Presentation to
Bureau of Land Management
Wild Horse and Burro Program
Advisory Board

October 30, 2019
INTRODUCTIONS

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ABOUT A. BRIGHT IDEA

Creative communicators with strong and distinct backgrounds form the powerful A. Bright Idea team. The depth of our combined experience in public relations, advertising, strategic marketing, graphic design, exhibit and display design, tradeshow and event planning and interactive services generate unique and effective solutions for local, state and federal government agencies.

We are a woman-owned small business (WOSB) founded in 1996. Our award-winning agency excels at identifying opportunities, generating ideas and executing customized solutions that deliver results.

With headquarters in Bel Air, Md and offices in the San Francisco Bay Area and Los Angeles, A. Bright Idea supports clients and initiatives from coast to coast.
A. BRIGHT IDEA SERVICES

- Advertising, Media Planning & Buying
- Custom Illustration & Infographics
- Print Collateral & Publications
- Brand Development
- Commercial Video Production & Photography
- Audio Production
- Interior Wall Graphics & Exhibit/Display Design
- Sponsorship & Talent Assistance
- Digital & Web Design
- Event Management
- Public Relations & Strategic Communications
BLM WHB STRATEGIC PLAN
STRATEGIC PLAN DEVELOPMENT

1. Conducted kick-off meeting and follow-up meetings
2. Evaluated Great Lakes Marketing Information

These flyers do not have uniformity. The public needs to recognize the flyers and associate them with the program. A consistent format and professional appearance are mandatory to establish and protect the brand. Photos of the backside of a horse or a dirty set of teeth do not encourage adoptions. Photos need to show a horse with an owner, together.
Reviewed existing WHB marketing materials

**WILD HORSES**  
coming your way  
March 18-20

18 horses — ages 1 to 4  
2 trainer-gentled horses  
3 horses trained to ride (inmate training program)  
8 Burros

**Angels Camp**  
Calaveras County Fairgrounds  
101 Frogtown Road

Preview  
Friday, 4 PM

Adoption  
Sat., Sun. 8 to 5

866-4MUSTANGS  
wildhorseandburro.blm.gov

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STRATEGIC PLAN DEVELOPMENT

4. Attended adoption events
STRATEGIC PLAN DEVELOPMENT

5 Evaluated trends and existing communication landscape
GOAL 1: INTERNAL COMMUNICATIONS

Branding BLM WHB

Approved National WH&B Logos for Promotional Materials and Advertising:

In the event you need a special logo, such as the logo for adaptation on T-shirts and caps, please contact the National Marketing Head for design approval and production. Otherwise, these are the only approved logos. When embroidering, the correct color thread is PMS4.
GOAL 2: AUDIENCE EDUCATION  Getting the word out

Radio PSAs

Informational posters/flyers

Event booth that stands out and grabs attention
GOAL 3: COMMUNITY OUTREACH

ABOVE PUBLIC OFF-RANGE PASTURES

Wild Horse and Burro Program

U.S. Department of the Interior
Bureau of Land Management
Wild Horse and Burro Program

See wild horses in a free-roaming environment for free or with a small fee.

L S. Department of the Interior
| Bureau of Land Management
| Wild Horse and Burro Program

See wild horses and bring home your own wild horse!
BLM.gov/WHB
(877) 468-7826

Public Off-Range Pastures

See Wild Horses in a Free-Roaming Environment

About Public Off-Range Pastures

Wild horses—living symbols of the historic and pioneering spirit of the West—are a rare sight to behold. Recognizing Americans’ strong desire to connect with these majestic creatures, the Bureau of Land Management (BLM) has established several Public Off-Range Pastures on grasslands throughout the High and Central Plains where you can see and learn more about them.

Beautifully designed to provide a natural free-roaming environment for wild or wild-like horses gathered from overpopulated public rangelands, each off-range pasture offers educational opportunities and scheduled adoption and sale events to help find good homes for these animals. The public is welcome and encouraged to visit any or all of these projects to learn more about the BLM, wild horses, and a free-roaming environment.

RANCHO SECO

Located in the Central Valley west of Laramie, WY, provides on-site tours of 350 wild horses gathered from public rangelands throughout Wyoming. In addition to holding adoption and sale events, the ranch offers opportunities for public tours and private events. Contact them for more information.

