



Interjurisdictional Great Lakes AIS Landing Blitz

Great Lakes Panel on Aquatic Nuisance Species

November 15, 2023



Project objectives

1. Improve capacity for boat inspections and in-person outreach
2. Expand outreach efforts through mass and social media
3. Develop tools to recruit and retain local event partners

Project Period: January 1, 2022
– December 31, 2023

Objective 2. Expand outreach efforts through mass and social media

Outputs:

- Regional public service announcements for both television and radio
- Mass media marketing strategy to run PSAs in the most influential media market(s) in each Great Lakes state
- Template strategy for engagement with social media “influencers” relevant to recreational boating in the Great Lakes



Objective 3. Develop tools to recruit and retain local event partners

Outputs:

- Foundational event outreach materials to recruit new event partners and solicit additional support for future events ✓
- Watercraft voluntary inspection training modules (print and electronic) ✓



2023 Event Summary: Grant subrecipients

Objective 1. Improve capacity for boat inspections and in-person outreach

- 13 applications received, 12 projects funded, ~\$90,000 disbursed
- More than 150 watercraft decontamination & outreach events were held at a total of 48 locations across Illinois, Michigan, New York, and Wisconsin

Objective 1. Improve capacity for boat inspections and in-person outreach

- Starter kits were shipped to each subrecipient with an event banner, reflective safety vests, and a postcard-sized outreach handout printed on waterproof paper
- A virtual personal safety/harassment training session was held in addition to the recorded boater engagement trainings from 2022

Major successes from subrecipients!!!

- Total number of media engagements: **89**
- Total number of social media impressions: **43,540**
- Total number of boaters educated on how to inspect/clean their boat: **2,882**
- Total number of site impressions: **6,878**
- Identified species (if any): **Coontail, Eurasian watermilfoil, curlyleaf pondweed, Canadian waterweed, western waterweed, starry stonewort, zebra mussels, brittle naiad, variable leaf milfoil, water chestnut, slender nyad, stargrass**

2023 Marketing Results

Objective 2. Expand outreach efforts through mass and social media

- Utilized the advertising platform GroundTruth to promote the Landing Blitz event in all Great Lake states
- Ad used was a video created by WI Sea Grant
- https://www.youtube.com/watch?v=GKWpcn534w0&ab_channel=WisconsinSeaGrant

What is GroundTruth?

- A self-serve, location-based ad platform
 - Geotargeting
 - Location-based interest groups
 - Free technical assistance
- At least similar to, if not exactly the same, as what ad agencies use for our level of advertising
- Helps to understand & reach audiences to drive positive outcomes
- Creation & servicing of ads on via the online [ads manager dashboard](#)
- DIY approach gets us more flexibility & helps with evaluation



Definitions

CTV – **Connected TV** refers to devices that are connected to the Internet and allow viewers to stream videos and music and browse the web. All CTVs enable audiences to use apps like Amazon Freevee, Pluto, Tubi, etc. to watch content

Impressions – An impression is when a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible. Impressions are the number of times your content is displayed, no matter if it was clicked or not.

Reach – Reach is the total number of unique people who see the content. Reach will usually always be smaller than impressions

Target audience

- Geotargeting
 - People that were within a defined space are served an ad
 - Quality control for people traveling through a space
- Retargeting the geotarget audience
 - If someone was served an ad in the geofence, they were put into a new audience that was served ads no matter where they were
- It was the same across each state
 - A few states had "interest-based" targeting implemented to spend out budget
 - Groundtruth makes these audiences through visitation patterns
- Data is at a state-level because each state was a campaign and data is only provided by campaign

