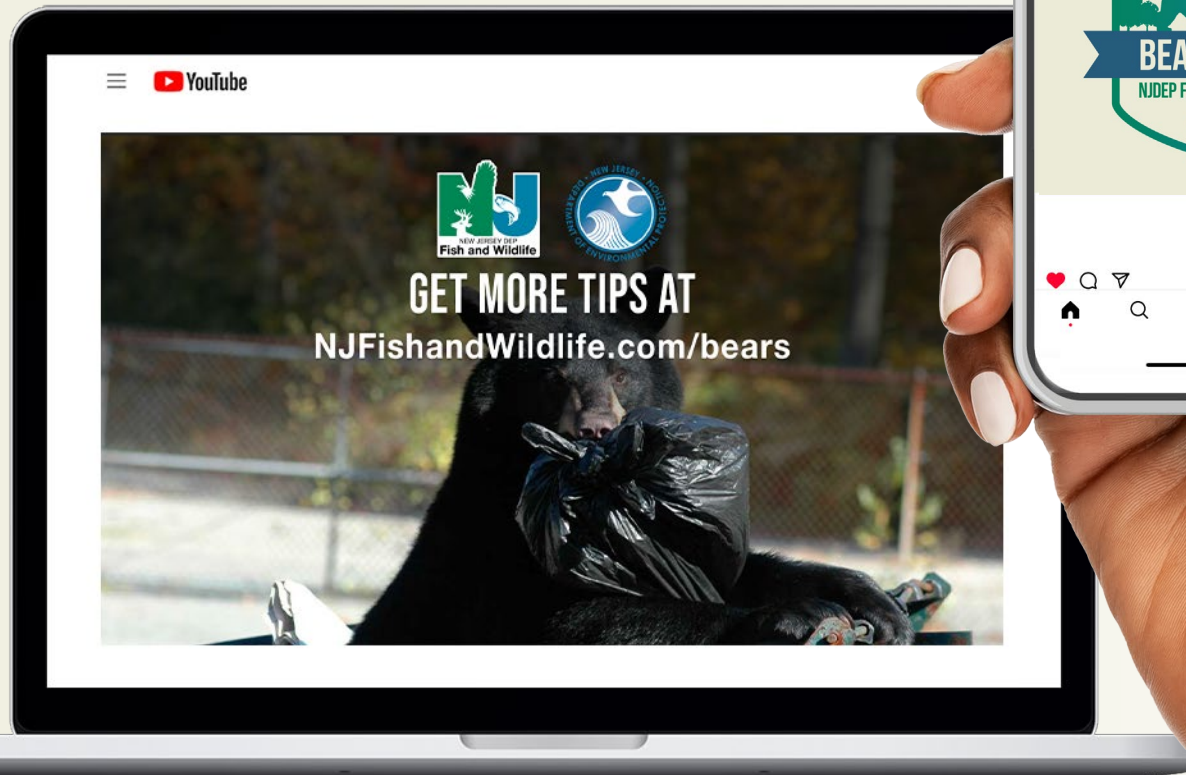


princeton **partners**

2023 RESULTS



IN THIS REPORT

01



OVERVIEW

02

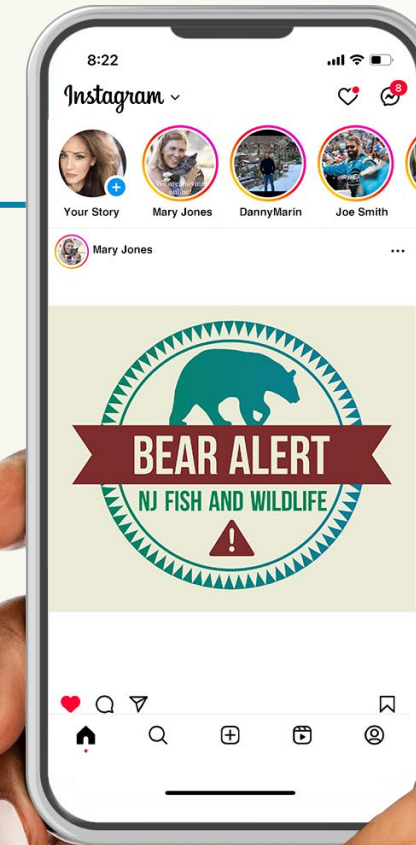


CAMPAIGN BREAKDOWN

03



LOOKING FORWARD



OVERVIEW



OBJECTIVE

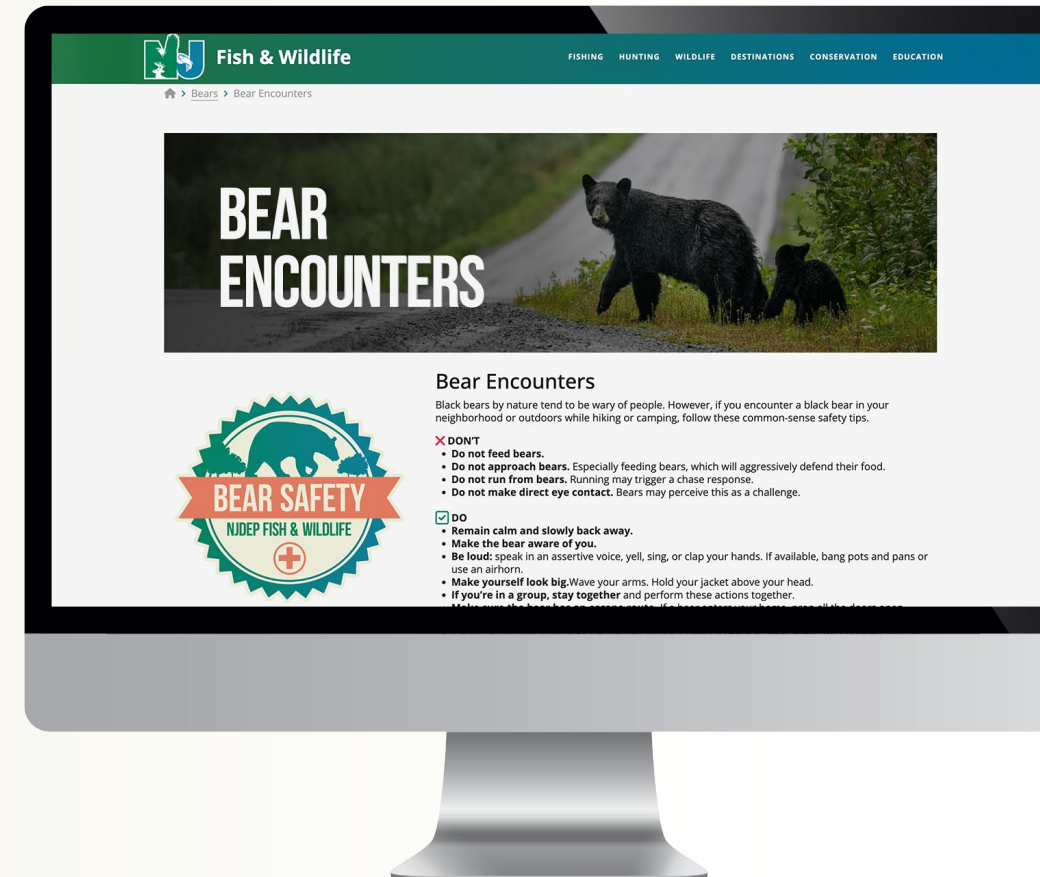
Use data-driven audience generation to:

1. Increase awareness of the growing Black Bear population in NJ.
