



PHEASANT HUNTING MARKETING WORKGROUP

2020 PROPOSED MARKETING PLAN

South Dakota



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.

South Dakota



RECAP OF PROGRESS

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

South Dakota



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.

South Dakota

YEAR ONE INVESTMENT

\$700k

50:50 MATCH

YEAR ONE CAMPAIGN

31.69M

IMPRESSIONS

3 AUDIENCES \ 6 MONTHS \ 16 STATES

South Dakota

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



South Dakota

2020

2021

2022

MARKETING PARTNERS



LAWRENCE & SCHILLER
OUTTHINK. OUTDO.



Global

A close-up photograph of a rifle's trigger and safety mechanism. The trigger is a light-colored, possibly aluminum, with a red safety lever. A red, ribbed cylindrical object, likely a magazine, is positioned next to the trigger. A plaid cloth with shades of red, white, and blue is draped over the right side of the trigger assembly. The background is a solid, muted red color.

OUR STRATEGY

South Dakota

TARGET AUDIENCES



TRADITIONALISTS



Age: 45-64



Income: \$80,000+



LAPSED YOUTH



Age: 18-34



Income: \$40,000+



ADVENTURE HUNTERS



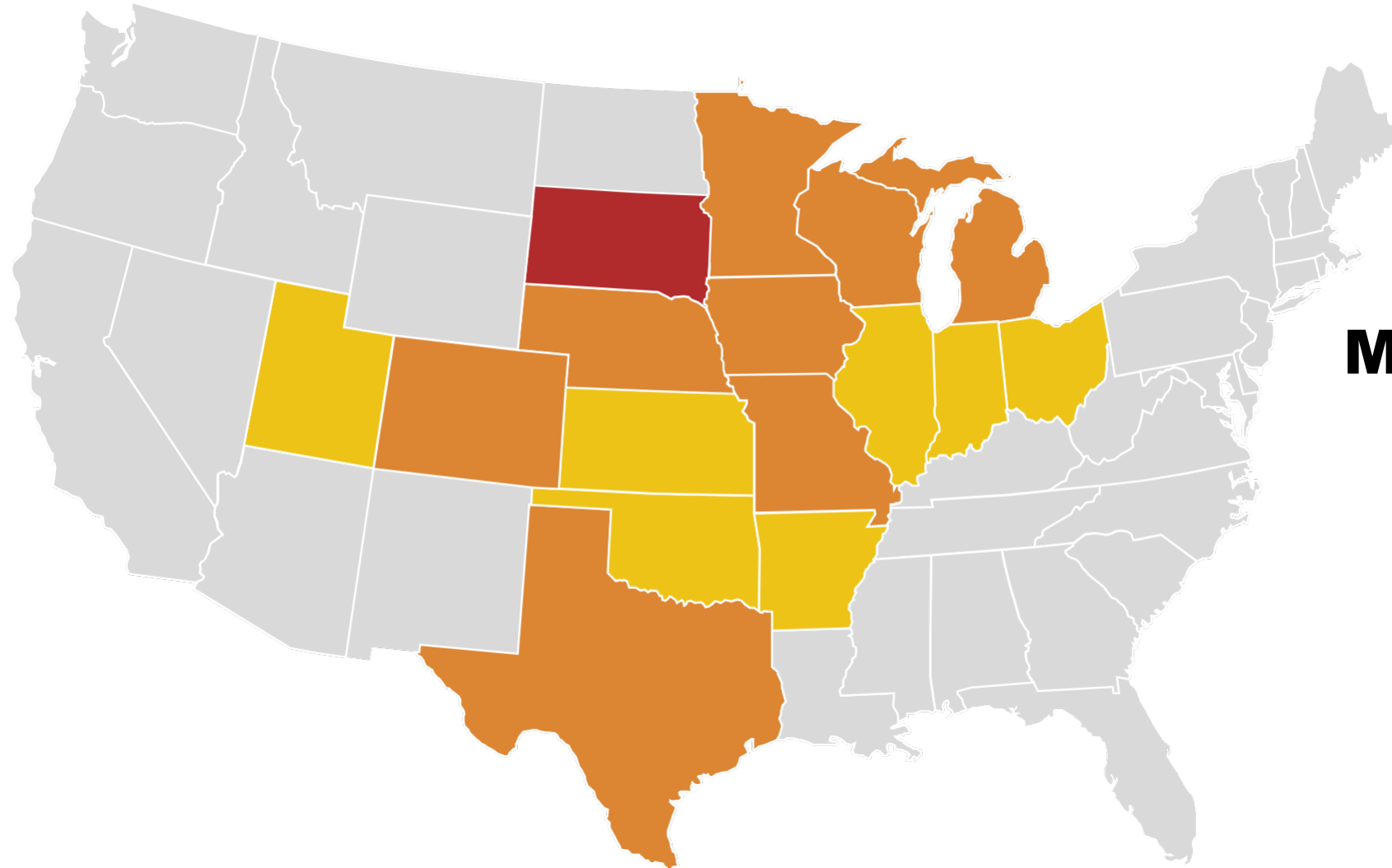
Age: 18-34



Income: \$40,000+

South Dakota

TARGET MARKETS



MARKET KEY:

- Lapsed Youth Resident
- Primary
- Secondary

South Dakota



CAMPAIGN TIMING

LAUNCH: mid-June

END: through November

REPORTING: monthly

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A photograph of two men in outdoor hunting attire. The man on the right is wearing a brown jacket, a grey baseball cap with a logo, and yellow-tinted safety glasses. He is smiling and gesturing with his right hand. The man on the left is seen from the back, wearing a brown jacket and carrying a shotgun over his shoulder. The background is a blurred natural setting.

