

CASE STUDY

WDFW WHALE WISE

PROJECT:

Washington Department of Fish & Wildlife Whale Wise

CLIENT:

Washington Department of Fish & Wildlife
Thomas Ryle
Tom.Ryle@dfw.wa.gov
1111 Washington St. SE
Olympia, WA 98501

PROJECT MANAGER:

Rob Holman
Coho Media Group
(509)251-7170

- The Whale Wise program is a government education program to inform boaters in the Puget Sound to stay outside of 1000 yards of whales in those waters. Last year they found they wanted to “affect boater behavior” but seemed to have recurring issues with boaters entering the protected zone. They were working with limited resources and budget.
- Coho Media consulted with WDFW stakeholders to modify current educational videos into a 30 second quick hitting message. We then identified an OTT household audience of boat owners that lived in the most heavily effected areas. It was determined that “unskippable” digital delivery of our PSA announcement was the best tactic to ensure efficient delivery of the message, with a focus on reach and not “Clicks” as we opted for in-home devices. We timed the campaign dates to hit early in the summer boating season.
- When a small discretionary budget was allocated, we added broadcast television in relevant programs and placement in regional sport fishing publications.

We were able to reach 111,744 unique viewers with an average frequency of 1.74 views. 98.4% of viewers completed viewing the video. While no data exists on whether we were able to “affect” boater change, we did receive positive feedback from the client regarding the improved relevance of the campaign and delivery media. We are in planning discussion for the 2024 boating season.

PROJECT CREATIVE:



Whale Wise
30 second TV Spot

Scan Here
To Watch

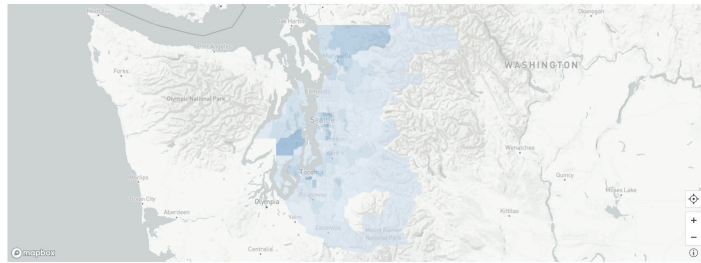


Magazine Printed Advertisement



CASE STUDY WHALE WISE ANALYTICS:

Zip Impressions



Zip Impressions

Zip	Impressions	% Total
98100	11,164	5.8%
98405	6,176	3.2%
98046	2,103	1.0%
98037	5,612	3.0%
98122	1,575	0.8%
98115	3,167	1.7%
98270	4,373	2.3%
98044	4,168	2.2%
98023	3,020	1.6%
98118	3,822	2.0%
98022	3,678	1.9%
98116	3,432	1.8%
98103	3,344	1.7%
98133	3,337	1.7%
98058	3,024	1.6%
98144	2,826	1.5%
98035	2,806	1.5%

City Impressions

City	Impressions	% Total
Seattle	14,414	28.2%
Tacoma	11,311	16.3%
Everett	1,780	6.1%
Everett	1,584	3.9%
Kent	6,128	3.2%
Clallam	5,880	3.0%
Bremerton	5,793	3.0%
Yacolt	5,520	2.9%
Bellevue	4,661	2.4%
Arlington	3,928	2.0%
Bellevue	3,642	1.9%
Lynnwood	3,204	1.7%
Liberty	3,024	1.6%
Bellevue	2,784	1.4%
Auburn	2,561	1.3%
Lakewood	2,531	1.3%

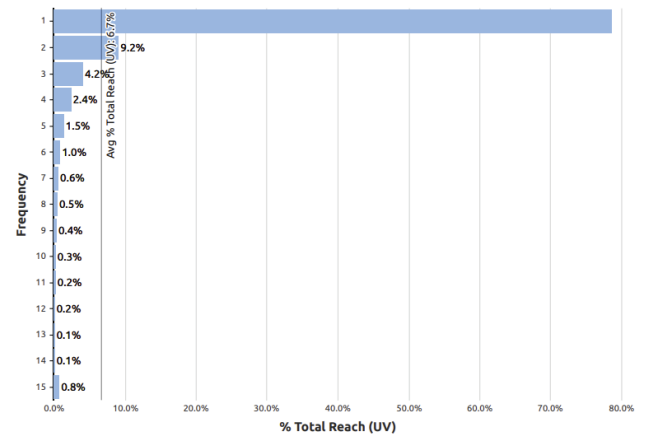
County Impressions

County	Impressions	% Total
King	87,048	45.1%
Pierce	88,780	25.3%
Shelburne	32,396	17.1%
Kibap	24,398	12.6%
Total	193,162	100.0%

