



HOW WELL DO YOU KNOW Minnesota?

SEASON 2 - 2025 AIS VIDEO OUTREACH CAMPAIGN



**Yep, we're doing this series again (new scripts/new look) because it was such a hit!
Hoping for even bigger reach in 2025 with more county support.**

[Watch 2024 Series HERE](#)

2024 AIS CAMPAIGN RESULTS *Contact Erika for the full report.

- **1,073,552** impressions to MN targeted audiences specifically interested in boating and boating activities
- **1,180** clicks to the MN DNR website
- Almost **3X** the average click-through-rate

2025 CAMPAIGN

Audience targeted rotation of 5, :30 videos and 5, :15 videos + display ads to run May 1 - September 30, 2025

TOPICS

- Commerce and bait proper disposal
- Early detection
- Decontamination and self-serve cleaning stations
- Drying period for docks and lifts
- Waterfowl hunters and AIS prevention

REACH

Targeted Marketing

- All ads will be designed to reach boat owners and fishing and outdoor enthusiasts.
 - Behavioral Pre-Roll Video
 - Targeted :15 video ads to grab attention on premium websites and mobile apps like Yahoo, ESPN, and CBS, strategically appearing before popular videos like news updates and sports highlights.
 - Streaming TV
 - Targeted :30 video ads will show up in people's living rooms on the big screen, on top streaming apps like Pluto TV, Roku TV, Samsung TV, and local news apps. Smaller screen opportunities like laptops and tablets will also be blended in to be sure to reach that audience wherever they are watching. These ads will reach a captive audience as they are typically non-skippable and show an average 98% completion rate.
 - Targeted Display
 - Targeted display banner ads will direct people to go to the campaign's directed website links by encouraging users to click on them for more information. They will show on top websites and apps like Yahoo, CBS, The Weather Channel, and Wordscapes. These display ads allow the campaign to reach people who have previously visited the AIS website links used in the campaign and provide the ability to increase the frequency of touch points to maximize brand recognition.

Organically (no cost)

- **Minnesota Lakes and Rivers Advocates** will share videos in newsletters and on social media that reach lake associations and lake home and cabin owners across MN.
- Request to **Minnesota Aquatic Invasive Species Research Center, University of Minnesota** to post on social channels as they've done for our prior series.
- Request to **MN DNR** to put series on their website as they've done for our prior series. ([See Here](#))
- Media Outreach to television broadcast stations across Minnesota for PSA consideration.

BUDGET: 5, :30 videos and 5, :15 videos + display ads for 5 month campaign

** Contact Erika to see the full digital marketing strategy*

- **Goal ONE: \$38,000 with 1,137,791 impressions**
 - \$12,000 Video production
 - \$25,000 Targeted marketing via Leighton Engage
 - \$1,000 MN Lakes and Rivers Advocates for work with AIS prevention
- **Goal TWO: \$43,000 with 1,172,791 impressions (Includes \$5,000 for YouTube reach)**
 - \$12,000 Video Production
 - \$30,000 Targeted marketing (+ \$5,000)
 - \$1,000 MN Lakes and Rivers
- **Goal THREE: \$53,000 with 1,172,791 impressions (Includes \$10,000 for IG/FB, TikTok reach)**
 - \$12,000 Video Production
 - \$40,000 Targeted Marketing (+ \$10,000)
 - \$1,000 MN Lakes and Rivers

SPONSORSHIP

- \$7,500 Presenting - Largest logo at end of each video + case study customized for your county
- \$5,000 Gold - Large logo at end of each video + case study customized for your county
- \$3,000 Silver - Medium logo at end of each video
- \$2,000 Bronze - Small logo at end of each video
- \$1,000 Supporter - Name in text at end of each video

2025 AIS SCRIPTS

Commerce - MAY

"How Well Do You Know Minnesota?"

True or False

- A 5 pound female walleye typically releases more than 100,000 eggs.
 - True.
- 2,000 walleye fingerlings were released by the MN DNR into MN Lakes in 2023.
 - False. More than 5,000 were released.
- It's illegal to release aquatic animals and plants- like from aquariums, water gardens, live bait, or crayfish boils into the environment.
 - True.

Throw them in the trash and re-home pets. Help protect our waters and native species.

[Learn more here](#)

Early Detection - JUNE

How Well Do You Know Minnesota?

Which one doesn't belong?

*Visual: We see a grid with 3 photos of AIS with their names and 3 photos of aquatic native plants with their names. The three invasive plants are then circled. *Different look and some AIS will be different from 2024.*

Identifying invasive species can be hard but it's easy to report things that look unfamiliar or suspicious. Early detection is one of the the best ways to slow the spread of invasive species and protect our lakes and rivers.

[To report something suspicious go here](#)

Decontamination and Self-Serve Cleaning Stations - JULY

How Well Do You Know Minnesota?

- Who was born in MN? Harrison Ford, Judy Garland, or Kristen Bell?
 - Judy Garland, Dorothy in the Wizard of Oz.

And there's no place like home here in MN. Lets protect our lakes and rivers from invasive species. More boaters than ever are using free self-serve and professionally staffed hot water decontamination stations to help stop the spread of aquatic invasive species.

[Learn more here](#)

Moving Docks and Lifts - AUGUST

How Well Do You Know Minnesota? True or False

- A mallard can fly as high as 21,000 feet.
 - True.
- A loon can dive down 21 feet.
 - False. Loons can dive down 250 feet.
- 21 days drying time is required for your dock or lift before moving it to other waters.
 - True. Make sure your dock or lift is out of water for 21 days before moving to another lake or river. It's the law. Help stop the spread of aquatic invasive species.

[Learn more here](#)

SCRIPTS (continued)

Waterfowl Hunting - SEPTEMBER

How Well Do You Know Minnesota? True or False

- The canvasback is the rarest duck in MN.
 - False. It's the northern pintail.
- Waterfowl are the main transporters of invasive species like zebra mussels.
 - False. It's people.
- Waterfowl hunters can help stop the spread of aquatic invasive species.
 - True.

Here's how: Clean and drain your boat and gear, cut vegetation for blinds above the waterline, use non-felt soled boots, and use bulb-shaped anchors to help avoid snagging aquatic plants.

[Learn more here](#)

ABOUT US

Minnesota Lakes and Rivers Advocates: Executive Director

Jeff Forester has been the Executive Director of Minnesota Lakes and Rivers (MLR) for over two decades. MLR seeks to protect Minnesota's lake and river heritage for current and future generations by forging powerful links between lakes, lake advocates and policy makers. In that time MLR has successfully lobbied to create Aquatic Invasive Species laws and fines, created the County AIS Prevention Aid Formula, which has sent over \$100 million to support county AIS programs, establish and fund the Minnesota Aquatic Invasive Species Research Center, and fund the wake and prop thrust studies at the Saint Anthony Falls Lab.

LB Video Productions: Erika Gilsdorf: Producer

Erika Gilsdorf is an award-winning, international video producer. She has been the concept creator and producer for the 2011, 2018, 2023, and 2024 AIS series used by the DNR and shared across MN. Erika served as a two-term board member for the Pelican Group of Lakes Improvement District. She was formerly an AIS inspector and was a presenter at an AIS Summit in Detroit Lakes, Minnesota.

Leighton Engage: Holly Lee: Digital Marketing Manager

With nearly two decades of experience in marketing, Holly Lee is a seasoned professional dedicated to helping businesses thrive in the digital landscape. She was a lead digital strategist in the 2023 AIS campaign. Her expertise spans various facets of marketing, from in-house strategies to content marketing initiatives, including video production and management.



Erika Gilsdorf: Producer
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