2. Increase the public's willingness to practice "bear safe" behaviors.



APPROACH

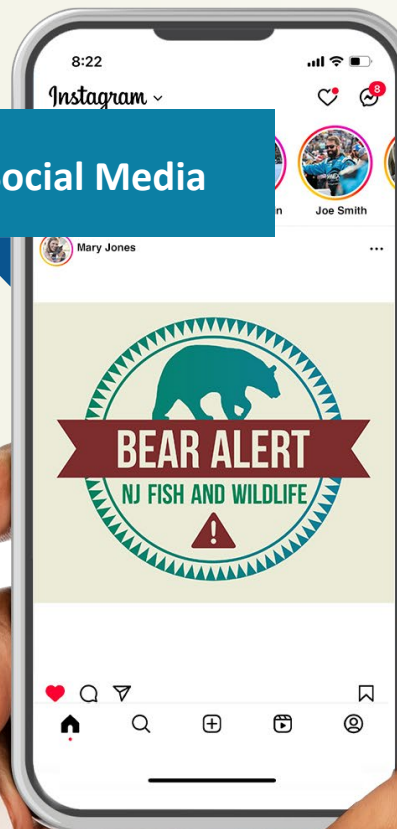
- Use streaming audio to drive interest
- Use smart demographic, geographic and interest-based digital media to drive engagement on our campaign landing pages
- Use video placements driven toward video competitions to educated at ad level



