

# GET YOUR FISH ON



TAKEMEFISHING™.org

*RBFF Webinar Series*

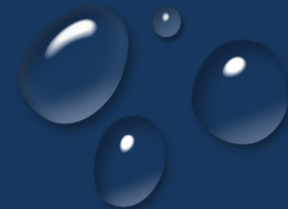
*May 29, 2019*

# Agenda

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- Overall Participation
- Target Audiences
- Media Plan
- National Fishing & Boating Week
- Resources to Use



# OVERALL PARTICIPATION



## Fishing Participation

Rose 4% to **49.1 million**

Highest it's been since **1991**

First timers increased  
21% to **3.0 million**



## Boating Participation

Reached over **142 million**

**17 million** first timers

**32%** of first time boaters  
were Hispanic



**WARNING:**

62% of children ages 6 to 12 did not participate in one outdoor activity in 2014.

Almost **83%** of current adult participants were introduced to fishing during childhood.

The mean age of their first fishing experience was 10; **94%** had their first fishing experience before age 18.

First fishing experiences are rare after the age of 18 and virtually nonexistent after the age of 35.

# TARGET AUDIENCES



# Multicultural Families With Kids

## A snapshot of who they are

Average age is 40; 55% aged 35-49;  
72% are currently married

- **Adventure Seekers**
- **Active and Conscious**



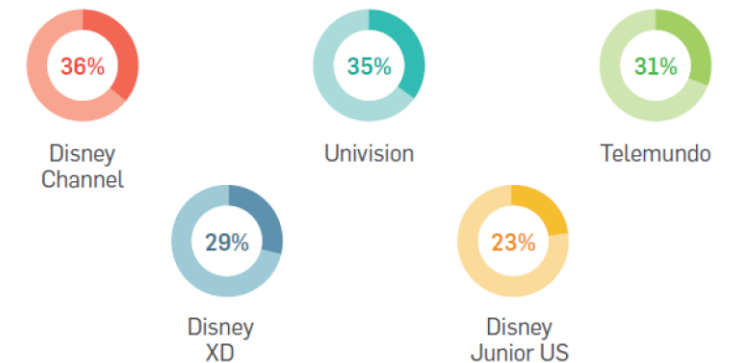
U.S. Hispanic households have multiple generations living under one roof and are **35% more likely** to have kids under 18 living in the household compared to non-Hispanic millennials.

Younger generations are acting as cultural bridges, from translating to adapting to American culture.

Family-related content is paramount to creating a connection with Hispanics.

2017 Special Report on Fishing,  
RBFF & Outdoor Foundation, 2017

English-language networks are just as popular as Spanish-language networks among Hispanic millennials.







New participants are more likely to skew younger and female.

**45%**  
of new participants  
are female.

**42%**  
are ages  
6 to 12.

**19%**  
see themselves in  
the sport.

## Women represent a big opportunity for the sport.

**46%**

of outdoor participants ages 6+ are female.

**85%**

of sons participated in fishing with their mothers, compared to 71% who participated with their fathers.

**63%**

of daughters participated in fishing with their mothers, compared to 45% who participated with their fathers.

# 2019 Target Audience

## Multicultural Family Outdoors

**18.2MM universe**  
**(27.9MM w/spouse | 47.4MM w/kids)**

Parent of kids ages 6-17 | Want to learn and try new things | Spending time with family is a top priority | Participated in one outdoor activity in the last 12 months

### Families With Kids

Parent of kid(s) ages 6-17  
Want to learn and try new things  
Spending time with family is a top priority  
Participated in one outdoor activity in the last 12 months

### Women

**50% of MFO**  
Mom of kid(s) ages 6-17  
Active in the outdoors  
Looking for new/exciting activities that help her and her family stay active

### Hispanic

**15% of MFO**  
3<sup>rd</sup> generation/200% Hispanics  
Parent of kids ages 6-12  
Participate in outdoor activities  
Family influences all aspects of their lives