DMA Impressions

DMA	Impressions	% Total
Seattle - Tacoma	193,162	100.0%
Total	193,162	100.0%

Frequency Distribution



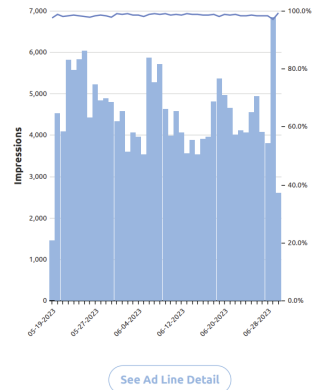
Screen Mix

193,151 Unique Placements Across 4 Screens

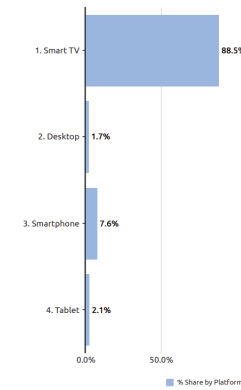
Media	Type	Platform	Impressions	CVR
AMC Networks	app	Smart TV	29,749	98.4%
		Smartphone	1,162	90.7%
		Tablet	1,040	94.3%
	site	Desktop	74	94.6%
		Smart TV	32	100.0%
		Smartphone	2	100.0%
KING News	app	Smart TV	15,236	94.6%
Discovery Networks	app	Smart TV	13,577	99.0%
		Smartphone	871	97.5%
		Tablet	420	97.9%
	site	Desktop	2	100.0%
Fubo TV	app	Smart TV	13,041	99.1%
		Desktop	215	98.1%
		Smartphone	185	97.8%
		Tablet	112	96.4%
OAN	app	Smart TV	7,188	97.9%
		Smartphone	2,571	98.8%
		Desktop	351	98.6%
		Tablet	1	100.0%
Viacom Networks	app	Smart TV	9,090	99.5%
		Smartphone	252	97.6%
		Tablet	127	100.0%
Investigation Discovery	site	Desktop	7	100.0%
	app	Smart TV	4,034	99.6%
		Smartphone	1,731	99.1%
		Tablet	364	100.0%
		Desktop	125	96.0%
	site	Desktop	2	100.0%
FOX News	app	Smart TV	5,020	99.4%
		Smartphone	9	100.0%

193,162
Impressions190,159
Completed Views98.4%
CVR111,744
Unique Viewers1.73
Average FrequencyLast Update:
2023-07-04 15:00:00 PST

Daily Impressions and CVR



Screen Mix



Media Mix - 425 Total Placements

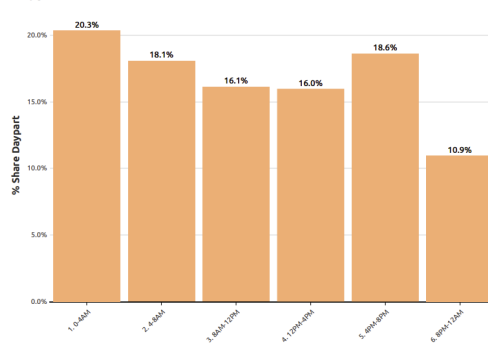
Media	Impressions	% Mix	CVR
AMC Networks	32,059	16.6%	98.0%
KING News	15,236	7.9%	94.6%
Discovery Networks	14,886	7.7%	98.8%
Fubo TV	13,553	7.0%	99.0%
OAN	10,111	5.2%	98.2%
Viacom Networks	9,476	4.9%	99.5%
Investigation Discovery	6,256	3.2%	99.4%
FOX News	5,029	2.6%	99.4%
Samsung TV Plus	5,016	2.6%	97.1%
Lifetime	4,633	2.4%	99.2%
A&E	4,174	2.2%	99.4%
HGTV	3,970	2.1%	99.4%
CNN	3,544	1.8%	98.3%
MSNBC	3,537	1.8%	99.0%
TLC	3,296	1.7%	99.1%
Scripted News	2,941	1.5%	99.4%
History	2,803	1.5%	99.3%
Discovery	2,667	1.4%	98.6%
Food Network	2,530	1.3%	99.3%
MTV	2,345	1.2%	99.5%
Game Show Network	2,153	1.1%	99.0%
SUMMARY	425		
425 Rows - 5 Columns	Total Media Placements		