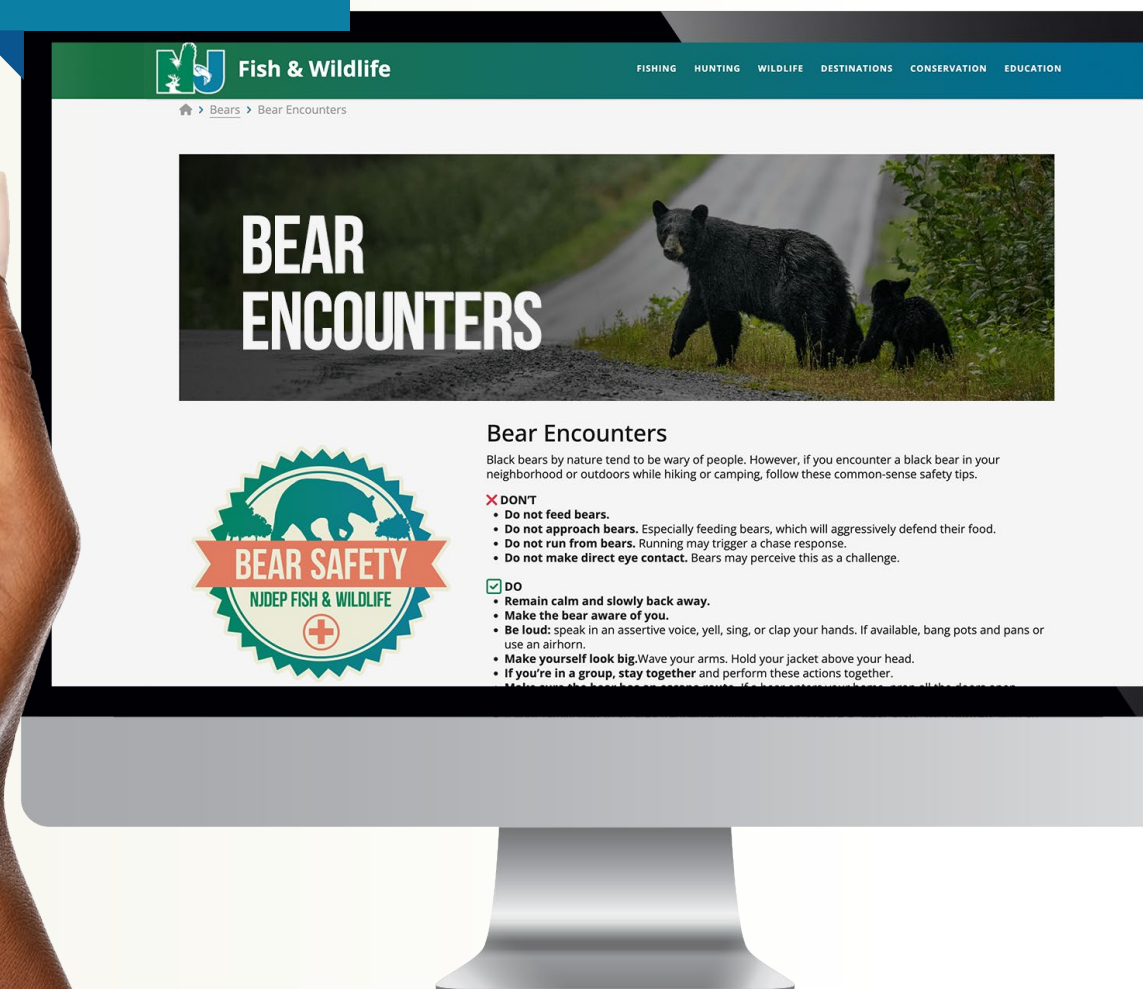
CREATIVE



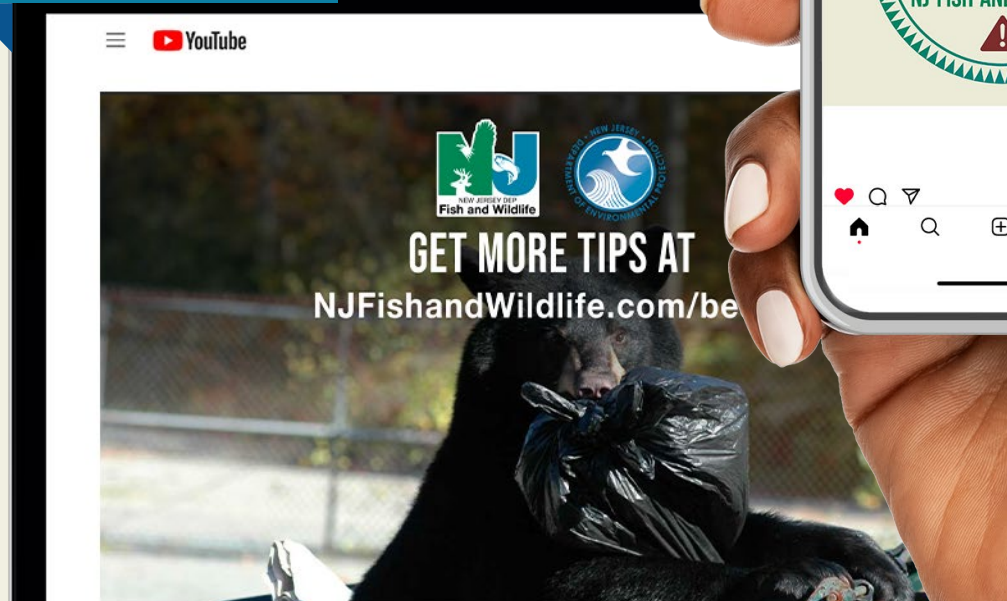
Social Media



Digital Banners



Video

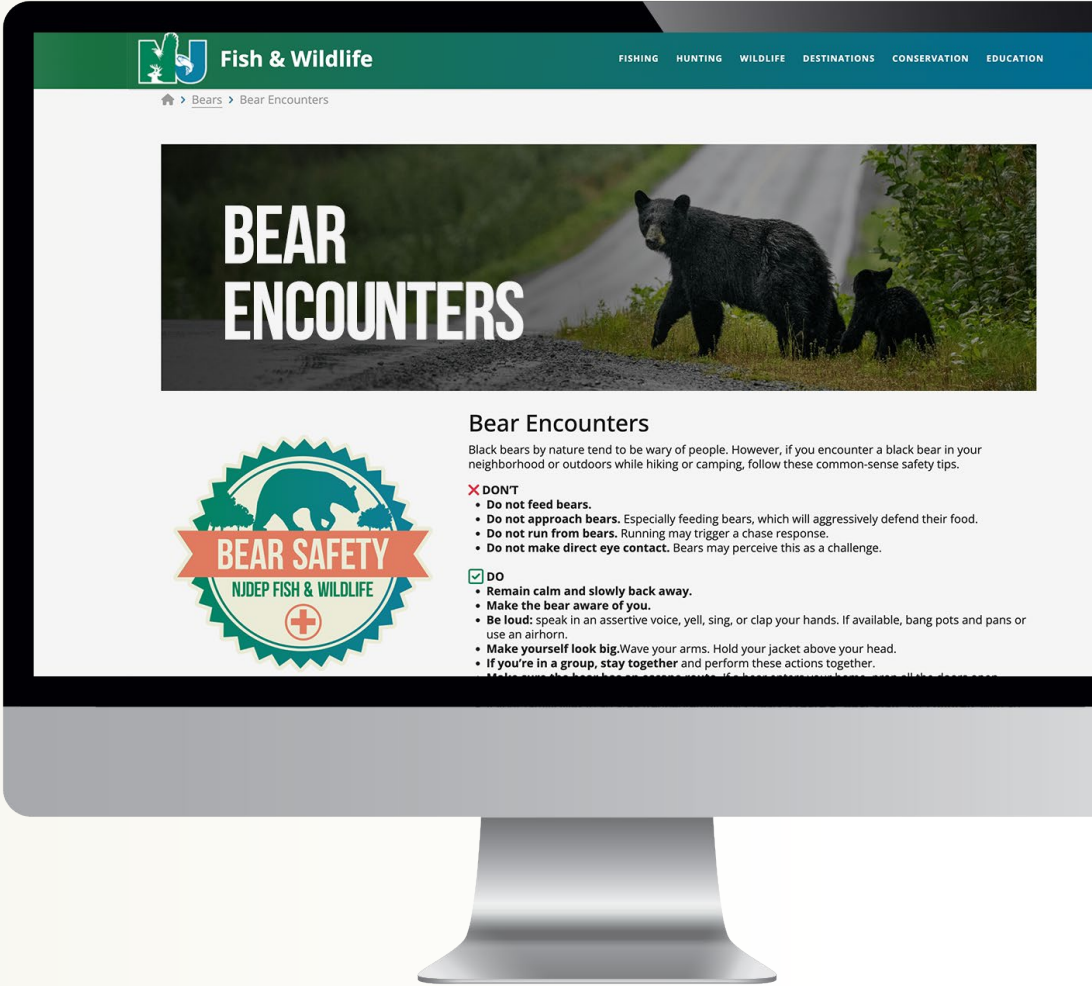


MEDIA SUMMARY



2023

Cost	\$218,000
Impressions	24,535,727
Clicks	57,859
CTR Average	0.49%



CAMPAIGN BREAKDOWN

**How We Made A Powerful
Impact In Market**



Streaming Audio

State of New Jersey Only

Streaming Audio

- 2,136,407 impressions delivered (English)
- 229,767 impressions delivered (Spanish)
- Ordered Impression: 2,296,489 impressions
- Delivered Impressions Total: 2,366,174 impressions
- Delivery %: 103.03%

Free Over the PSA's

- 200 PSA's
- Reach: 648,100
- Frequency 2x
- Imps: 1.1M
- (13% of Northern / Central NJ Population)



Drive awareness that softens the ground for digital efforts.

DIGITAL



Channel	Impressions	Clicks / Completions	CTR / Completion Rate (%)	CPC*
