



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

October 30, 2019



Prepared by:
a. Bright idea
abrightideasonline.com

INTRODUCTIONS



a. Bright idea

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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

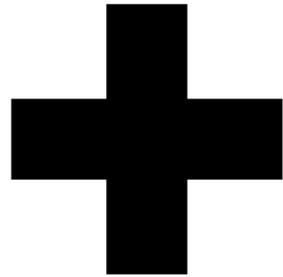


Event Management



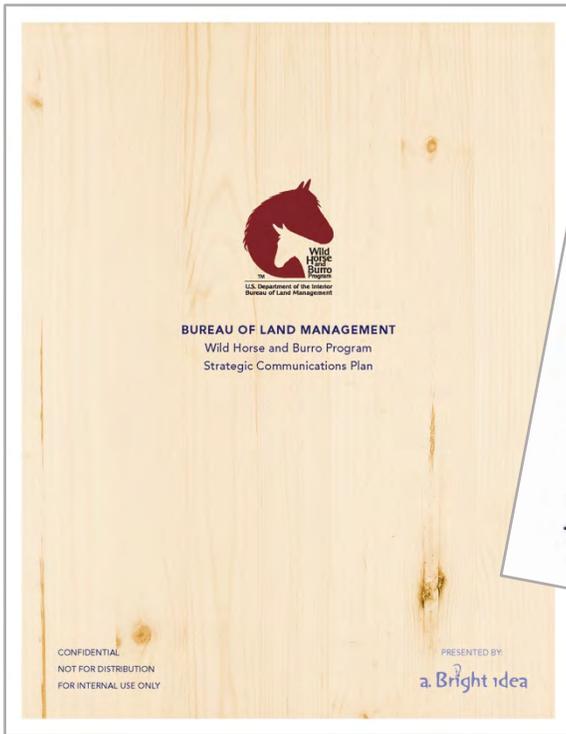
Public Relations & Strategic
Communications

COLLABORATION



U.S. Department of the Interior
Bureau of Land Management

BLM WHB STRATEGIC PLAN



STRATEGIC PLAN DEVELOPMENT

1

Conducted kick-off meeting and follow-up meetings



STRATEGIC PLAN DEVELOPMENT

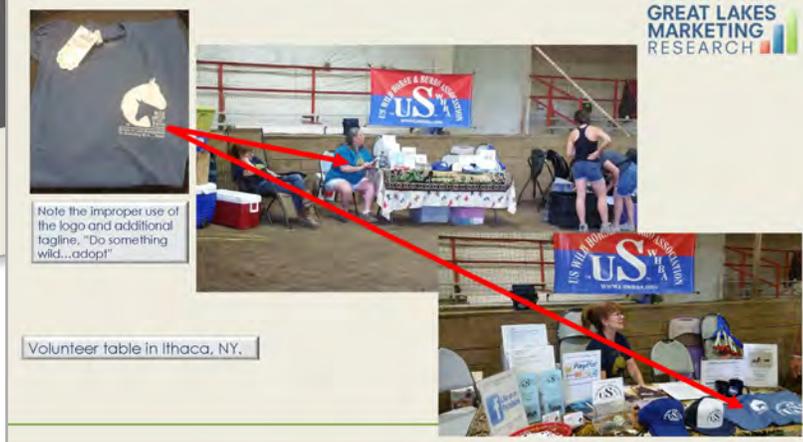
2

Evaluated Great Lakes Marketing Information

Basic Concerns



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.



Website
A concerted effort is needed to constantly manage messaging so it is all consistent. All communication tools should be aligned.

STRATEGIC PLAN DEVELOPMENT

3 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



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

U.S. Department of the Interior
Bureau of Land Management

Special Event!
WILD HORSE ADOPTION

Planned in conjunction with the September 2016 Stone Cabin Wild Horse Gather

Tonopah Fairgrounds Tonopah, Nevada	September 24, 2016 10 am
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The Stone Cabin Herd Management Area (HMA) is known for the "Stone Cabin Gray" which is unique to the area.

Approximately 20 recently gathered weanlings and yearlings will be offered from the Stone Cabin HMA Gather.

Photos and current information about the horses offered for adoption will be posted on the Battle Mountain District Stone Cabin Gather Website.

Due to the dynamic nature of wild horse gathers, it is essential that potential adopters contact the Battle Mountain District Office to express interest, submit applications, and obtain important details as they become available.

Base adoption fee \$125. All BLM adoption requirements apply.

All wild horses available for adoption will be vaccinated, dewormed, and Coggins tested.

Stone Cabin Gather Info
For more information
Contact Shawna Richardson
Phone: 775-635-4181
Cell: 775-635-9642
e-mail: s1rchar@blm.gov

All photos in this flyer are of wild horses from the Stone Cabin HMA!

