OUR MISSION

Work together as stewards of the state of South Dakota with the shared goal to bring more pheasant hunters year in and year out.
RECAP OF PROGRESS

DATA AND INSIGHTS RAN
GOALS & KPIS DEFINED
AUDIENCES SELECTED
CREATIVE STRATEGY
TIMING AND MEDIA PLAN
GOALS

RECRUIT: Introduce new hunters to the South Dakota experience.

REACTIVATE: Entice lapsed hunters to get back in the field.

RETAIN: Keep current license holders engaged in the sport.

ULTIMATE GOAL: Increase small game license applications & drive tourism tax sales.
YEAR ONE INVESTMENT

$700k

50:50 MATCH
YEAR ONE CAMPAIGN

31.69M

IMPRESSIONS

3 AUDIENCES \ 6 MONTHS \ 16 STATES
YEAR ONE CAMPAIGN

3:1 ROI

EXPECTED*

*based on 2019 SDT Hunting Campaign + Longwoods International “South Dakota 2018 Advertising ROI Research” Study
BIG PICTURE
INCREMENTAL GROWTH THROUGH CONSISTENT EFFORTS & A LONG-TERM VIEW
MARKETING PARTNERS

Lawrence & Schiller
Outthink. Outdo.

MMGY Global
OUR STRATEGY
TARGET AUDIENCES

TRADITIONALISTS
- Age: 45-64
- Income: $80,000+

LAPSED YOUTH
- Age: 18-34
- Income: $40,000+

ADVENTURE HUNTERS
- Age: 18-34
- Income: $40,000+
TARGET MARKETS

MARKET KEY:

- Lapsed Youth Resident
- Primary
- Secondary
CAMPAIGN TIMING

LAUNCH: mid-June
END: through November
REPORTING: monthly
OUR CONCEPT
SOUTH DAKOTA IS HOME TO THE MOST PHEASANTS IN THE NATION.

This is where you hunt the greatest land, live the greatest traditions, and make the greatest memories.
The concept must focus on the thrilling experience of pheasant hunting in South Dakota by making it accessible to anyone.
See the video at SDVisit.com/HuntTheGreatest.com
THE GREATEST LOCAL EATS

How to find them? You don't know fresh until you've had a warm, plentiful dinner after shooting little wild birds or wild game with a local hunter. The fresh food in South Dakota is some of the world's greatest wild game hunting.

Feast on fine dining and discover local adventure at HuntTheGreatest.com.
THERE'S NO GREATER THRILL

Remember your first shotgun hunt? Do any other memories match with theederal's flush? Few that thrill again in America's greatest waterfowl hunting? South Dakota's? It's something to remember.
THE GREATEST OUTDOORS

Did you know that hunting raised millions of acres of wild land? A South Dakota hunt can be more than a ticket to the greatest preserves for wildlife in the world. It's an investment in the future of wildlife.

Learn more what hunting in South Dakota has to offer at South Dakota.gov.

South Dakota

[Images of people hunting and a lodge on the right side of the page]
OUR TACTICS
SOCIAL MEDIA INFLUENCERS

AUDIENCES: All Audiences

TACTICS: Partner with the Shockey family of Outdoor Channel. This is now three generations of raising a family with a love for the outdoors and will resonate with all audiences.

COMBINED REACH: 1.7 million

MARKETS: National

COST: $17k
SCHEELS PARTNERSHIP

AUDIENCES: All audiences

TACTICS: In-store activations + installations, email sponsorship, Hunting Guide magazine & product/group hunt giveaway

MARKETS: Stores in key markets

COST: $31k
PROGRAMMATIC CABLE TV

AUDIENCES: Adventure Hunters + Traditionalists

TARGETING: Utilizes Tourism’s VEP audiences to find top indexing programs.

MARKETS: SD, MN, NE, WI & IA

COST: $129k
PAID SOCIAL

AUDIENCES: All audiences

TACTICS: Narrowing targeting within each social ad placement to ensure booking message reaches those most likely to purchase licenses. Utilize paid social to contribute to lead generation, drive web traffic & purchase conversions.

MARKETS: Primary and Secondary

COST: $18k
AUDIENCES: All audiences

TACTICS: KFAN :30-sec spots + Meateater Podcast :60 midroll reads

MARKETS: SD, MN, NE, IA, WI, CO + National

COST: $51k
MEATEATER PODCAST

AUDIENCES: Lapsed Youth + Adventure Hunters

TACTICS: :60-sec midroll reads

MARKETS: SD, MN, NE, IA, WI, CO + National
A veteran pheasant hunter told me “Hunts are measured by the company you keep, the food you eat, and the memories you make. The roosters, those are just a bonus.” It’s a good piece of advice. And for hunters in South Dakota, it’s great news. Because South Dakota has the world’s greatest pheasant hunting—anyway you measure it.
KFAN NETWORK

AUDIENCES: All audiences

TACTICS: Outdoor and Sports programming. :30-second spots to build upon past marketing efforts to the Vikings fan base.

MARKETS: SD, MN, IA, ND and WI
ADDRESSABLE 1:1 DIGITAL

AUDIENCES: All audiences

TACTICS: Deploy digital display, native and video with sequential, 1:1 audience-specific messaging

MARKETS: Primary and Secondary

COST: $42k
PAID SEARCH

AUDIENCES: All audiences

TACTICS: Always-on approach targeting users searching for relevant hunting keyphrases

MARKETS: Aggressive bidding to Primary markets, conservative for Secondary markets

COST: $50k
SITE RETARGETING

AUDIENCES: Lapsed Youth + Adventure Hunters

TACTICS: Retarget users who land on GFP or campaign landing page with a conversion message to draw them back. Will also distribute our hunting ads across multiple sites that index high for Outdoor audiences.

COST: $41k
PUBLIC RELATIONS

AUDIENCES: All audiences


MARKETS: National

COST: $6k
INTEGRATED PACKAGES

HUNTSTAND PARTNERSHIP

AUDIENCES: All audiences

TACTICS: Partner with HuntStand (Scoutlook) which includes lead-generation giveaway, display, video, social, dedicated emails, and custom-branded content creation and promotion

MARKETS: National

COST: $71k
INTEGRATED PACKAGES

PHEASANTS FOREVER NATIONAL SPONSORSHIP

AUDIENCES: Traditionalists

TACTICS: Print placement in every issue of PF and QF Journal, PheasantFest SD Pavilion, Dog of the Day feature, display, social, dedicated emails, film project collaboration and content promotion

MARKETS: National

COST: $115k
CUSTOM LANDING PAGE
KEY PERFORMANCE INDICATORS (KPI)
INCREASE TRAFFIC TO GFP WEBSITE

INCREASE 10%
INCREASE GFP
EMAIL SUBSCRIBERS

INCREASE 15%
INCREASE GFP SOCIAL FOLLOWING

INCREASE 10%
INCREASE PHEASANT LICENSE SALES

INCREASE 10% | END OF YEAR 3