Display (all)	5,418,984	21,967	0.30% CTR Benchmark: 0.20%	
Meta	10,556,074	30,694	0.68% CTR Benchmark: 0.40	\$1.48
Hulu	1,148,023	1,122,495 Completions	97.91% VTR	----
OLV	1,456,466	2,423	89% VTR Benchmark: 75%	\$11.63
YouTube	2,490,006	2,775	57.49% View Rate	\$0.028 CPV

Details: Digital Display

Audiences

Audience	Audience Impressions	Audience CTR
Outdoor Activity Enthusiasts	2,459,966	0.56%
Outdoor Recreation	1,197,005	0.37%
Sharethis_US > Seasonal > Summer > Outdoor Entertainers	799,122	0.24%
Hobbies & Leisure > Outdoors	536,844	0.58%
ShareThis_US > Hobbies & Leisure > Outdoors > Hiking & Camping	303,214	0.55%
Outdoors	190,673	0.54%
Acxiom Interest > Outdoor Activates > Camping/Hiking	118,667	0.30%
Stirista > Interest > Outdoor Activities	105,546	0.34%
ShareThis_US > Hobbies & Leisure > Outdoors > Fishing	95,583	0.59%
Outdoor Activities	82,829	0.18%
Foursquare > Custom > ABI - Outdoor Enthusiasts	45,487	0.18%