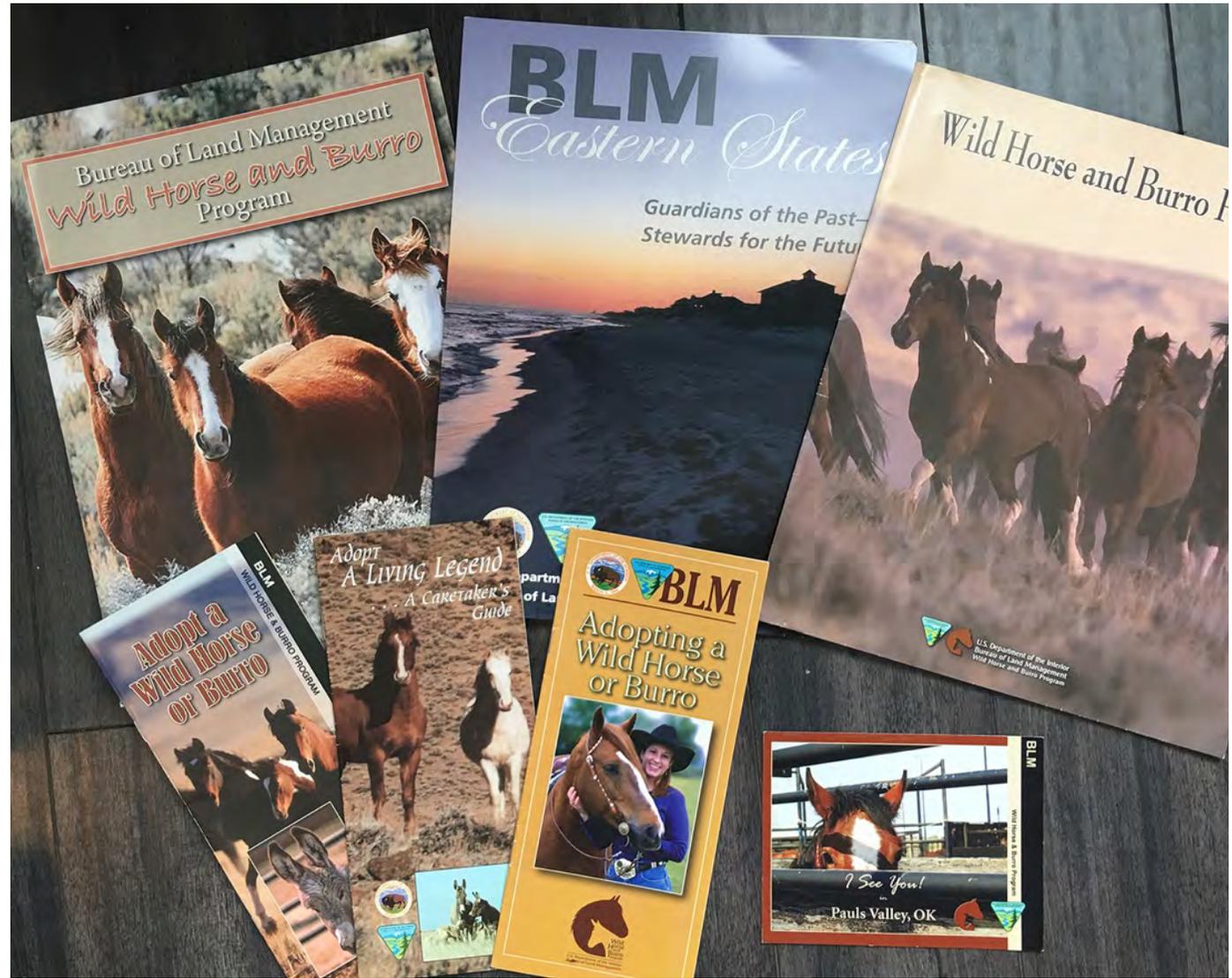






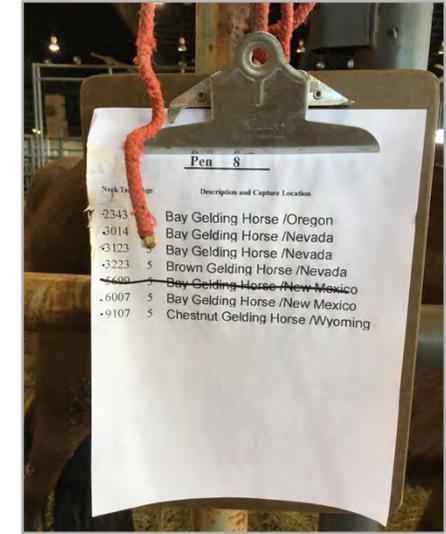
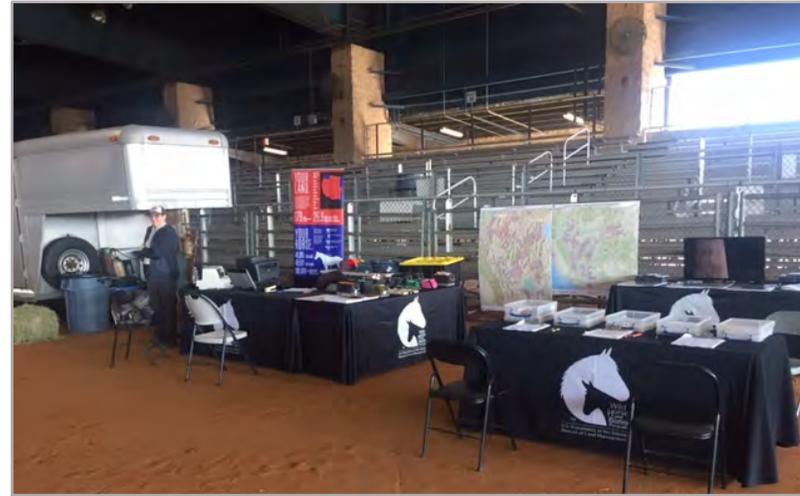


