fishing.

Salmon are a keystone species. If they go away, our entire ecosystem breaks down. Orcas, bears, wolves, rivers, streams, forests, you, me — we all depend on the nutrients that salmon bring. If they disappear it will have a profound impact on our environment, culture and economy — now and for our children and future generations.

The good news? We can fix it. We know the solutions, but need the personal and political will of everyone in Washington to achieve them at the scale necessary to solve the problem. Because when we take positive action, the salmon respond, and respond quickly.

For example, when we restore habitat — by re-establishing estuaries at river deltas or removing dams — salmon return and start using that habitat right away. A few success stories are the [Billy Frank Jr. Nisqually National Wildlife Refuge](#) and dam removal on the [Elwha River](#) in the northern Olympic Peninsula. That's the whole thing. We know how to do this. We have examples like this in every watershed in Western Washington. By joining forces, we have the power to drive real change.

Together, despite our differences, we are committed to bringing salmon back, through habitat restoration, hatchery production, recognizing the long-term impact of seal and sea lion overpopulation, whatever it takes ... and it's going to take all of us. We need more good people who are willing to partner and work to protect the habitat zones, the watersheds and the ecosystems we know are hurting right now.

Here are just a few things you can do:

- Commit to one waterway and learn its connection to our region's salmon.
- Understand the impact of your yard on surrounding watersheds and the sea.
- Buy and eat locally sourced fish and shellfish to strengthen our water-dependent food systems.
- Use your voice to support this remarkable place we call home through your vote, social media connections and community action.

This is a time to set aside differences. We all have our reasons for supporting causes and campaigning for what we believe in. But when something as precious as the survival of our salmon is in the balance, that's when it's time to join together, to become [salmon warriors](#). Join us; be a part of the Billy Frank Jr. Salmon Coalition.

Willie Frank III: *is the chairman of the Nisqually Tribe.*

Ron Garner: *is president of the Puget Sound Anglers State Board.*

 [View 44 Comments / 44 New](#)