### Grandparents

**8MM universe**  
**(13.9MM w/spouse | 53.9MM w/grandkids)**  
Grandparent of kids 18 and under | Spending time w/family is important | Has freshwater or saltwater fished in the past 12 months

**Total audience is over 60 million**

# Women's Campaign Video



# **MEDIA PLAN**

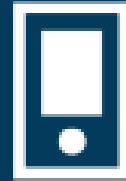
# 2019 Media Plan



Print  
Partnership



Video



Rich  
Mobile/  
Display



Partnership



Mobile  
Tour



1:1



PR

# Media Overview – Television

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- Concentrate within high-indexing networks and programming that reaches a co-viewing (parents + kids) audience
- Collaborate with Disney on custom content
- Includes extension into streaming apps
- Concentrate in-market timing to align with late spring and summer months when kids are out of school



# Media Overview – Digital/Streaming

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- Elevate fishing and boating as fun outdoor activities for everyone, driving engagement and action through audience-targeted digital media buy.
- Utilize premium and reach partners for impact and scale
- Targeting & retargeting strategies to maximize efficiency and results, and to ensure reach of Multicultural Family Outdoors audience





# Digital Banners



**ADVENTURES  
DON'T HAPPEN  
IN THE KIDDIE POOL.**

Get licensed >

Get your fish on at  **TAKEMEFISHING.org**



**PESCAR ES COMO  
LA MÚSICA,  
SE DISFRUTA MÁS  
JUNTOS.**

Empieza hoy en  **VAMOSAPESCAR™.org**



**I TAKE  
WHAT'S  
MINE.**

Get your fish on at  **TAKEMEFISHING.org**



**TABLET OFF.  
FISH ON.**

Get your fish on at  **TAKEMEFISHING™.org**

# Stories of Anglers



## LANCE THOMAS

HEARST (VIDEO+ARTICLE)

- Next-Gen men
- NY Knicks player
- Formed Slang Magic
- Teaching kids to fish



## CHASTINATION

HEARST (VIDEO+ARTICLE)

- 19 y/o raising money for charity
- Creating accessible boats for children



## BECOMING AN OUTDOORS WOMAN

HEARST (VIDEO+ARTICLE)

- Adventurous trips for women
- Mother-Daughter



## LOOP NOLA

HEARST (VIDEO+ARTICLE)

- Helping disabled and low-income kids learn life skills through fishing



## HILARY HUTCHESON

OUTSIDE (DIGITAL+PRINT ARTICLE)

- Mom of 2
- Fly fisher



## BRITTNEY NOVALSKY

OUTSIDE (DIGITAL ARTICLE)

- Pro-Bass angler
- Teaching women to fish



## NICOLE JACOBS

OUTSIDE (DIGITAL ARTICLE)

- Home
- Getting young girls outdoor early



## JESSICA MENDOZA

ESPN (MAGAZINE WRAP)

- Home-schooling her children through fishing



# Outside Partnership

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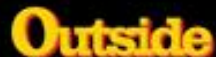
In partnership with *Outside*, we'll continue to instill the importance of inclusion in the outdoors and in fishing and boating with this leading outdoor lifestyle publication.

# Outside Partnership



## THE FUTURE OF FISHING IS FEMALE

FAMILY FISHING ADVICE FROM FORMER PROFESSIONAL ANGLER NICOLE STELMACH



Apr 25, 2019



**B**rittney Novalsky, a fishing guide, educator, and conservationist, grew up fishing commercially with her family. Of all the things she learned on the boat, the most important has probably been self-assurance. "After you spend enough time outdoors," she says, "you learn to be trusting of what you see. If you're just present to your surroundings, you'll know what to do next."

