



DEPLOYING UNIQUE MEDIA STRATEGIES TO EMPOWER MULTI-STATE PUBLIC AWARENESS EFFORTS

A Film About Hunting for Non-Hunters.

SNAPSHOT

Client:

Southeastern Deer Partnership + National Deer Association

Industry:

Conservation/Wildlife Management

Productions + Services Used:

Strategic Consulting, Event Planning, Audio and Video Production

Results:

Documentary film reached #30 on iTunes with associated campaign garnering over 3 million impressions

CHALLENGES

- -The need to educate a largely urbanized population about the importance of white-tailed deer hunting to conservation with a budget of \$300,000 across 13 states.
- America's deer population rebounded from near extinction in 1900 to over 30 million today and that story has never been told to non-hunters.
- Failure to reach this population of non-hunters could result in a decline in support for modern conservation practices and the slow erosion of the North American model.





SOLUTION

The Southeastern Deer Partnership and the National Deer Association selected SDS to service the partnership's efforts to educate non-hunters through the production of a full-length documentary and supporting public education campaign. Country music star Dustin Lynch narrated the film, which premiered on an 8-stop film tour before launching on iTunes, Amazon, and Google Play. A partner toolkit of promotional materials was developed for each of the 13 partner states.

RESULTS

The film reached #30 on the iTunes top documentary charts after launch and has since accrued nearly **8,000 purchases** across platforms. The associated public education campaign and partner toolkit have generated nearly **3 million impressions** with evergreen content continuing to run.

CONCLUSION

- Creating high-quality, evergreen video content produces value for years, even once paid media efforts have stopped.
- The same content used to educate the public on sensitive topics can also be used to show you supportive stakeholders on how to positively communicate about the topic.

SCAN FOR MORE PROJECT CONTENT



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