

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USA Spending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

2023 MSCGP Engaging New Adult Hunters with YouTube Advertising

Project Abstract

YouTube has become the go-to location for learning how to do nearly everything. Regardless of their demographics, if you ask any group of adults where they go to learn a skill, the vast majority of them answer "YouTube." According to Omnicore, a team of data-driven digital marketing experts:

- 81% of U.S. adults use YouTube.
- 95% of 18-29-year-olds in the U.S. use YouTube.
- 91% of 30-49-year-olds in the U.S. use YouTube.
- 62% of U.S. YouTube users say they visit the site daily.

YouTube advertising tools provide an opportunity to target these viewers by age, gender, location, and interests.

We will work with 4 states (one from each AFWA region) to develop and deliver YouTube advertisements offering an opportunity to learn about hunting to adult residents who are interested in outdoor recreation, food, and sustainability. As the ads run, we will study conversion rates and make mid-course adjustments to them to maximize campaign success. In other words, we will let real people in our target audiences show us by their actions what makes a successful campaign. ACI grants committee will select the 4 states that will be chosen based on AFWA region and willingness to participate and ability to track results and tie revenue returned based on these ads.