PlacelO > Entertainment > Outdoorsy	37,477	0.52%



Details: YouTube



Audience Groups

TOP PERFORMING	IMPRESSIONS	VIEWS	CPV	VIEW RATE	SPEND	% OF SPEND
TOP - Hobbies & Leisure	389,814	209,048	\$0.028	53.63%	\$5,818.87	14.55%
KEY - Adventure Travel	284,273	160,033	\$0.025	56.30%	\$3,961.46	9.90%
INM - Travel	232,740	142,994	\$0.028	61.44%	\$4,049.94	10.12%
CA - Bear Country 101	179,624	109,566	\$0.027	61.00%	\$2,988.38	7.47%
KEY - Family Vacation	178,226	98,816	\$0.021	55.44%	\$2,045.88	5.11%
BOTTOM PERFORMING	IMPRESSIONS	VIEWS	CPV	VIEW RATE	SPEND	% OF SPEND
TOP - Hiking & Camping	2,204	1,314	\$0.028	59.62%	\$36.96	0.09%
TOP - Adventure Travel	2,332	1,295	\$0.028	55.53%	\$36.01	0.09%
TOP - Regional Parks & Gardens	2,563	1,291	\$0.023	50.37%	\$29.88	0.07%
TOP - Ecotourism	431	264	\$0.029	61.25%	\$7.78	0.02%
TOP - Rocky Mountains	180	104	\$0.033	57.78%	\$3.39	0.01%