U.S. Department of the Interior
Bureau of Land Management
Wild Horse and Burro Program



STRATEGIC PLAN DEVELOPMENT

4 Attended adoption events



STRATEGIC PLAN DEVELOPMENT

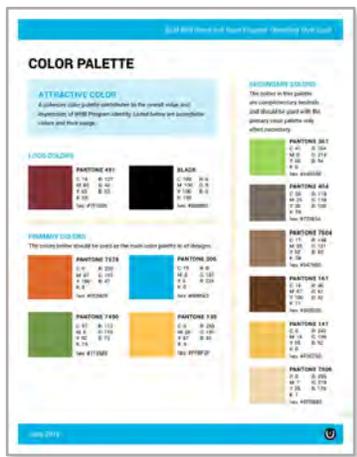
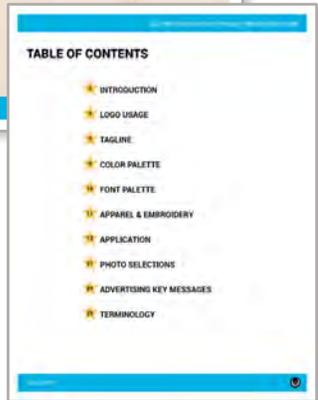
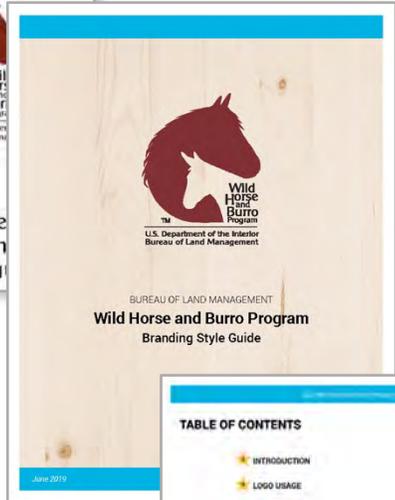
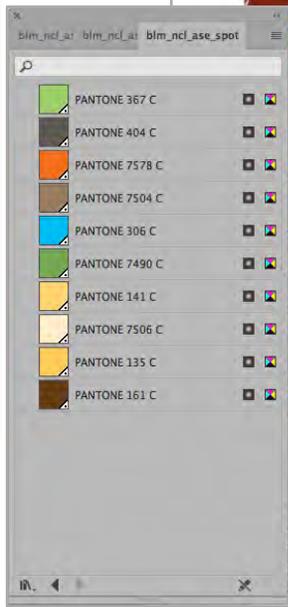
5 Evaluated trends and existing communication landscape



Tag #	Identification and Capture Location
2343	Bay Gelding Horse /Oregon
2014	Bay Gelding Horse /Nevada
03123	Bay Gelding Horse /Nevada
02223	Brown Gelding Horse /Nevada
10007	Bay Gelding Horse /New Mexico
10007	Bay Gelding Horse /New Mexico
01107	Chestnut Gelding Horse /Wyoming

GOAL 1: INTERNAL COMMUNICATIONS

Branding BLM WHB



GOAL 2: AUDIENCE EDUCATION *Getting the word out*

Radio PSAs



THREE SIMPLE WAYS TO BRING HOME YOUR OWN WILD HORSE OR BURRO

Adoption Incentive Program
To assist the BLM in the placement of these animals into new homes, BLM now offers an incentive for the approved adoption of any untrained wild horse or burro. Adopters receive:

\$500 + \$500 = \$1,000
Within 60 days of the adoption date Within 60 days of the title date

(Must complete application process and adhere to prohibited acts and listing requirements. Direct deposit to financial institution also required.)

Sales Program
If you choose to purchase your own wild horse or burro, the BLM now offers more sale eligible animals.

The key elements of the sales program include:

- Purchase up to 4 animals (5 or more require further approval)
- \$25 minimum purchase fee for untrained animals
- \$125 minimum purchase fee for trained animals
- Automatic ownership day of purchase

(Application and Bill of Sale process required and purchaser must provide transportation of animal to their new home.)

Wild Horse and Burro Online Corral
Use the Online Corral to find your very own wild horse or burro!