OUR CONCEPT

South Dakota

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.



South Dakota

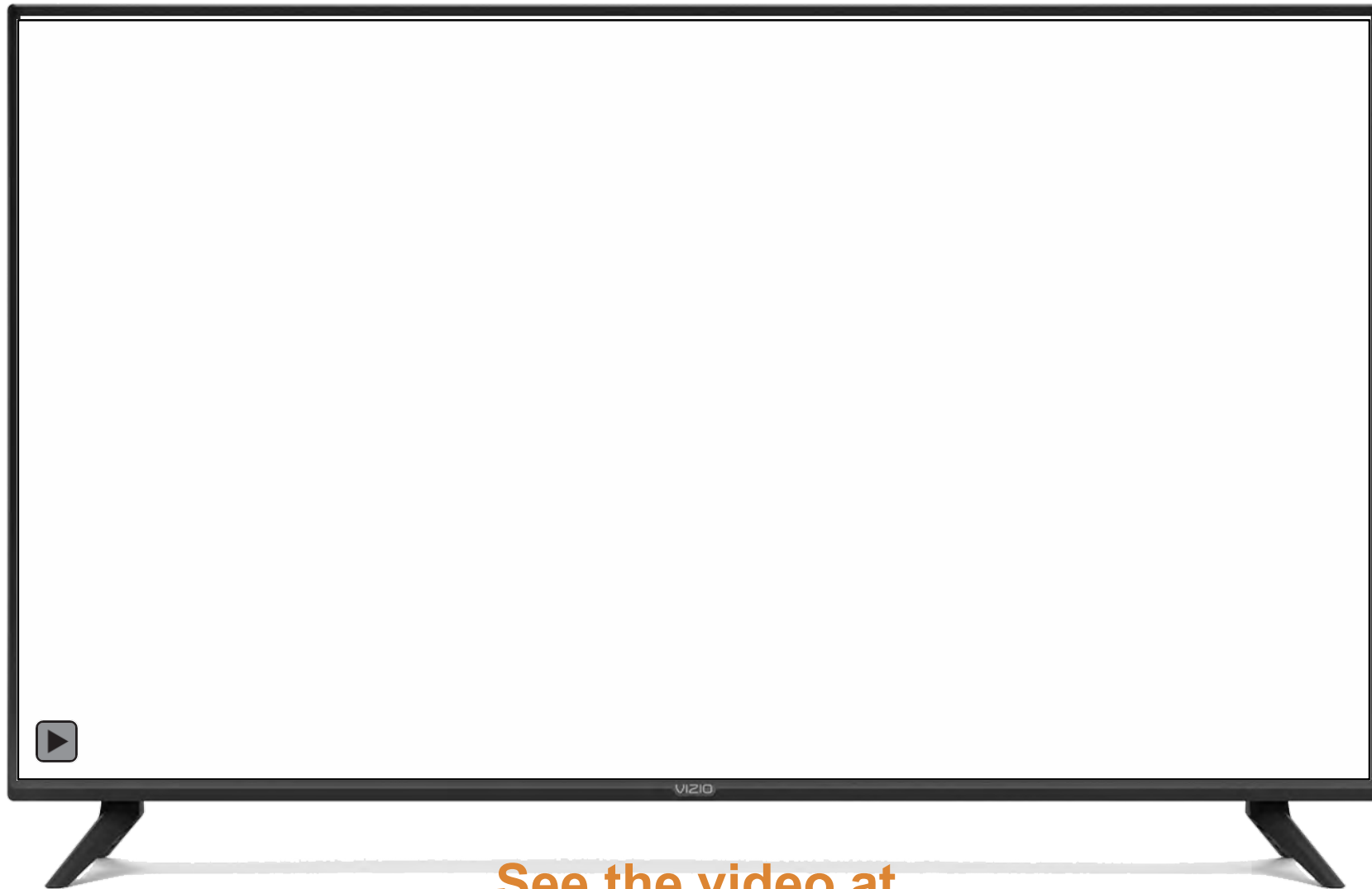
The concept must focus on the thrilling experience of pheasant hunting in South Dakota by making it accessible to anyone.



South Dakota

HUNT SD THE GREATEST





See the video at
SDVisit.com/HuntTheGreatest.com

South Dakota

South Dakota

THE GREATEST LOCAL EATS

Want to talk fresh? You don't know fresh until you've had pan-seared pheasant minutes after shooting time ends. Fresh like a walk through a prairie with dinner to boot. The kind of fresh like South Dakota, home of the nation's greatest pheasant hunting.

Ready to re-establish your place in the food chain?
Find campfire recipes and plan your outdoor adventure at HuntTheGreatest.com



South Dakota

South Dakota

THERE'S NO GREATER THRILL

Remember your first pheasant hunt? The way your heart jumped with the rooster's flush? Feel that thrill again in America's greatest pheasant country, South Dakota. It'll be something to remember.