Creative

CREATIVES	IMPRESSIONS	VIEWS	CPV	VIEW RATE	SPEND	% OF SPEND
English						
Beware of Bears Summer Suburbs :15	1,720,945	967,273	\$0.026	56.21%	\$25,000.00	62.50%
NJ Bears. Don't Feed Bears :15	305,094	170,978	\$0.033	56.04%	\$5,627.19	14.07%
NJ Bears. Secure Your Trash :15	147,745	84,364	\$0.034	57.10%	\$2,873.32	7.18%
Fall Bear Alert	120,493	79,758	\$0.032	66.19%	\$2,519.97	6.30%
Summer Suburbs	66,689	45,570	\$0.028	68.33%	\$1,271.43	3.18%
Summer Hiking	22,392	15,939	\$0.029	71.18%	\$458.64	1.15%
English Total	2,383,358	1,363,882	\$0.028	57.23%	\$37,750.55	94.38%



Details: YouTube



Creative

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English Total	2,383,358	1,363,882	\$0.028	57.23%	\$37,750.55	94.38%
Spanish						
Osos de Nueva Jersey. No alimentos a los osos :15	40,362	23,524	\$0.033	58.28%	\$782.28	1.96%
Osos de Nueva Jersey. Asegure su basura :15	34,936	22,088	\$0.032	63.22%	\$717.21	1.79%
SPA Summer Suburbs	18,772	12,752	\$0.036	67.93%	\$456.59	1.14%
SPA Summer Hiking	7,385	5,284	\$0.031	71.55%	\$166.11	0.42%
SPA Fall Bear Alert	5,193	3,857	\$0.033	74.27%	\$127.26	0.32%
Spanish Total	106,648	67,505	\$0.033	63.30%	\$2,249.45	5.62%
Grand Total	2,490,006	1,431,387	\$0.028	57.49%	\$40,000.00	100.00%



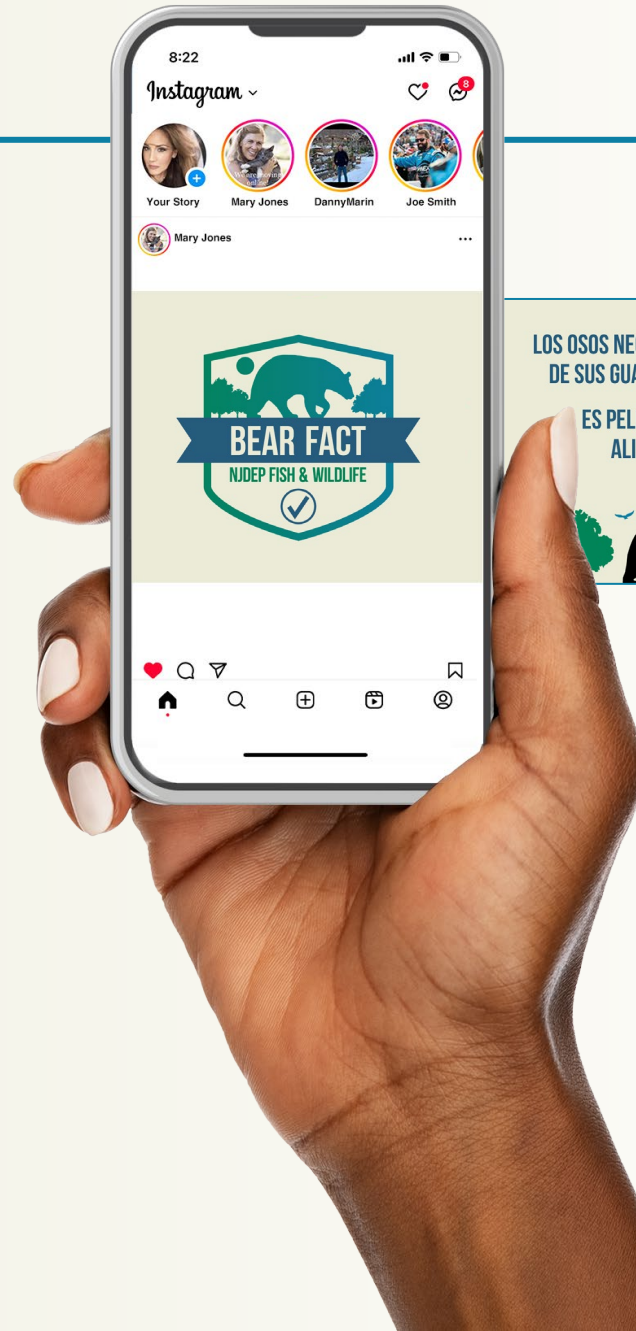
Among creatives, **'Beware of Bears Summer Suburbs'** secured the highest views at 68%, with a cost-efficient CPV of \$0.026. The high volume of views can be attributed to being the only creative running during the brand lift study.