- Locate your animal using an interactive map
- Search by terms and receive notifications when matches become available
- Track the status of your application
- Pay for your purchase through Pay.gov

View available animals at WildHorsesOnline.BLM.gov.
(This replaces BLM.gov/adoptahorse.)

For more information call (800) 370-3936 or email BLM_es_live_adoption@BLM.gov.

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

For more information on events, adoption and direct purchase options, visit BLM.gov/whb or call (866) 468-7826

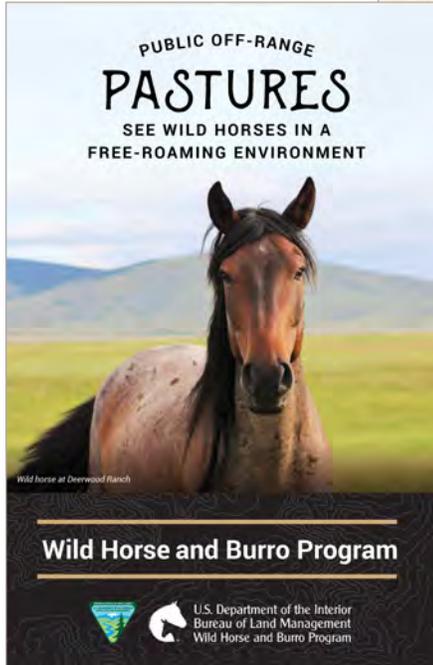


Informational posters/flyers



Event booth that stands out and grabs attention

GOAL 3: COMMUNITY OUTREACH



ABOUT PUBLIC OFF-RANGE PASTURES

Wild horses – living symbols of the historic and pioneer spirit of the West – are a true 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.

Public off-range pastures provide a natural free-roaming environment for herds of wild horses gathered from overpopulated public rangelands. Each pasture provides educational opportunities and holds scheduled adoption and sale events on site to help find good homes for these animals. The public is welcome and encouraged to visit one (or all) of these pastures to learn more about BLM's Wild Horse and Burro Program – and possibly bring home your own wild horse!

DEERWOOD RANCH

4,700-acre ranch in the Centennial Valley west of Laramie, WY, provides a natural home to 350 wild horses gathered from public rangelands throughout the Western United States. In addition to holding adoption and sale events throughout the year, the family-owned operation also offers opportunities for the public to stay on site or hold conferences or private events. Contact them for details and availability.

Location • 599 State Highway 11, Laramie, WY 82070
Phone • (307) 399-9956
Email • info@DeerwoodRanchWildHorseEcoSanctuary.com
WilsonCattle1997@aol.com
Website • DeerwoodRanchWildHorseEcoSanctuary.com

MOWDY RANCH

Spanning wooded hills and open valleys in southeastern Oklahoma, 350 wild horses graze this 3,500-acre ranch owned by the Mowdy family, which has lived and worked there for five generations. On-site tours and lodging facilities are available. Contact them for more details.

Location • 16242 State Highway 31, Coalgate, OK, 74538
Phone • (580) 927-5093
Website • MowdyRanch.com

SVATY RANCH

Situated on more than 1,700 acres of pristine Kansas prairie south of the Smoky River near Ellsworth, KS, the Svaty Ranch provides an idyllic home for 225 horses gathered from public rangelands throughout the West. Public visitation opportunities are available as well as scheduled adoption and sale events. Contact the ranch to learn more.

Location • 999 11th Road, Ellsworth, KS, 67439
Phone • (785) 531-1967
Email • SvatyRanch@gmail.com

WIND 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 Visitor Center features a curated, interpretative display describing the importance of horses in the culture and traditions of Native Americans. Contact them for more information.

Location • 8616 Highway 287, Lander, WY 82520
Phone • (307) 438-3838
Email • WWWHS1@gmail.com
Website • WindRiverWildHorses.com

PORPS BROCHURE



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)