Plan your outdoor adventure at HuntTheGreatest.com



South Dakota



South Dakota

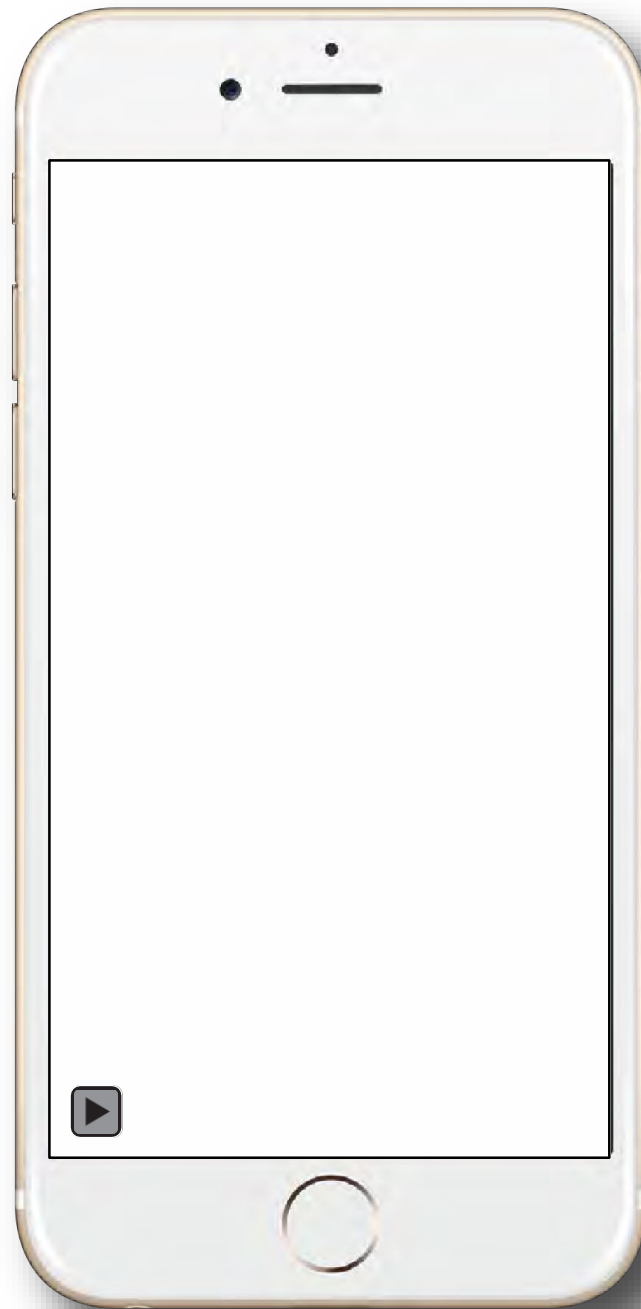
THE GREATEST OUTDOORS

Did you know that money raised from hunting protects millions of acres of wild lands? A South Dakota small game license is more than a ticket to the greatest pheasant hunting in the world, it's an investment in the future of wildlife.

Learn more about hunting's positive impact on the environment at HuntTheGreatest.com