Location: 599 State Highway 11, Laramie, WY 82070
Phone: (307) 399-9960
Website: DeerwoodRanchWildHorses.com

VERED RANCH

Spanning rolling hills and open valleys in southeastern Oklahoma, this 350-wild-horse ranch offers access to over 1,700 acres of pristine pasture south of the Wichita River near Waynoka, OK. The family provides an ideal home for 225 horses gathered from public rangelands throughout the West. Public visitation opportunities are available on schedule, adoption and sale events. Contact them for more information.

Location: 1624 State Highway 31, Coalgate, OK 74538
Phone: (580) 927-5093
Website: MowdyRanch.com

SVANY RANCH

Situated on a beautiful 1,700-acre ranch near the Smoky River near Ellsworth, KS, the Svaty Ranch is open to the public for 225 horses gathered from public rangelands throughout the West. Public visitation opportunities are available on schedule, adoption and sale events. Contact them for more information.

Location: 99911 Road, Ellsworth, KS 67439
Phone: (786) 531-1967
Email: SanyRanch111@gmail.com
Website: SanyRanch111@gmail.com

WINO RIVER RANCH

Wind River is located on grassland pastures within the boundaries of the Wind River Indian Reservation. The Oldham family provides a free-roaming environment for 225 wild horses and offers tours by appointment. A Native American family-owned and operated ranch, Wind River is overseen by the Wind River Tribes. Contact them for more information.

Location: 8616 Highway 287, Lander, WY 82520
Phone: (307) 438-3838
Website: WRWHSIOMail.com

Visit BLM.gov/WHB to learn more.

Prepared by a Bright Idea | abrightideaonline.com
GOAL 1 (Internal Communications)
Objective 1
- Key Message Guide
- Internal Style Guide
- Organizational Flow Chart
- Online Portal/Intranet
- Email Brief
- Open Feedback Forum

Objective 2
- Leadership Campaign Launch Guide
- Crisis Communications/Issues Management Plan
- Service Recognition Program

Objective 3
- Resource Library/Clearinghouse
- Promotional Toolkit
- Event Standard Operating Procedure (SOP)
- After Action Report (AAR)
- Training Series (in-person and virtual)

GOAL 2 (Audience Education)
Objective 1
- Organizational Tagline
- Website (Obj. 1, 2 & 3)
- Event Displays
- Conference/Trade Show Booth
- Promotional Materials

Objective 2
- Proactive PR Planning and Implementation
- Branded Staff Apparel
- Search Engine Optimization (SEO)/Search Engine Marketing (SEM) Strategy
- Videos/B-roll
- Public Service Announcement (PSA) – Audio/Video Format

Objective 3
- Online Corral Campaign Drive
- Advertising (Media Planning and Placement) – (Obj. 1 & 3)

GOAL 3 (Community Outreach)
Objective 1
- Social Media Strategy and SOP
- Online Owner Forum (via Facebook) (Obj. 1 & 2)
- Eco-Sanctuary Promotional and Collateral Templates (Obj. 1 & 3)

Objective 2
- Wild Horse & Burro Alumni Association (Obj. 2 & 3)
- Volunteer Management/Ambassador Program (Obj. 2 & 3)

Objective 3
- Strategic Partnership Cross-Promotion
- Legislative Briefing Template
TOOLS AND TACTICS

3 Brochures
12 Posters

24 Dual language postcards
English and Spanish

4 Radio PSAs

3 Videos

19 Flyer templates
Created one guide

12 Social media ad templates

Event Display
Included 10’ x10’ and 10’ x 20’ tents, event banners and tablecloths
TOOLS AND TACTICS

Printed Materials
- 2 Brochures, 1 Poster, 1 Pocket Folder
- Apparel Order

3 Flyer templates
- Created one video guide

2 Fact sheets

Style Guide
- Online Corral
- Data Template

600+ Digital ads
- Each campaign included a reporting dashboard of results

Infographic

WILD HORSE AND BURRO
Sale Event coming soon!

BUREAU OF LAND MANAGEMENT

WILDFIRE PROGRAM

WILDKSPE SEED BOOK

AT-A-GLANCE DATA

ONLINE CORRAL DASHBOARD

WILD HORSE AND BURRO
Sale Event coming soon!