Novalsky would know. As a child in Sebastian, Florida, she cast her line for snapper and kingfish, then helped her parents load coolers, clean the boat, and sell their catch at the local market. It was an early lesson in teamwork, she says,



Outside

## I TAKE WHAT'S MINE.

Get your fish on at  TAKEMEFISHING.org

Presented By  


← ADVENTURE PARENTING  
Sponsor Content

## The Future of Fishing Is Female: Hilary Hutcheson

Professional fly-fishing guide, shop owner, and mom of two Hilary Hutcheson on how to get the whole family fishing

Outside

## I CAST OFF LABELS.

Get your fish on at  TAKEMEFISHING.org

Presented By  


← ADVENTURE PARENTING  
Sponsor Content

## The Future of Fishing Is Female: Nicole Stelmach

For professional angler and family-fishing ambassador Nicole Jacobs Stelmach, catching fish is all about creating memories



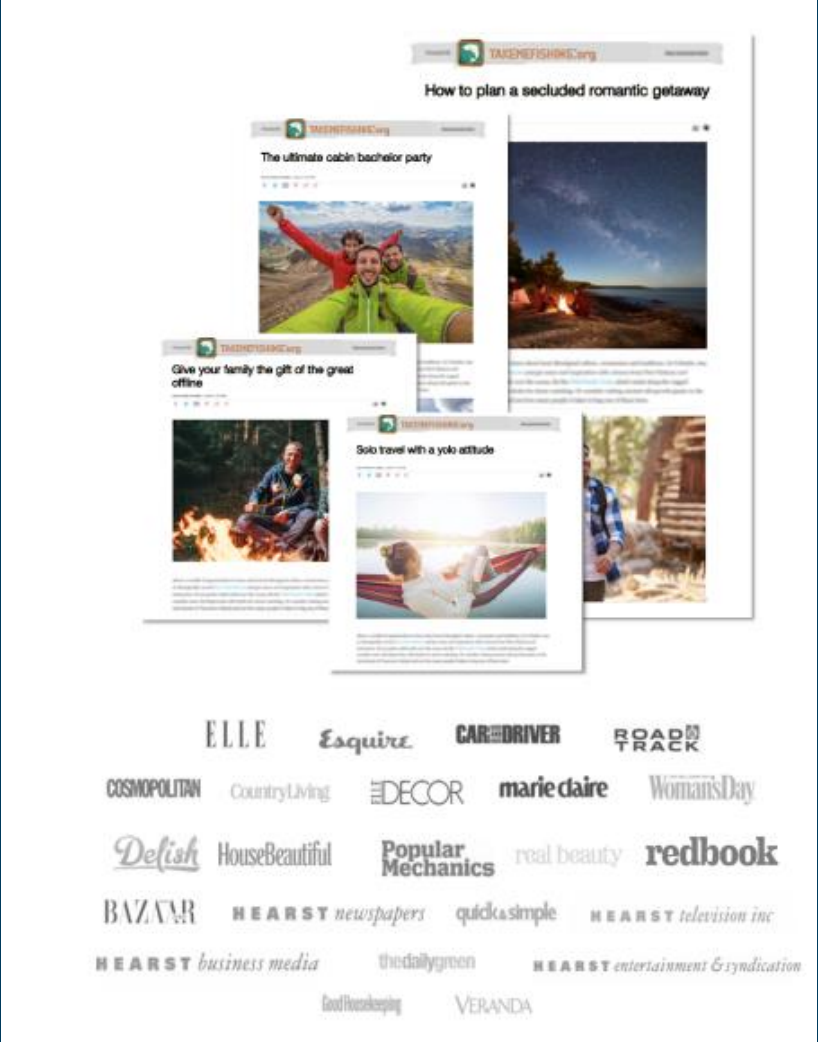
## THE FUTURE OF FISHING IS FEMALE

FISHING GUIDE BRITTNEY NOVALSKY IS INSPIRING THE NEXT GENERATION OF ANGLERS



# Hearst Media Partnership

Partner with Hearst Media to create and amplify custom content across a network of lifestyle sites, generating awareness and consideration for fishing and boating as an activity for everyone