South Dakota



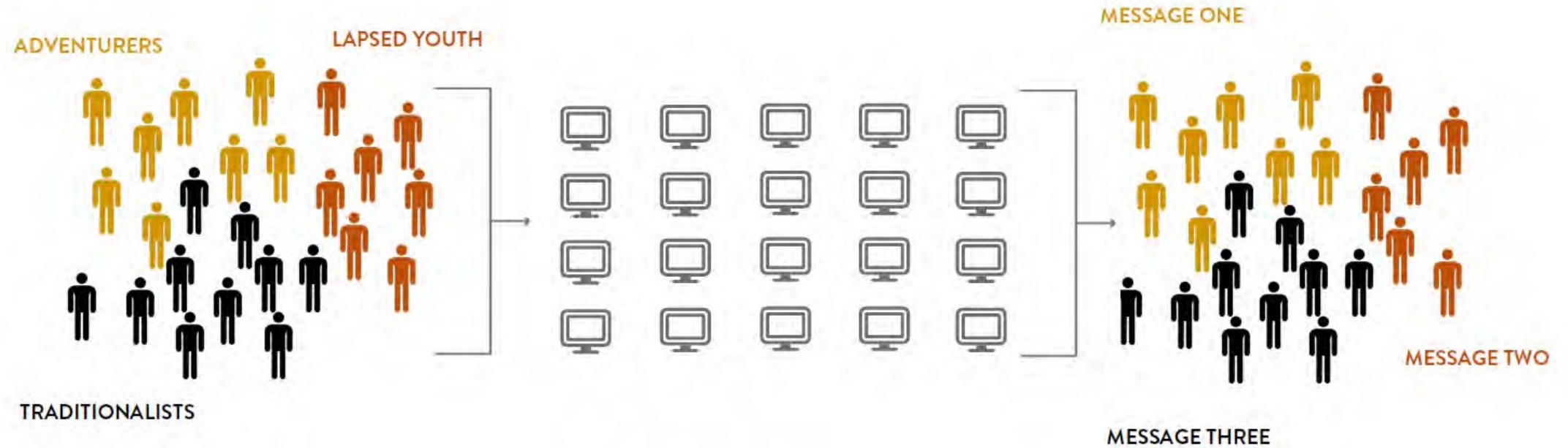
South Dakota



OUR TACTICS

South Dakota

VISITOR EXPERIENCE PROGRAM





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

South Dakota



SCHEELS PARTNERSHIP

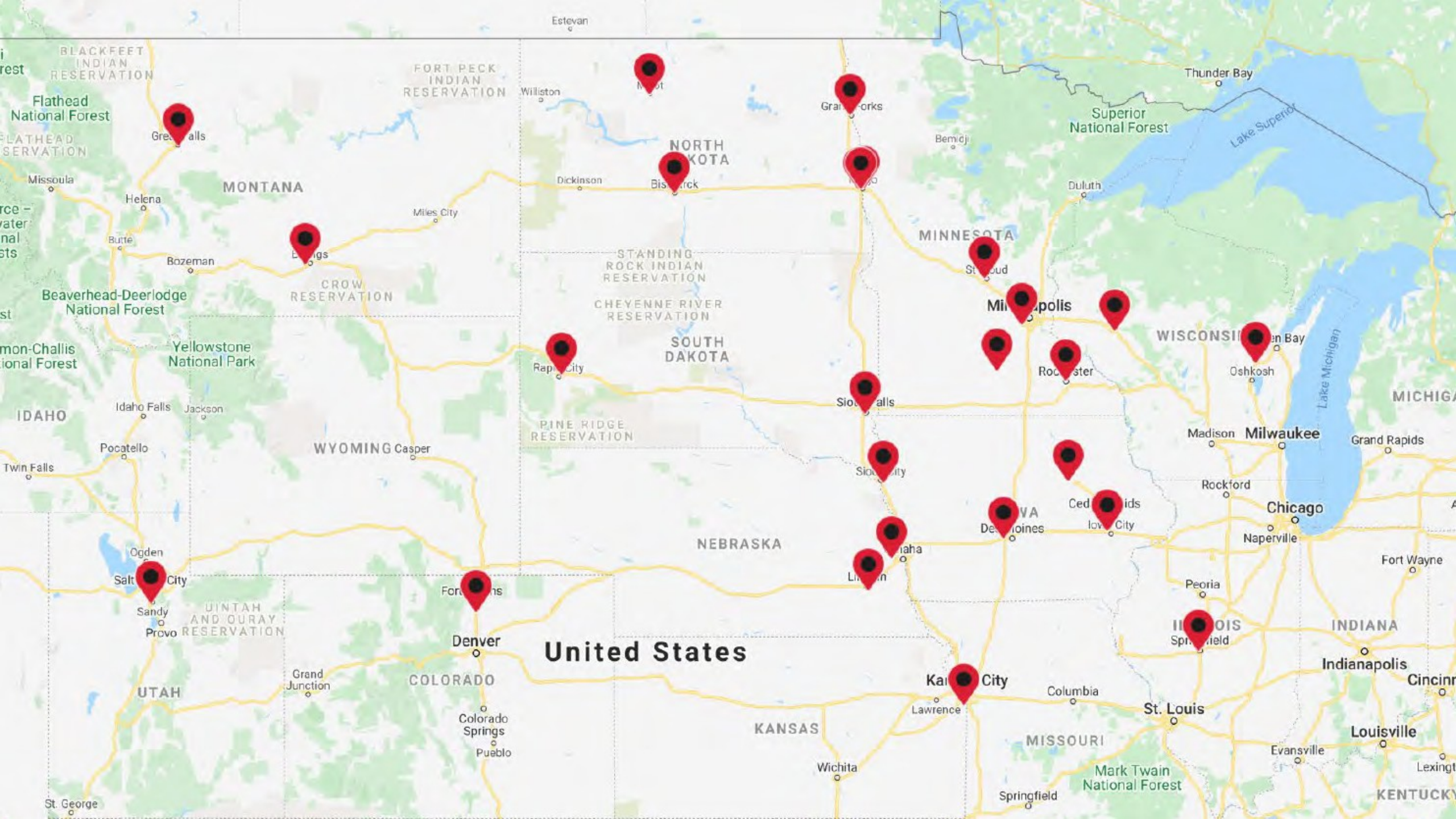
AUDIENCES: All audiences

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

MARKETS: Stores in key markets

COST: \$31k

South Dakota





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

South Dakota

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

South Dakota





AUDIO + PODCASTS

AUDIENCES: All audiences

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

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

COST: \$51k


South Dakota

MEATEATER PODCAST

AUDIENCES: Lapsed Youth +
Adventure Hunters

TACTICS: :60-sec midroll reads

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

PRESENTED BY ON  HUNT

MEATEATER

WITH STEVEN RINELLA



South Dakota




MEATEATER PODCAST

EXAMPLE MID-ROLL READ

*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.*

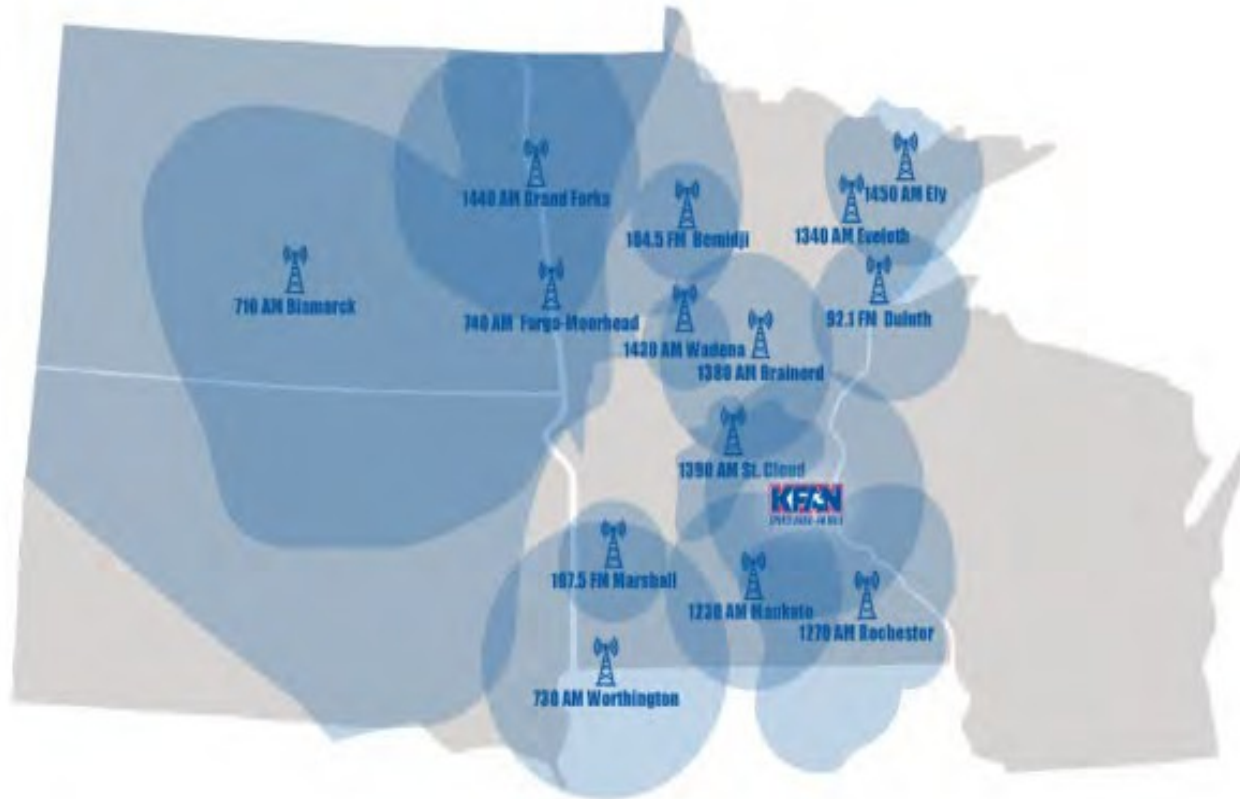
PRESENTED BY ON  HUNT

MEATEATER

WITH STEVEN RINELLA



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

South Dakota

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

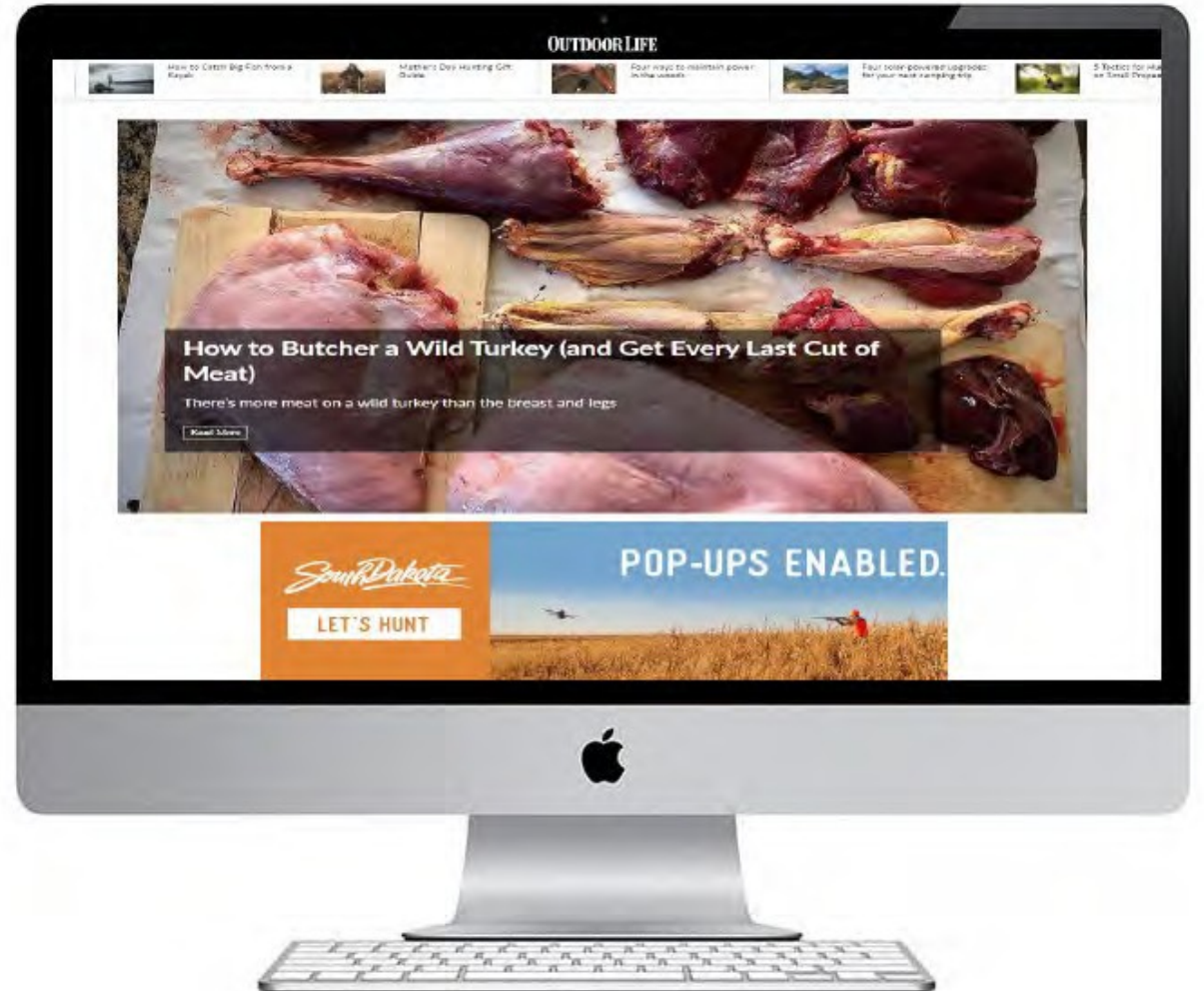


SITE RETARGETING

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