Full Media Insights

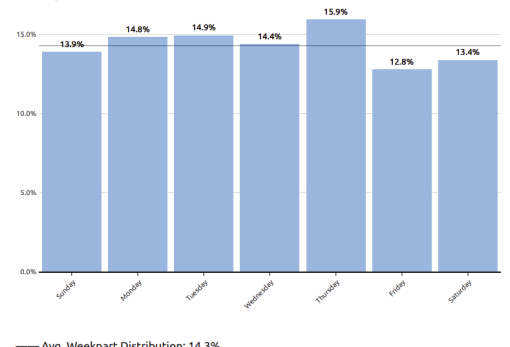
425 Unique Media

Media	Impressions	CVR	75% Qtr	50% Qtr	25% Qtr	CTR%
AMC Networks	32,059	98.0%	98.0%	98.4%	99.0%	0.00%
KING News	15,236	94.6%	94.4%	94.7%	95.7%	0.00%
Discovery Networks	14,886	98.8%	98.8%	99.0%	99.2%	0.00%
Fubo TV	13,553	99.0%	99.0%	99.2%	99.5%	0.00%
OAN	10,111	98.2%	98.1%	98.5%	99.2%	0.00%
Viacom Networks	9,476	99.5%	99.4%	99.6%	99.7%	0.00%
Investigation Discovery	6,256	99.4%	99.3%	99.5%	99.6%	0.00%
FOX News	5,029	99.4%	99.4%	99.5%	99.5%	0.00%
Samsung TV Plus	5,016	97.1%	97.1%	97.7%	98.5%	0.00%
Lifetime	4,633	99.2%	99.0%	99.1%	99.3%	0.00%
A&E	4,174	99.4%	99.3%	99.4%	99.4%	0.00%
HGTV	3,970	99.4%	99.3%	99.4%	99.7%	0.00%
CNN	3,544	98.3%	98.2%	98.9%	99.4%	0.00%
MSNBC	3,537	99.0%	98.9%	99.1%	99.4%	0.00%
TLC	3,296	99.1%	99.1%	99.3%	99.3%	0.00%
Scripted News	2,941	99.4%	99.4%	99.5%	99.7%	0.00%
History	2,803	99.3%	99.1%	99.1%	99.4%	0.00%
Discovery	2,667	98.6%	98.6%	98.9%	99.3%	0.04%
Food Network	2,530	99.3%	99.3%	99.4%	99.7%	0.00%
MTV	2,345	99.5%	99.4%	99.5%	99.7%	0.00%
Game Show Network	2,153	99.0%	98.5%	99.0%	99.3%	0.00%
Great American Country	1,886	99.9%	99.7%	99.7%	99.8%	0.00%
Philo	1,783	99.3%	99.2%	99.4%	99.6%	0.00%
Ion Plus	1,278	99.7%	99.7%	99.7%	99.8%	0.00%
AMC	1,248	97.9%	97.9%	98.0%	98.4%	0.00%
Weather Nation	1,218	98.9%	98.9%	99.1%	99.4%	0.00%
Comedy Central	1,187	99.7%	99.5%	99.8%	99.6%	0.00%
BET	1,151	99.7%	99.6%	99.8%	99.9%	0.00%
NBC	1,133	99.5%	99.2%	99.0%	99.2%	0.00%
Crackle	1,072	99.4%	99.4%	99.4%	99.5%	0.00%
Travel Channel	967	99.5%	99.5%	99.6%	99.8%	0.00%

Daypart Distribution



Weekpart Distribution



WORK EXAMPLES

2024 BIG HORN SHOW

PROJECT:

2024 Big Horn Outdoor Adventure Show
Spokane Fair and Expo Center
404 N Havana, Spokane WA

CLIENT:

Inland Northwest Wildlife Council
Melannie Jones, Show Director
(509)487-8552
6116 N Market St. Spokane, WA
99208

PROJECT MANAGER:

Kembrah Dawson
Coho Media Group
(509)828-8037

Coho was tasked with promoting the 2024 Big Horn Show produced by the Inland Northwest Wildlife Council (INWC). Traditionally the second largest event at the Spokane County Fairgrounds and Expo Center, the Big Horn Show draws vendors and attendees from across the region. The INWC is a non-profit and has struggled with fundraising the past couple years.

We were challenged by no increase in funding, a more diversified media landscape, and competing event environment. We addressed this by concentrating our traditional media efforts with one local broadcast partner (KXLY) to achieve media predominance with their viewership, driving as much traffic through the website, implementing a series of interest targeted social media ads behind specific activities (fishing/ karaoke/trophies, etc), and re-targeting with search and OTT "Buy Now" call to action ads.

Due to staff changes within the organization, Coho Media Group completed the bulk of these deliverables, including the event program, within a 30 day window. Most events are measured on revenue growth. The 2024 show realized a 15% increase in sponsorship sales, and 11% increase in vendor participation. Final attendance numbers are unknown at this time.