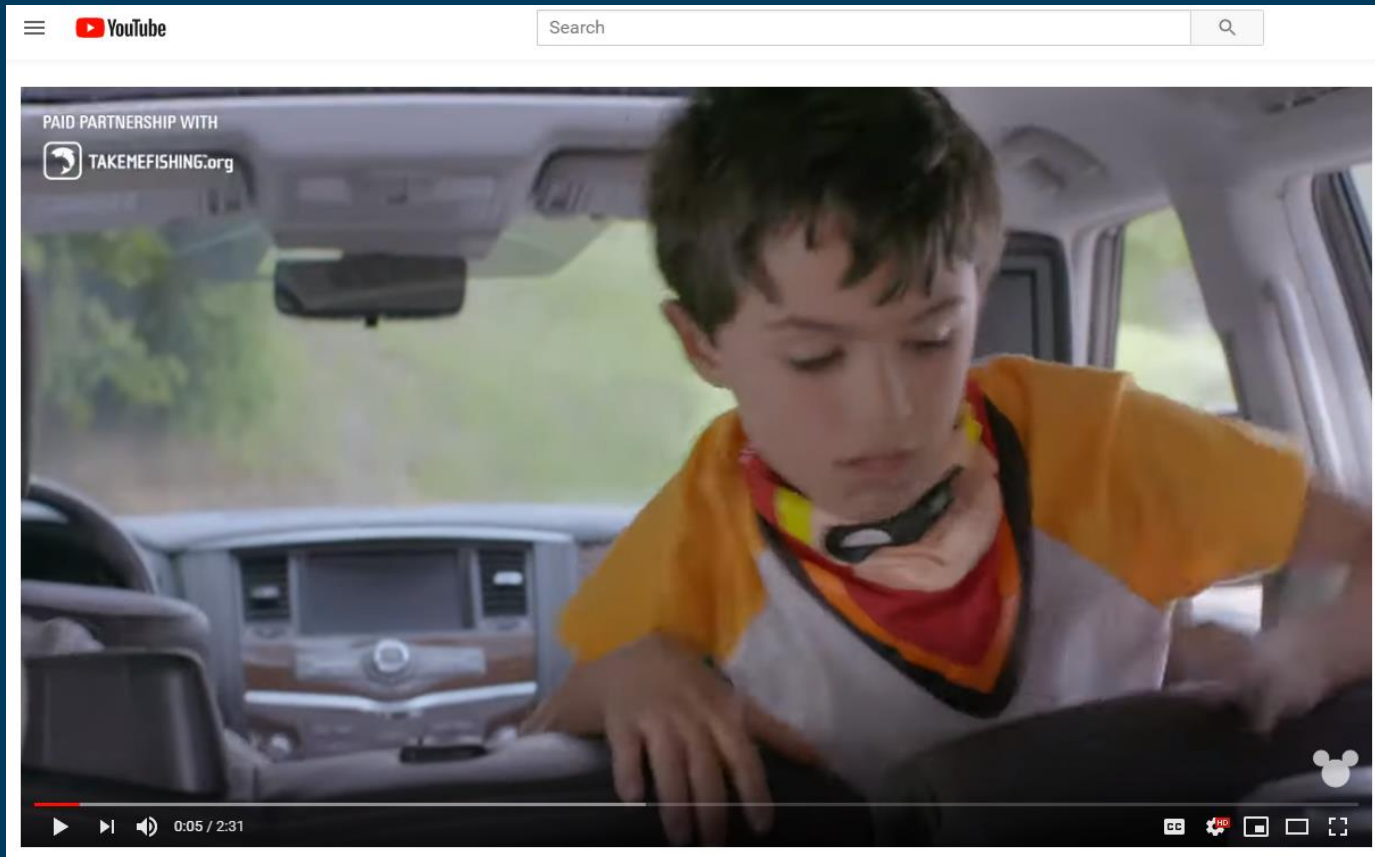
# Disney Alliance Partnership

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- Create new, engaging custom content (family focused)
- Drive guests to [TakeMeFishing.org](http://TakeMeFishing.org)
- Continue to drive awareness via multi-platform media placements while utilizing niche Disney network
- Continuation of in-park branding