TACTICS: Targeted media pitching, hosted media hunts, press trips and strategic national partnerships. Consider hosting female hunting experience for press / influencer.

MARKETS: National

COST: \$6k

South Dakota





presented by
South Dakota

ENTER TO WIN A FULLY OUTFITTED PHEASANT HUNT FOR TWO

We're back with our partners at *South Dakota Tourism* to give you a chance to win a trucked-helicopter in the 2019 Rockin' Rooster Giveaway! This year, the winner and one friend will get to experience an epic, fully outfitted pheasant hunt with *Wings of Thunder* in the heart of pheasant country.

Once you get to *Wings of Thunder*, you'll be treated to 2 days of thrilling pheasant hunting action with the help of expert guides and talented bird dogs. When you're not busting roosters, it's time to kick back for 2 nights and enjoy warm, home-cooked meals and camaraderie in the comfort of the *Wings of Thunder* lodge.

This winner will also receive a 1012 shotgun from CZ-USA, BazarMox knife from Outdoor Edge, and a case of Ultimate Fast Lead ammo from Kent Cartridges. This incredible prize package is worth nearly \$4,000!

[ENTER TO WIN](#)



HuntStand
Published by Josh Dahlke [?] · November 14 at 11:23 AM · [?]

<http://bit.ly/SD-Sweeps-2019>

Enter to win a fully outfitted South Dakota pheasant hunt, plus a pile of amazing gear!

ROCKIN' ROOSTER PHEASANT HUNT GIVEAWAY

Win an all-inclusive South Dakota pheasant hunt

[LEARN MORE](#)

KENT CZ-USA



sponsored by
South Dakota