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WILD HORSE AND BURRO
Sale Event coming soon!
TOOLS AND TACTICS

2 Radio PSAs

2 TV PSAs

6 Videos

Event Audit Guide

Retractable Banner
TOOLS AND TACTICS

**GOAL 1 (Internal Communications)**

**Objective 1**
- Key Message Guide
- Internal Style Guide
- Organizational Flow Chart
- Online Portal/Intranet
- Email Brief
- Open Feedback Forum

**Objective 2**
- Leadership Campaign Launch Guide
- Crisis Communications/Issues Management Plan
- Service Recognition Program

**Objective 3**
- Resource Library/Clearinghouse
- Promotional Toolkit
  - Event Standard Operating Procedure (SOP)
  - After Action Report (AAR)
  - Training Series (in-person and virtual)

**GOAL 2 (Audience Education)**

**Objective 1**
- Organizational Tagline
- Website (Obj. 1, 2 & 3)
- Event Displays
- Conference/Trade Show Booth
- Promotional Materials

**Objective 2**
- Proactive PR Planning and Implementation
  - Branded Staff Apparel
- Search Engine Optimization (SEO)/Search Engine Marketing (SEM) Strategy
- Videos/B-roll
- Public Service Announcement (PSA) – Audio/Video Format

**Objective 3**
- Online Corral Campaign Drive
- Advertising (Media Planning and Placement) – (Obj. 1 & 3)

**GOAL 3 (Community Outreach)**

**Objective 1**
- Social Media Strategy and SOP
- Online Owner Forum (via Facebook) (Obj. 1 & 2)
- Eco-Sanctuary Promotional and Collateral Templates (Obj. 1 & 3)

**Objective 2**
- Wild Horse & Burro Alumni Association (Obj. 2 & 3)
- Volunteer Management/Ambassador Program (Obj. 2 & 3)

**Objective 3**
- Strategic Partnership Cross-Promotion
- Legislative Briefing Template
BLM WHB MEDIA STRATEGY EVOLUTION

Print advertising

Digital advertising
BLM WHB MEDIA STRATEGY EVOLUTION

EXPANDED REACH RADIUS
### STREAMLINED APPROACH TO MEDIA PLANNING

- **Quarterly event/campaign planning**
- **Consistent media approach**
- **Event hierarchy:**
  - **High:** display/social
  - **Moderate:** social
  - **Online Corral:** display/social with unique social units

---

### Event Date(s): Campaign Dates City Event/Pick-up Location Event Type Previous Campaign? Notes/Targeting Info.

<table>
<thead>
<tr>
<th>Event Date(s)</th>
<th>Campaign Dates</th>
<th>City</th>
<th>Event/Pick-up Location</th>
<th>Event Type</th>
<th>Previous Campaign?</th>
<th>Notes/Targeting Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-Priority Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Combined events</td>
<td>7/23/19 - 7/29/19</td>
<td>Hattiesburg, MS</td>
<td>James Lynne Carriage Forrest County Multi-Purpose Center</td>
<td>Online Corral</td>
<td>No</td>
<td>(Pick-up date is 9/13/19) North to Memphis; Northwest to Huntsville, Birmingham, Tuscaloosa &amp; Montgomery; East to Mobile, Tallahassee &amp; Jacksonville; Southeast to Biloxi, Gulfport &amp; New Orleans; Southeast to Baton Rouge, Lafayette, Bessemer &amp; Houston; West to Shreveport</td>
</tr>
<tr>
<td>7/23/19 - 7/30/19</td>
<td></td>
<td>Mequon, WI</td>
<td>BLM Off-Range Corral Facility</td>
<td>Online Corral</td>
<td>No</td>
<td>(Pick-up date is 9/20/19) North to Green Bay; Northwest to Minneapolis, Duluth &amp; Fargo; West to Sioux Falls &amp; Sioux City; Southwest to Lincoln, Omaha, Des Moines, Cedar Rapids &amp; Rockford; South to Chicago &amp; St. Louis, Southwest to Indianapolis</td>
</tr>
<tr>
<td>7/26/19 - 7/27/19</td>
<td></td>
<td>Woodward, OK</td>
<td>Crystal Beach Arena</td>
<td>Adoption/Sale</td>
<td>No</td>
<td>(Pick-up from Madison OLC) East to Wilmington &amp; Rocky Point; South to Myrtle Beach &amp; Charleston; West to Florence &amp; Columbia, Northwest to Greenville, Spartanburg &amp; Charlotte</td>
</tr>
<tr>
<td>7/26/19 - 7/27/19</td>
<td></td>
<td>Lake Waccamaw, NC</td>
<td>Boys and Girls Home of North Carolina</td>
<td>Adoption/Sale</td>
<td>No</td>
<td>(See geo-targeting for circuit of events above)</td>
</tr>
<tr>
<td>Combined events</td>
<td>7/18/19 - 7/27/19</td>
<td>West Fargo, ND</td>
<td>Red River Fairgrounds</td>
<td>Adoption/Sale</td>
<td>No</td>
<td>(See geo-targeting for circuit of events above)</td>
</tr>
<tr>
<td>7/18/19 - 7/27/19</td>
<td></td>
<td>Ft. Pierre, SD</td>
<td>Stanley County Fairgrounds</td>
<td>Adoption/Sale</td>
<td>No</td>
<td>(See geo-targeting for circuit of events above)</td>
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<tr>
<td>8/5/19 - 8/7/19</td>
<td></td>
<td>Watertown, SD</td>
<td>Derby Downs Rodeo Arena</td>
<td>Adoption/Sale</td>
<td>No</td>
<td>(See geo-targeting for circuit of events above)</td>
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</table>
SHIFT FROM PRINT TO DIGITAL/SOCIAL MEDIA