Marketing Summary

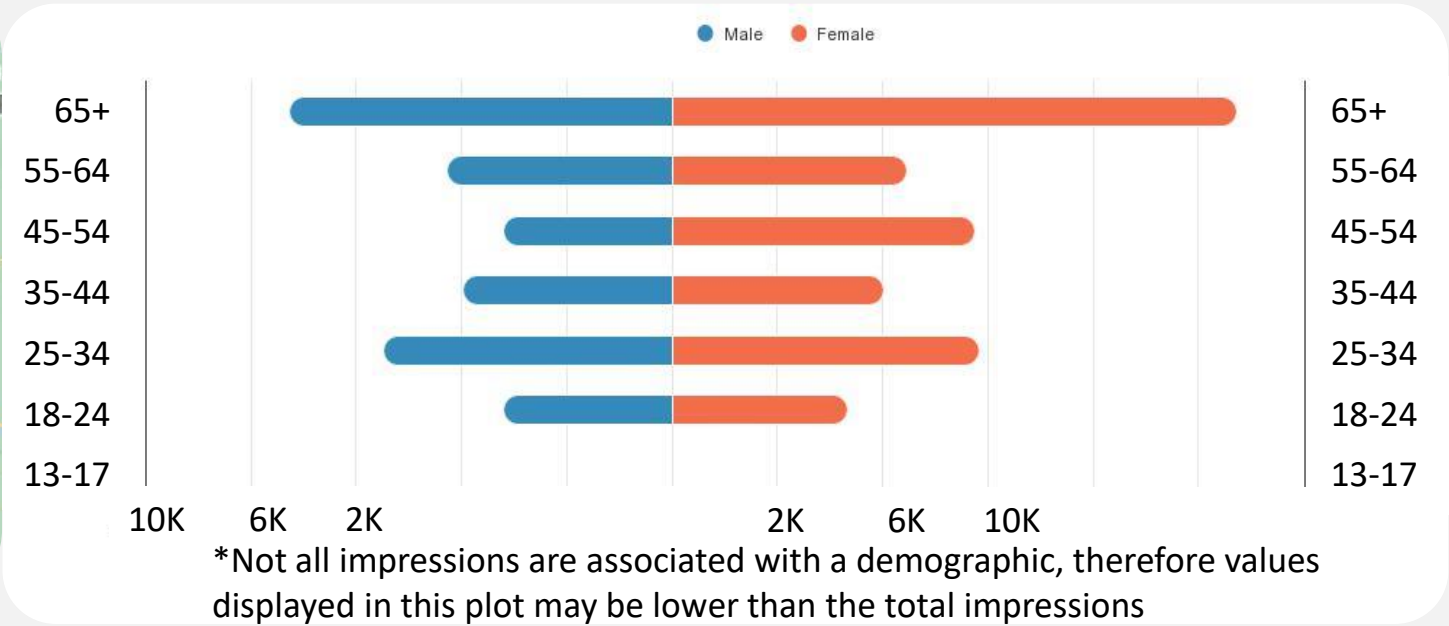
- Each state had a \$2,000 campaign budget. Half for Geofencing, half for CTV retargeting

	Impressions	Reach
On-site Geofencing	572, 484	32,395
CTV	307,577	25,755 *

*does not include others in the household that may have viewed the ad



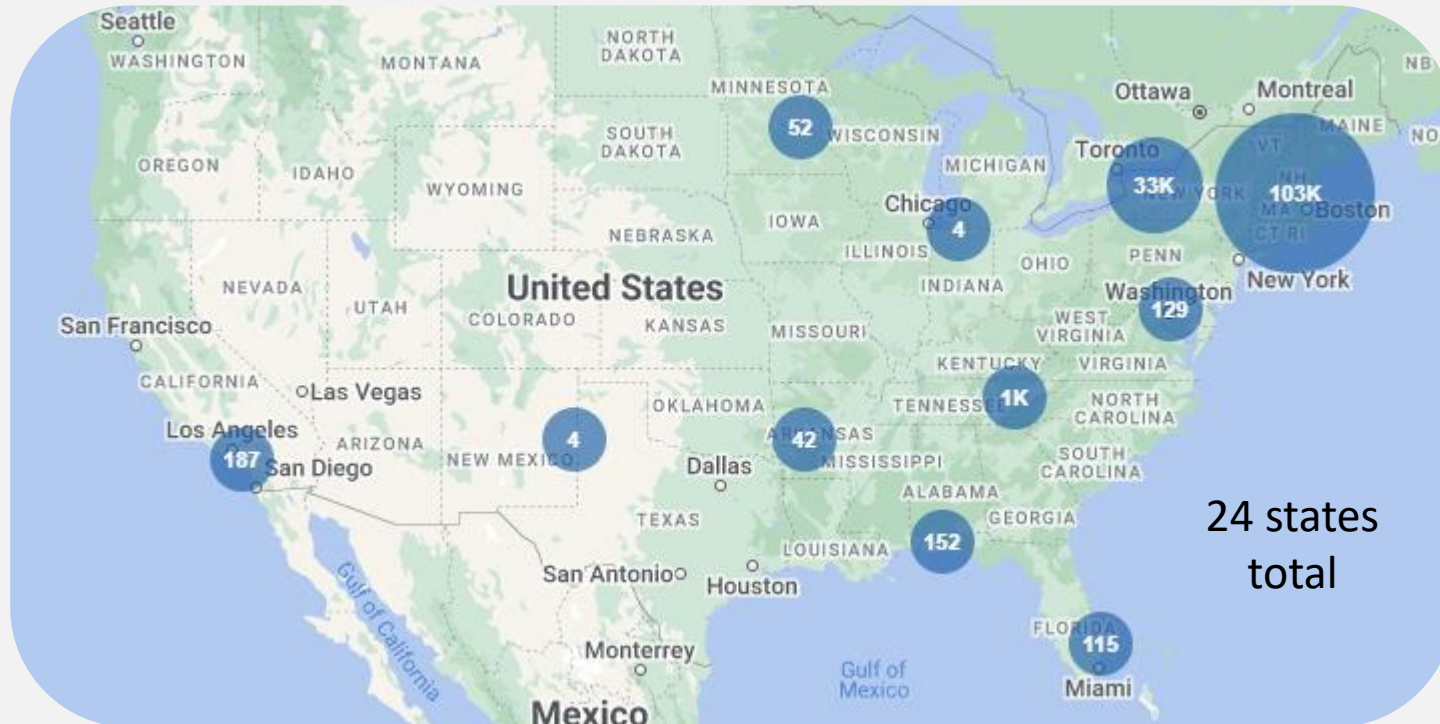
Location of Ad	Budget	Spent	Impressions	Reach	Views per person	Most Impressions per demographic
Onsite in NY	\$1,000	\$1,002	99,079	4,204	Approx 23	Slightly higher female than male. Most popular age group 65+