PHEASANT HUNTING IN SOUTH DAKOTA AN EPIC WINGSHOOTING ADVENTURE

Did you know hunters in South Dakota bag more than 1 million pheasants every year? In fact, there are so many pheasants (average of 7.6 million) that pheasants outnumber hunters 52:1. So ... it sounds like you need to gear up and grab your guns for a trip to South Dakota!

Despite yearly challenges of weather and other factors affecting brood counts, South Dakota continually boasts the highest bird counts and harvest counts in the country. Thanks to excellent habitat, conservation, and management efforts in South Dakota, the quality of pheasant hunting in other states isn't even close.

South Dakota has a lot of different terrain and pheasants are distributed statewide, but most are found in the eastern two-thirds of the state, from Pierre and Chamberlain, to Huron, Aberdeen, Mitchell, and Sioux Falls. Don't discount the upper northwest corner though—the terrain concentrates birds in thickets, tree strips, and other cover that isn't nearly as plentiful as it is in the eastern two-thirds of the state. Finding the right spot can make quick work of reaching one's daily limit.

Much of South Dakota is privately owned, but the state does boast more than 1 million acres of publicly accessible hunting land within the primary pheasant range. These lands offer choice habitat.

Pheasant season is Oct. 19, 2019-Jan. 5, 2020 this year. Pick up a small game license and pack your bags!