- Maximized advertising budget
- Developed custom campaigns
- Enhanced audience targeting
- Increased reach to digital/social users
- Improved tracking and metrics

AVERAGE TIME SPENT IN THE U.S. - 2019
hrs:mins per day among population

- DIGITAL | 6:35 minutes
- TV | 3:35 minutes
- RADIO | 1:20 minutes
- NEWSPAPERS | 0:11 minutes
- MAGAZINES | 0:09 minutes

Note: Age 18+; time spend with each medium includes all time spent with that medium, regardless of multitasking; for example 1 hour of multitasking on TV while listening to radio is counted as 1 hours for TV and 1 hour for radio; Source: eMarketer, April 2019
*Excludes digital
OCALA, FL CASE STUDY  ONLINE CORRAL CAMPAIGN

**OCTOBER 2018**
23.3% Animals placed

**NOVEMBER 2018**
33.8% Animals placed

**MARCH 2019**
88.5% Animals placed

88.5% of animals presented placed

631 Online Corral applications completed
in March 2019
October 2018 – 97 applications completed

10 minutes average time per user spent on the website

The Online Corral website received more than 10x the average number of site visits during this campaign.
ADVERTISING
CREATIVE STRATEGY

- Developed cohesive “look” to all ads
- Incorporation of AIP information
- Introduced Facebook/Instagram slideshow ads
- Enhanced images
Influencer Coordination

Mustang Maddy with Willie on the cover of the Overview Brochure

Wild Horse and Burro Program

Elise Wallace and Bobby Kerr in Facebook Slideshow Ad Campaign

Marsha Hartford with Cobra in the Wild to Mild video
CAMPAIGN EVALUATION

- Dashboards by campaign
- Capture data points
- Platform and demographic analysis
- Placement

**Results:**

<table>
<thead>
<tr>
<th>Media</th>
<th>Budget (Gross)</th>
<th>Contracted Impressions</th>
<th>Delivered Impressions</th>
<th>Bonus Impressions</th>
<th>Clicks</th>
<th>Cost-per-Click (CPC)</th>
<th>Click-thru-Rate (CTR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>$810.00</td>
<td>101,250</td>
<td>118,213</td>
<td>16,963</td>
<td>432</td>
<td>$1.88</td>
<td>0.37%</td>
</tr>
<tr>
<td>Social</td>
<td>$540.00</td>
<td>67,500</td>
<td>165,208</td>
<td>97,708</td>
<td>651</td>
<td>$0.83</td>
<td>0.39%</td>
</tr>
</tbody>
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Total: $1,350.00 168,750 283,421 114,671 1,083 $1.25 0.38%

**CTR by Gender:**

- **Display**
  - Male: 0.41%
  - Female: 0.30%
- **Social**
  - Male: 0.30%
  - Female: 0.46%

**CTR by Demographic:**

- **Display**
  - Age Group 40-44: 0.7%
  - Age Group 45-49: 0.40%
- **Social**
  - Age Group 40-44: 0.60%
  - Age Group 45-49: 0.52%
  - Age Group 50+: 0.36%

**Top Ideas:**

- Pixel Art Color by Number
- Neon Play - Casual Roller Splat
- Wattpad
- MapQuest.com
- Last.fm
CAMPAIGN NUMBERS

NUMBER OF CAMPAIGNS
62

PAID IMPRESSIONS
10,875,488

ADDED VALUE IMPRESSIONS
6,229,544

VALUE OF BONUS IMPRESSIONS
$49,836.35

Created 696 individual digital ads in various sizes

OCT – DEC 2018
156 HIGH-PRIORITY
16 MODERATE-PRIORITY

JAN – MAR 2019
216 HIGH-PRIORITY
26 MODERATE-PRIORITY

APR – JUN 2019
260 HIGH-PRIORITY
22 MODERATE-PRIORITY