PROJECT SAMPLES:

Print Deliverables Examples



Billboard



Event Poster



Full-page Print Ad



Print Ad



Event Program

Digital Deliverables Examples



Digital Advertisements



Facebook Page Management

THE GENERAL STORE LIBERTY LAKE GRAND OPENING

PROJECT:

The General Store
Liberty Lake Grand Opening
1425 N. Liberty Lake Rd, Liberty
Lake, WA 99019

CLIENT:

The General Store
Tom Barany, Co-Owner
(509)444-8000 Ext. 238
2424 N Division S,
Spokane, WA 99207

PROJECT MANAGER:

Rob Holman
Coho Media Group
(509)251-7170

When the General Store looked to plan a grand opening for their new location in Liberty Lake, they turned to Coho Media.

Some challenges were the clients pre-holiday timeline and the limited media options available to target Liberty Lake, drive a measurable result (attendance of the grand opening and awareness of the new hardware store) and stay within budget.

Coho began a late September and October drip marketing campaign with a zip code based mailer with CTA offers, and "a teaser" approach 30 second commercial. We used OTT targeted delivery to the region to a defined audience of affluent homeowners. In early November we made some local media placements including the monthly paper, and a radio remote. We also had overwhelming social media and digital platforms presence with our message of prizes, deals, and free food for a 10 day period.

The outcome was a well attended grand opening, the owner claimed was "perfect", and good awareness of the new hardware store.

PROJECT SAMPLES:



Print Advertisement



Invitation Letter



Mailed Postcard



Liberty Lake Grand Opening
30 second TV Spot

Scan Here
To Watch



GREATER SPOKANE LEAGUE WEBSITE PROJECT

PROJECT:

Greater Spokane League
Website Project

CLIENT:

Greater Spokane League
Paul Kautzman, GSL Director
gslidistrict8@gmail.com

PROJECT MANAGER:

Rob Holman
Coho Media Group
(509)251-7170

The mission of the Greater Spokane League is to provide quality events in interscholastic athletics, music, dance/drill teams and forensics. These competitive events are held to promote striving for excellence in performances while stressing the importance of sportsmanship and citizenship.

At Coho Media, our involvement with the Greater Spokane League (GSL) encompasses a wide array of graphic creation and design endeavors. This comprises billboards, digital advertisements, social media visuals, and various other assets. Our collaboration contributes to expanding the GSL's visibility among students, parents, and the broader community connected to GSL schools. We actively engage in event management and content creation for upcoming initiatives. A significant undertaking involves the complete overhaul of the GSL's website, marking a substantial project. Through meticulous redesign and restructuring, we've transformed the website into an aesthetically appealing and user-centric platform, enhancing its overall appeal and ease of use.

PROJECT SAMPLES:



GSL Website Mockups



GSL Billboard Mockup

WASHINGTON DEPARTMENT OF FISH & WILDLIFE

PROJECT:

Outdoor User License Sales
1111 Washington St. SE
Olympia, WA 98501

CLIENT:

Washington Department of
Fish & Wildlife
Thomas Ryle
Tom.Ryle@dfw.wa.gov
1111 Washington St. SE
Olympia, WA 98501

PROJECT MANAGER:

Rob Holman
Coho Media Group
(509)251-7170

The Washington Department of Fish & Wildlife retained Coho Media Group to assist in the strategy and production of various communication efforts in 2023. The 2023 Trout Derby and Razor Clam Awareness campaigns are highlighted below.

Using a collaborative approach with key WDFW stakeholders, Coho worked through the campaign planning process. This included defining the campaign goals and budget, crafting a brand sensitive message, identifying the best media and audience, placement of the creative, and review of the campaign outcomes.

Project deadlines were firm with critical season start dates, typical production cycle took 6 weeks for fulfillment with campaigns running April - October for the Trout Derby, and November - December for Razor Clams.

PROJECT SAMPLES:



2023 Trout Derby
30 second TV Spot

Scan Here
To Watch



2023 TROUT DERBY

- GOAL: Promote Awareness of the Trout Derby to drive Freshwater License Sales
- MESSAGE: Have Fun Fishing and Win Prizes! - Easy to redeem prizes
- MEDIA & AUDIENCE: Video. Target Audience, Families with younger kids
- PLACEMENT: Broadcast Television, Social Media, Connected TV
- OUTCOMES: General rise of awareness and ease of use. More prize donations in 2024



2023 Razor Clam Promotion
30 second TV Spot

Scan Here
To Watch



2023 RAZOR CLAMS

- GOAL: Promote Awareness of the Razor Clam Openings to drive Shellfish License Sales. Replace aging customer base
- MESSAGE: Fun outdoor activity and Easy to participate
- MEDIA & AUDIENCE: Video. Target Audience: Young Adults & Families
- PLACEMENT: Broadcast Television, Social Media, Connected TV
- OUTCOMES: General rise of awareness and younger participants