Highlighting the Spanish ads, the **'Fall Bear Alert'** ad had the highest view rate at 74.27%

Meta Brand Lift Study

"Do you recall seeing an ad for New Jersey Fish & Wildlife online or on a mobile device in the last 2 days?"

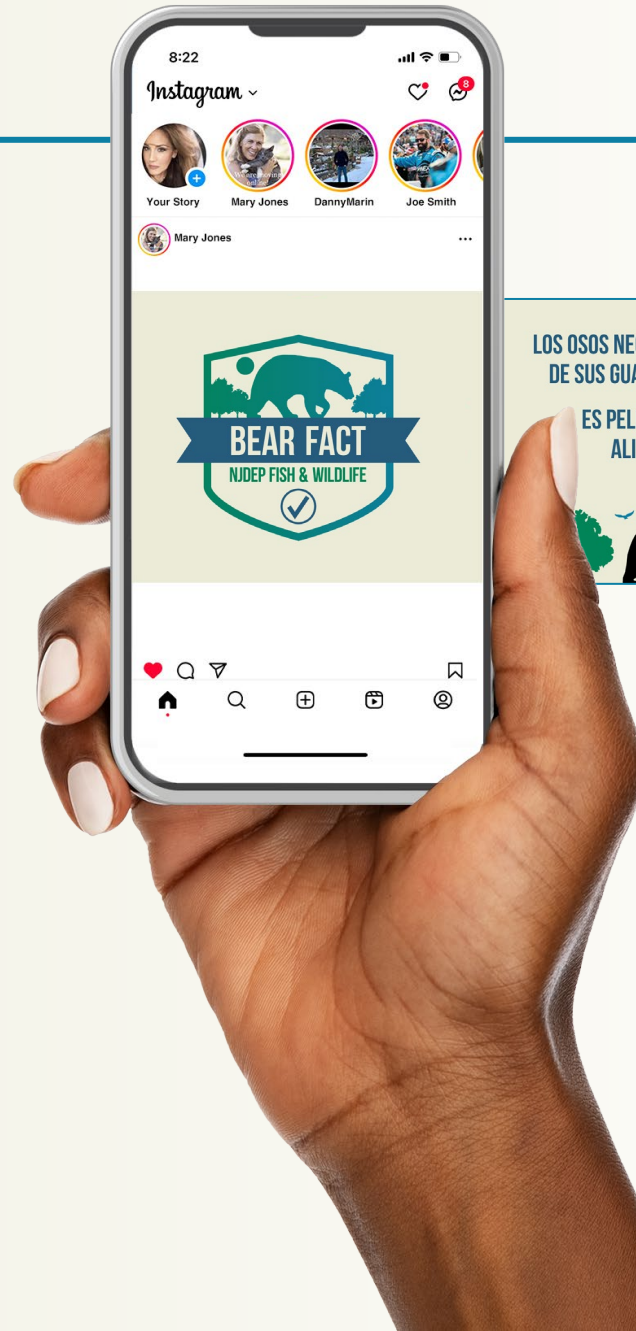
Results: Your ads caused a 6.0 point increase in your percentage point lift among the Accounts Center accounts you reached with your campaign. This means that the number of people in your test group who recalled seeing an ad for New Jersey Fish & Wildlife was larger than the number of people who were in your control group and gave the same response. There's a greater than 99.9% chance that your Facebook ads caused brand lift.



Meta Brand Lift Study

"How would you describe your overall opinion of New Jersey Fish & Wildlife?"

Results: Your ads caused a 1.4 point increase in your percentage point lift among the Accounts Center accounts you reached with your campaign. This means that the number of people in your test group who have a favorable opinion of New Jersey Fish & Wildlife was larger than the number of people who were in your control group and gave the same response. There's a 86% chance that your Facebook ads caused brand lift.



LOOKING FORWARD: 2024



We continue to reach those in NJ that need this information this most through detailed targeting.



We use data-driven audiences to target those looking for this information, such as those in our "Hiking/Camping" audience.



Bigger Media Investments = Bigger Reach.



Continue to place media on platforms that we know our audience is on.



THANK YOU

