

A Tree For Life...

Forest Resources Division
Public Information Campaign
Deb Begalle, Chief



Starting with Research

- Worked with Gud Marketing
- Conducted survey of the general public
- Met with four focus groups in southeast and southwest Michigan
- Separate survey of DNR users



Findings

- Strong preference for wildlife habitat protection
- Clean air and water are vital
- Want to ensure forests for future generations
- Knowledge of forestry highest in Upper Peninsula, lowest in southeast Michigan



Marketing Michigan's Forests to a Wider Audience

- Target audience: residents 18-49 in southeast Michigan
- Geographically removed from state forests
- Unfamiliar with standard DNR terminology
- Campaign raises awareness of entire DNR mission, not just FRD



Opportunities to Share Our Messages

- Clean air and water, products we use every day
- Preventing disease and invasive species
- Assurances about long-term plans for forests
- Success stories about our efforts
- How the public can get involved





What We're Doing

- Campaign began Sept. 11 in southeast Michigan
 - TV commercials
 - Social media posts
 - News articles
 - Digital advertising



Unique Look of Campaign

- TV commercial blends papercuts and digital animation
- Four, 30-second spots focus on overall message, wildlife habitat, environmental benefits and forest products
- Forests for a Lifetime anthem





Results So Far

- As of Sept. 22, 150,000+ impressions on streaming services
- 61,000+ page views of first ad on DNR YouTube channel to date
- Strong engagement time
- Prime time and college football placement for ads



Next Steps

- FY 19 request: \$500,000 to broaden campaign to Lansing, southwest Michigan, northern Lower Peninsula
- Wider variety of media
- Message moves from simple to more complex
 - Sharing success stories about our efforts
 - Telling public how to get involved



Building on Our Momentum

We have strong reasons to continue our campaign into future years:

- DNR a trusted, credible source of information
- Campaign success aligns with FRD strategic plan
- Stakeholders support our efforts



Forests are a backdrop to all outdoor activity

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Forests for a Lifetime

michigan.gov/forestsforalifetime



Questions?