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

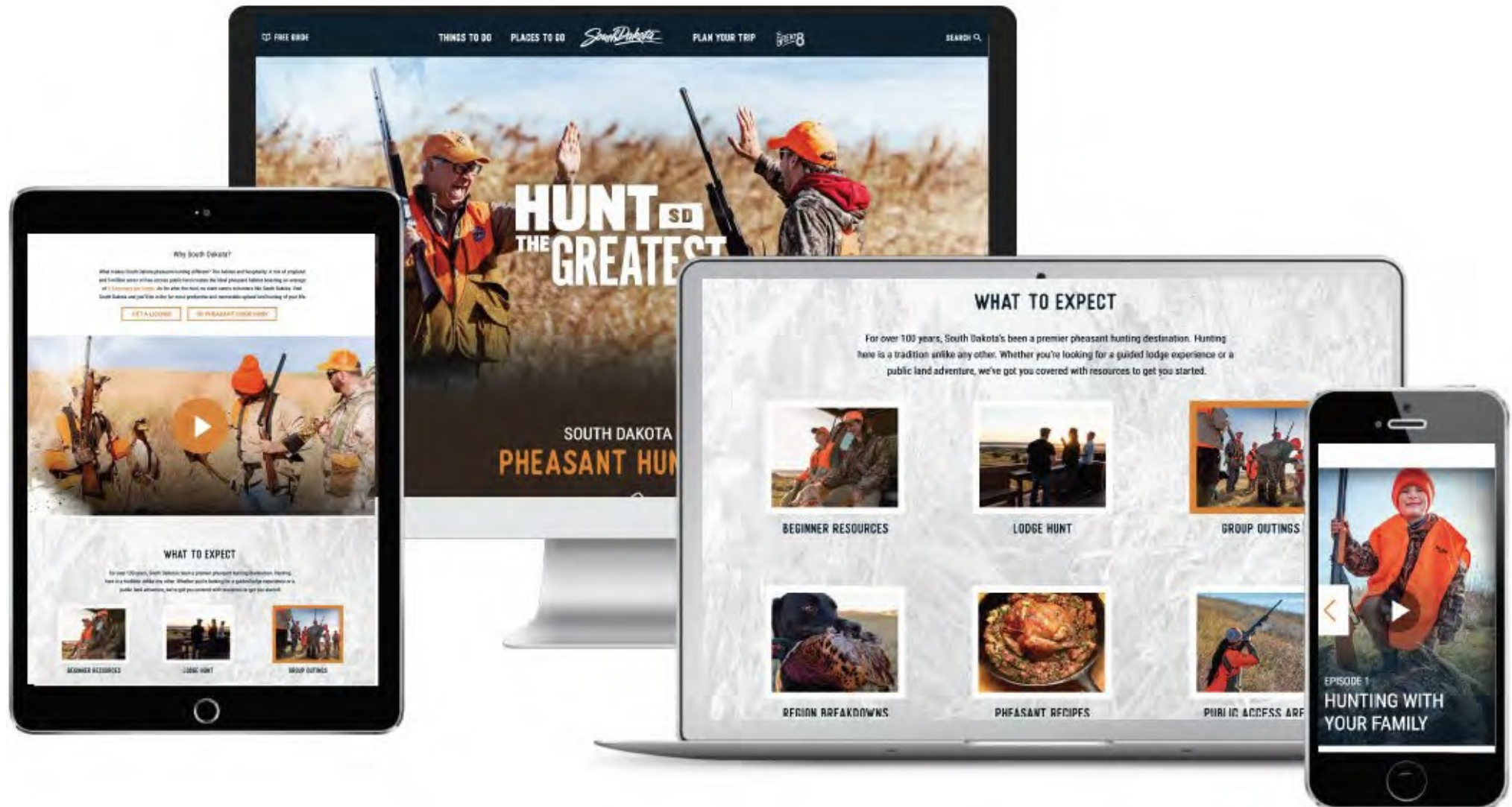
AUDIENCES: Traditionalists

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

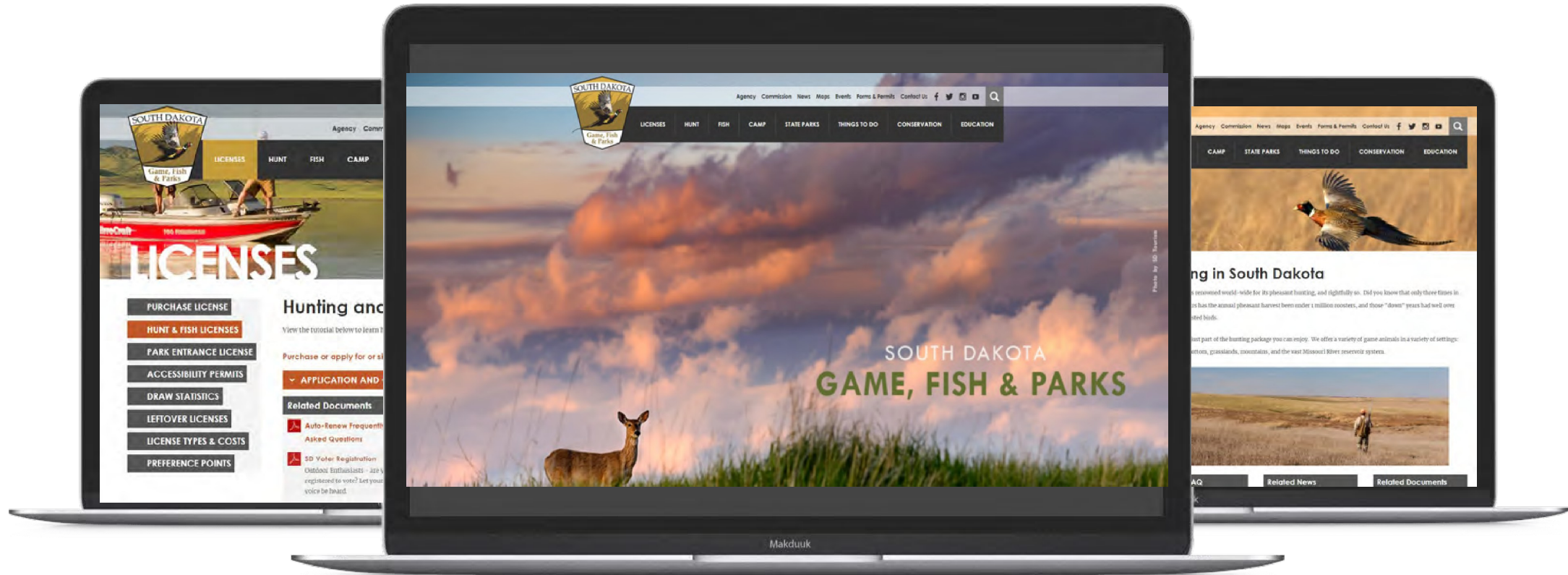
CUSTOM LANDING PAGE



A hunter wearing an orange vest and cap is seen from behind, carrying two pheasants on his shoulders. The vest has the brand name "PELLA" and "HUNTER'S OUTDOOR CLOTHING" printed on it. In the background, other hunters are visible in a field. The text "KEY PERFORMANCE INDICATORS (KPI)" is overlaid in large white letters.

KEY PERFORMANCE INDICATORS (KPI)

South Dakota



INCREASE TRAFFIC TO GFP WEBSITE

INCREASE 10%

South Dakota



It seems like winter is here. But now is NOT the time to hang up your favorite shotgun or let your hunting dog rest for the season. There is still plenty of season left for a South Dakota pheasant hunting trip!

With most of the crops out, the freeze setting in and snow on the ground (any veteran rooster chaser will tell you that snow can be the great equalizer when it comes to wily ringnecks.), now is the perfect time to chase pheasants in South Dakota. Best of all, there are fewer hunters this time of year!

So treat yourself to a post-Christmas present, or even a littler escape during the holiday break and sneak away from a house full of family. Get out and chase some South Dakota roosters.

Life is too short to eat fruitcake and leftovers, bring home a limit of pheasants for New Years!