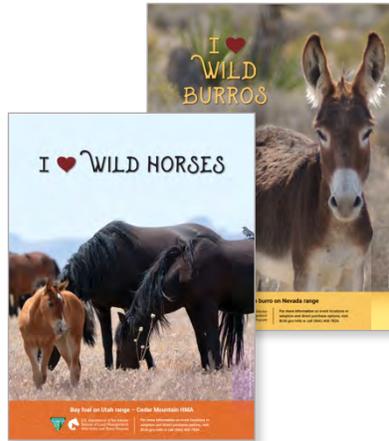
Objective 3

- Strategic Partnership Cross-Promotion
- Legislative Briefing Template

TOOLS AND TACTICS



3 Brochures



12 Posters

4 Radio PSAs 



3 Videos



Event Display

Included 10' x10' and 10' x 20' tents, event banners and tablecloths



24 Dual language postcards
English and Spanish



19 Flyer templates
Created one guide

12 Social media ad templates

TOOLS AND TACTICS



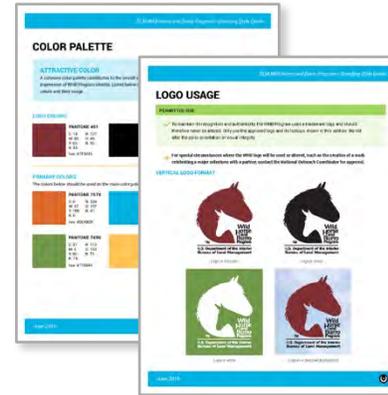
Printed Materials

2 Brochures, 1 Poster,
1 Pocket Folder

Apparel Order

3 Flyer templates
Created one video guide

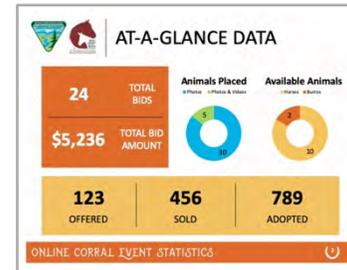
2 Fact sheets



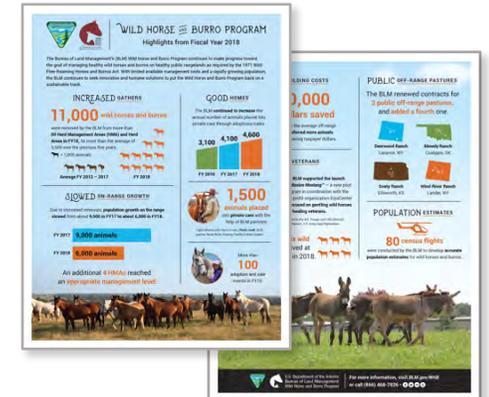
Style Guide



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



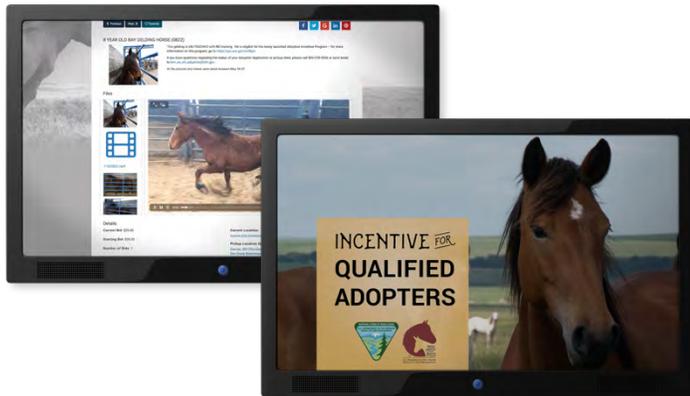
Online Corral Data Template



Infographic

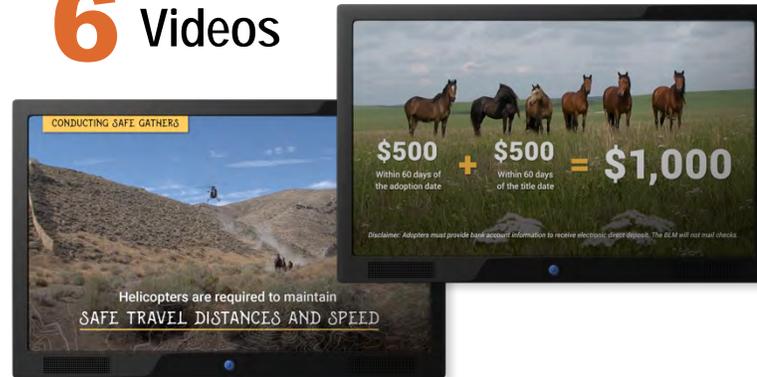
TOOLS AND TACTICS

2 Radio PSAs 



2 TV PSAs

6 Videos



**Event
Audit
Guide**



**Retractable
Banner**

TOOLS AND TACTICS

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BLM WHB MEDIA STRATEGY EVOLUTION