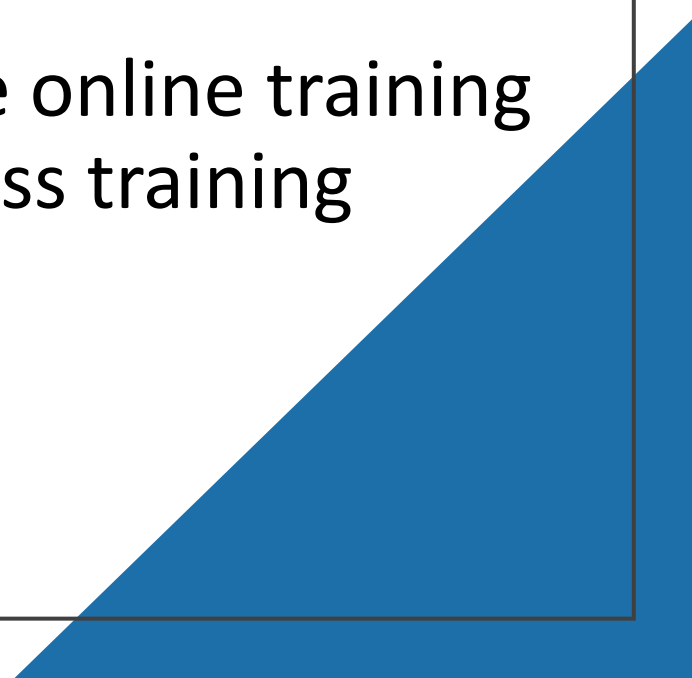
Location of Ad	Budget	Spent	Impressions	Reach	Views per person	Most Impressions per demographic
Retargeted across the US	\$1,000	\$990	40,085	1,741*	Approx 23	Higher female impressions. Most popular groups: M(24-34) & F(65+)

*does not include others in the household that may have viewed the ad



Foundational Materials

Objective 3. Develop tools to recruit and retain local event partners

- Interviews were held with each subrecipient to inform development of factsheets and guidance documents
 - Utilizing recorded training sessions to create online training modules on Moodle so all partners can access training resources
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- A blue triangular graphic is located in the bottom right corner of the slide, pointing upwards and to the left.

Looking towards 2024...

- Continuing with Phase 2 of the Great Lakes AIS Landing Blitz, covering 2024-2025
- Continuing to offer capacity subawards and pursuing novel digital marketing strategies
 - Releasing the RFP earlier, in February 2024
- Adding a winter Landing Blitz pilot targeting ice fishing, likely February 2025 dates

Thank you and questions!

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