If you haven't been out this season yet, a license purchased today is good for the 2020 season!

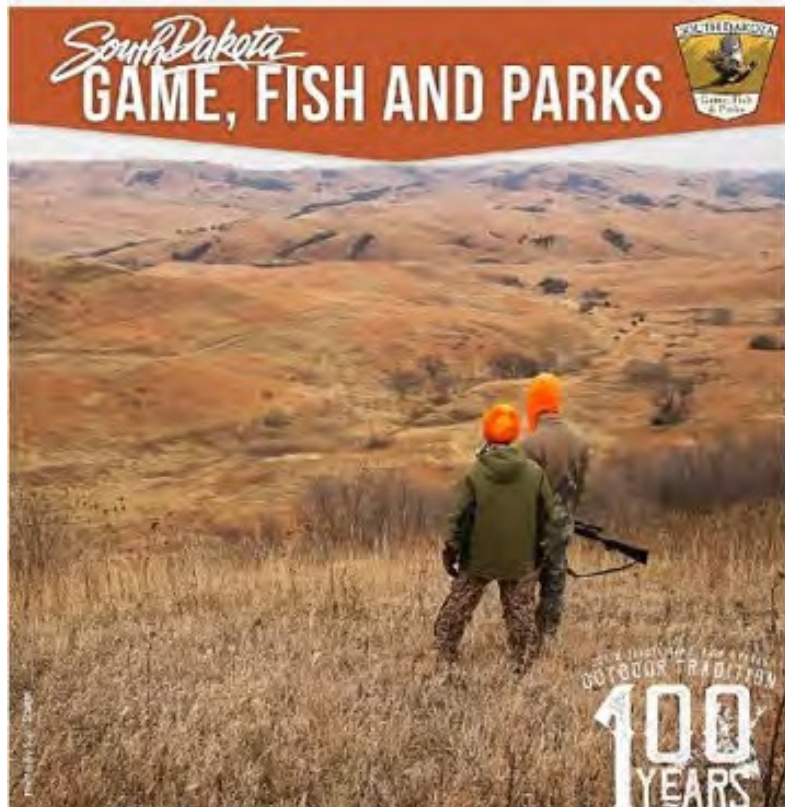
[Purchase Your Hunting License Today!](#)

[HUNT](#)

[FISH](#)

[CAMP](#)

[STATE PARKS](#)



Dear Hunters, Anglers and Trappers:

I would like to take a minute to thank you, not for your purchase of a South Dakota hunting, fishing or trapping license, but for your passion for conserving South Dakota's outdoor resources.

South Dakota Game, Fish and Parks is funded by your dollars, and I am committed to making sure they are spent wisely. The purchase of your license and equipment each year helps put dollars back into the land. These funds go directly to habitat programs, purchasing or leasing public access for hunting and fishing, researching fish and game populations and many other programs vital to the quality of life found here.

INCREASE GFP EMAIL SUBSCRIBERS

INCREASE 15%

South Dakota



#sdinthe field

16,473 posts

Related Hashtags #kifarulife #whitetails #fueledbynature #whitetailbuck #kuiunation #fieldandstream #bowhuntinglife #monsterbuck

Top posts



INCREASE GFP SOCIAL FOLLOWING

INCREASE 10%

South Dakota



INCREASE PHEASANT LICENSE SALES

INCREASE 10% | END OF YEAR 3

South Dakota

A person wearing an orange beanie and a high-visibility orange vest over a green shirt is seen from behind, holding a shotgun. They are standing in a field of tall, golden-brown grain stalks under a clear blue sky. The text "NEXT STEPS" is overlaid in the center.

NEXT STEPS

South Dakota