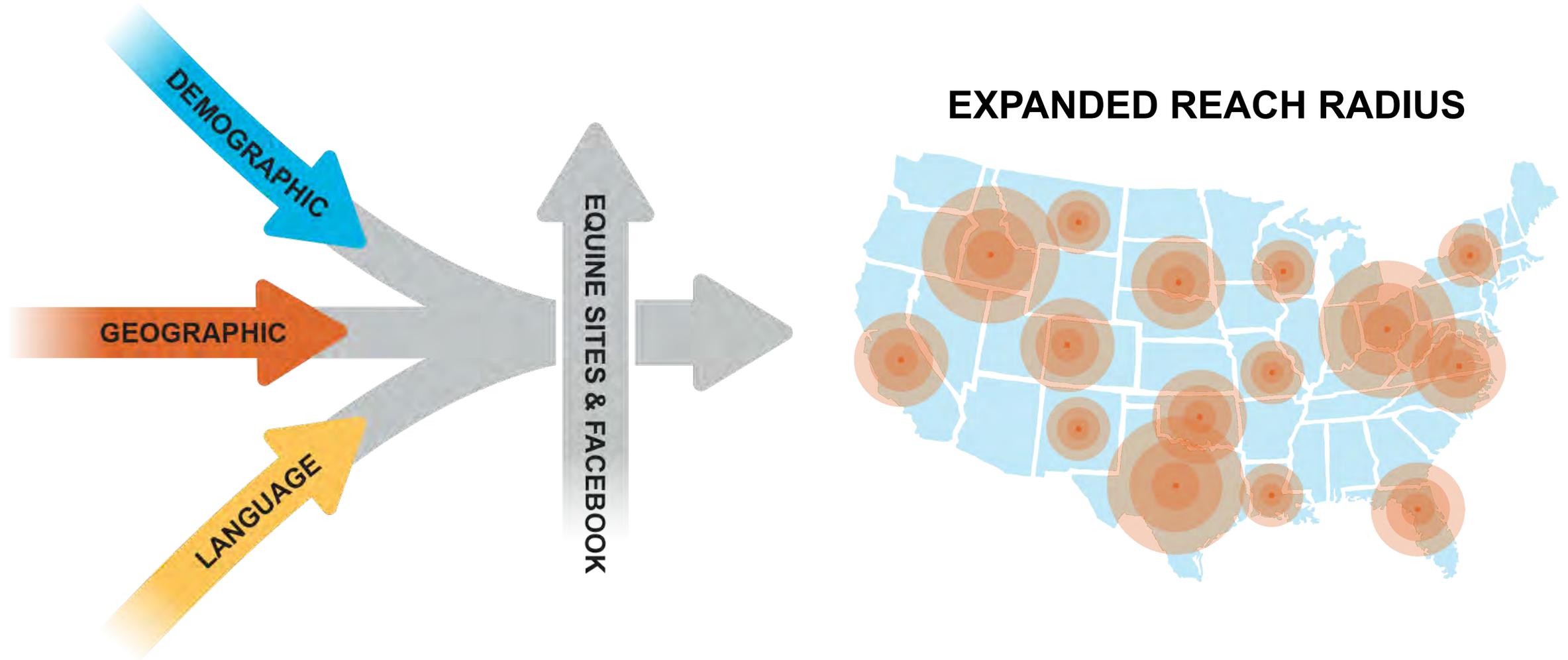


Print advertising



Digital advertising

BLM WHB MEDIA STRATEGY EVOLUTION



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.
High-Priority Events						
Combined events	7/23/19 - 7/29/19	(see below)		Online Corral	No	(Include geo-targeting for both cities, outlined below)
7/23/19 - 7/30/19		Hattiesburg, MS	James Lynne Cartledge Forrest County Multi-Purpose Center	Online Corral	No	(Pick-up date is 9/13/19) North to Memphis; Northeast to Huntsville, Birmingham, Tuscaloosa & Montgomery; East to Mobile, Tallahassee & Jacksonville; South to Biloxi, Gulfport & New Orleans; Southwest to Baton Rouge, Lafayette, Beaumont & Houston; West to Shreveport
7/23/19 - 7/30/19		Mequon, WI	BLM Off-Range Corral Facility	Online Corral	No	(Pick-up date is 9/20/19); North to Green Bay; Northwest to Minneapolis, Duluth & Fargo; West to Sioux Falls & Sioux City; Southwest to Lincoln, Omaha, Des Moines, Cedar Rapids & Rockford; South to Chicago & St. Louis; Southeast to Indianapolis
7/26/19 - 7/27/19	7/18/19 - 7/26/19	Woodward, OK	Crystal Beach Arena	Adoption/Sale	No	Northeast to Kansas City & St. Louis; Southeast to Tulsa & Oklahoma City; South to Dallas-Ft. Worth
7/26/19 - 7/27/19	7/18/19 - 7/26/19	Lake Waccamaw, NC	Boys and Girls Home of North Carolina	Adoption/Sale	No	(Pick-up from Madison OLC); East to Wilmington & Rocky Point; South to Myrtle Beach & Charleston; West to Florence & Columbia; Northwest to Greenville, Spartanburg & Charlotte
Combined events	7/18/19 - 7/27/19	(see below)	(see ND/SD events below)	Adoption/Sale	No	Grand Ford, Bismarck, Fargo, Sioux Falls, Sioux City; Minneapolis, Rochester, Eau Claire, La Crosse, Madison, Milwaukee; Omaha, Lincoln; Cheyenne, Ft. Collins, Denver; Rapid City, Casper & Rock Springs
7/27/19 - 7/28/19		West Fargo, ND	Red River Fairgrounds	Adoption/Sale	No	(See geo-targeting for circuit of events above)
7/30/19 - 8/1/19		Ft. Pierre, SD	Stanley County Fairgrounds	Adoption/Sale	No	(See geo-targeting for circuit of events above)
8/2/19 - 8/4/19		Mitchell, SD	Mitchell Rodeo Grounds Sports Arena	Adoption/Sale	No	(See geo-targeting for circuit of events above)
8/5/19 - 8/7/19		Watertown, SD	Derby Downs Rodeo Arena	Adoption/Sale	No	(See geo-targeting for circuit of events above)

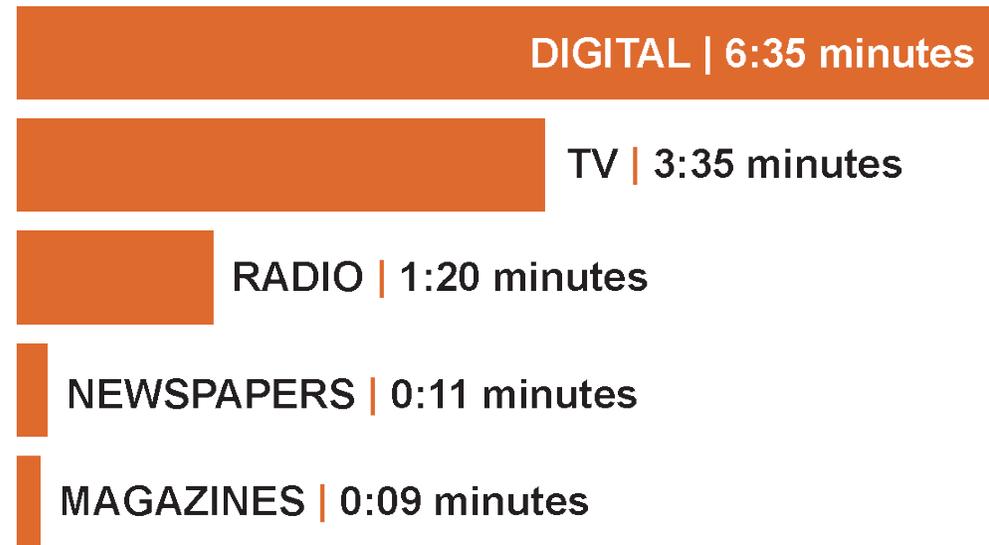
Event Date(s):	Campaign Dates	City	Event/Pick-up Location	Event Type	Previous Campaign?	Notes/Targeting Info.
High-Priority Events						

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



Note: Age 18+; time spent 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 hour 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

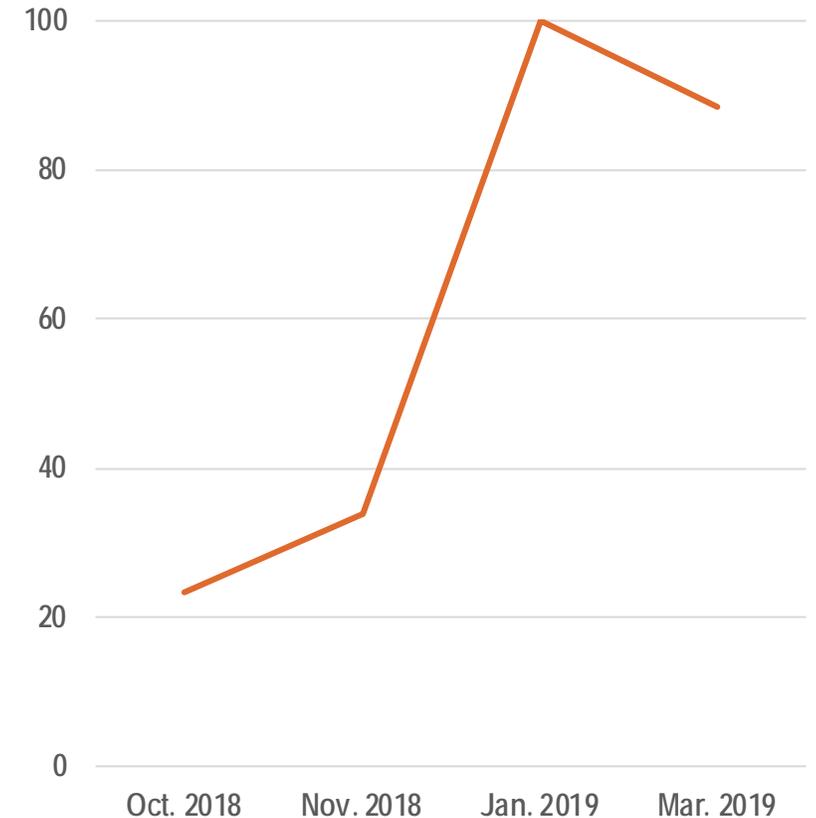
88.5% of animals presented placed

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

PERCENTAGE OF ANIMALS PLACED



ADVERTISING CREATIVE STRATEGY

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



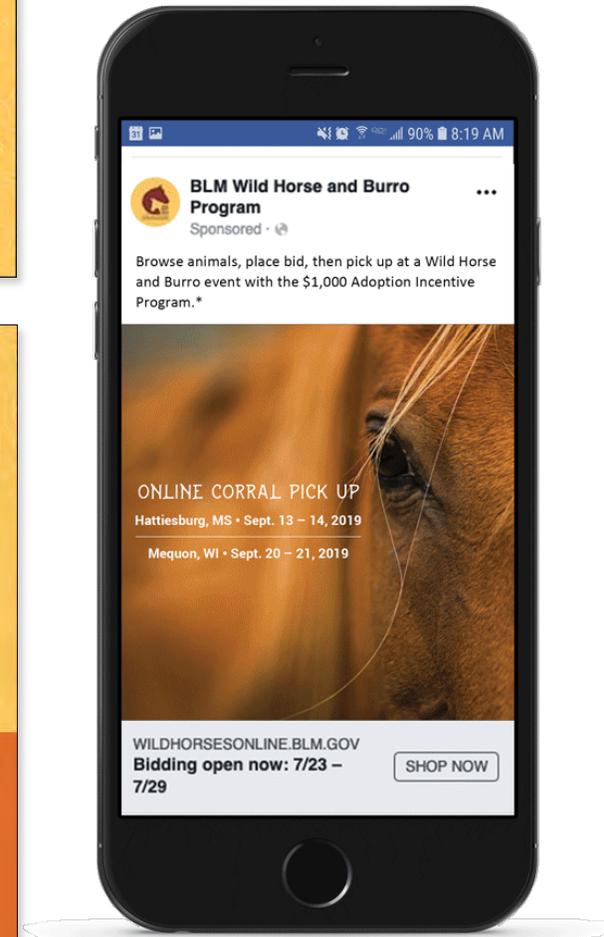
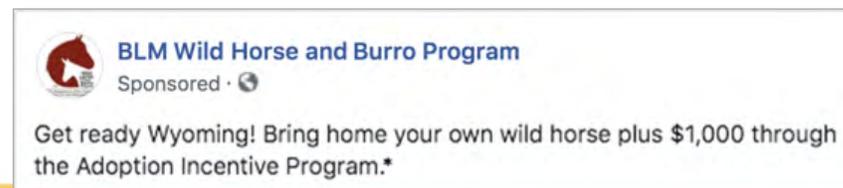
Display ad for Adoption/Sale event



Facebook Static ad for Adoption/Sale event

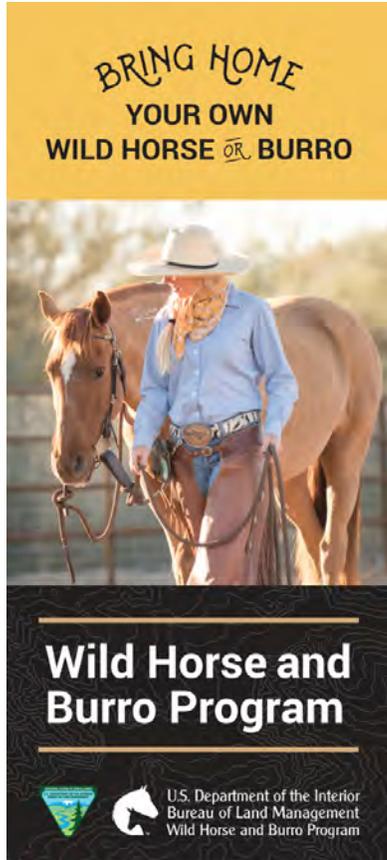


Spanish Display ad for Adoption/Sale event



Facebook Slideshow ad for Online Corral Event Campaign

INFLUENCER COORDINATION



Mustang Maddy with Willie on the cover of the Overview Brochure



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




Bureau of Land Management
Wild Horse and Burro Program – Reporting Dashboard
 Period of Performance: 06/18/2019 – 06/17/2020

Prepared by:

 abrightideasonline.com

JULY 2019

City: Hattiesburg, MS & Mequon, WI
Event Type: Online Corral
Flight Dates: 7/23/19-7/29/19
Priority: High
Media: Display and Social
Language: English

Results:

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

CTR by Gender:

Display		Social	
Male/Female	CTR (%)	Male/Female	CTR (%)
Male	0.41%	Male	0.30%
Female	0.30%	Female	0.46%

CTR by Demographic:

Display		Social	
Age Group	CTR (%)	Age Group	CTR (%)
40-44	0.37%	40-44	0.43%
45-49	0.40%	45-54	0.51%
		55-59	0.34%

Top Sites:

Site	Clicks
Pixel Art Color by Number	31
Neon Play - Casual Roller Splat	26
Wattpad	25
Mapquest.com	24
Live.com	21

Results:

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






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
DIGITAL ADS

156 HIGH-PRIORITY
16 MODERATE-PRIORITY

JAN – MAR
2019
DIGITAL ADS

216 HIGH-PRIORITY
26 MODERATE-PRIORITY

APR – JUN
2019
DIGITAL ADS

260 HIGH-PRIORITY
22 MODERATE-PRIORITY



QUESTIONS ?