# Disney Assets – Just Launched!



# National Spokesperson: Jessica Mendoza



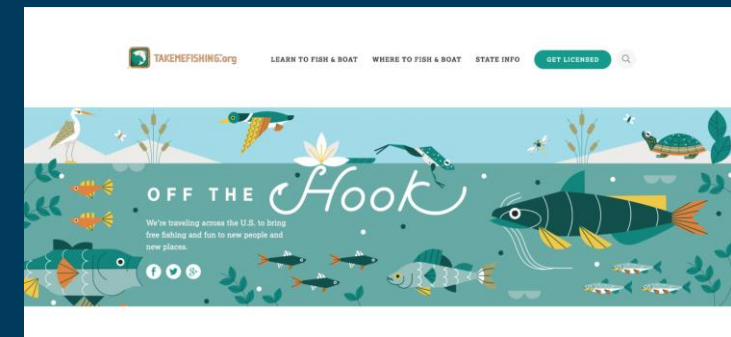
- Member of the United States women's national softball team from 2004 to 2010 where she won a gold medal at the 2004 Olympics in Athens and a silver medal at the 2008 Olympics in Beijing.
- On the broadcast team for ESPN's Sunday Night Baseball
- New York Mets baseball operations adviser



# Pop Up Fishing Experience

OFF THE *Hook*

- Experiential
- Media Opportunities
- Influencer Appearances
- Content Creation
- Corporate Partnerships: Thank you to Bass Pro Shops, Cabela's, L.L Bean & Zebco!



# **NATIONAL FISHING & BOATING WEEK**

# National Fishing and Boating Week (NFBW)

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- Jessica Mendoza: Satellite media tour (SMT)
- Paid Media placements
- Off the Hook appearance in NYC
- National media pitching and local outreach
- Influencers
- Social Media

# NFBW Toolkit



[Link to: State Agency NFBW Toolkit](#)

# Free Fishing Days



# How You Can Help During NFBW

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- Post events on social, tag TMF as co-host
- Promote free fishing days
- Share TMF social posts
- Utilize Public Service Announcements
- Email lapsed anglers
- Email current anglers

# RESOURCES TO USE

# TakeMeFishing.org



## MINNESOTA FISHING

Get started fishing in Minnesota today. Licenses can be purchased online, by phone, or at any DNR license agent. Find more fishing resources here.

[TOP FISHING SPOTS IN MN](#)

[LOCAL MN FISHING REPORTS](#)

[MN FISHING TOURNAMENTS](#)

[MN FREE FISHING DAYS](#)

[Go to Minnesota Fishing](#)

## MINNESOTA BOATING

You can go boating in Minnesota on one of the state's many rivers, lakes, and reservoirs. Find boating resources here.

[MN BOATING SAFETY](#)

[MN KAYAKING INFORMATION](#)

[MN BOATING LAWS & REGULATIONS](#)

[MN BOAT REGISTRATION AND INFO](#)

[Go to Minnesota Boating](#)



May 23 at 4:00 PM - 7:00 PM

## Free Family Fishing Nights at John Heinz NWR

John Heinz National Wildlife Refuge At Tinicum

The PA Fish & Boat Commission's Gaun First Catch Center staff will be out to assist the John Heinz National Wildlife Refuge at Tinicum with their Free Family F... More

MAY 23 Thu 4 PM

Sports - 380 people

[Get Tickets](#)

[★ Interested](#)

## FISHING AND BOATING EVENTS IN TEXAS

Jun. 1

### Abilene Outdoor Adventures

The last four years, City of Abilene, Texas Parks & Wildlife Department...

[READ MORE](#)

Jun. 15

### FIRST CATCH CENTER EVENT

Learn new fishing and boating skills and spend a fun day with your...

[READ MORE](#)

Aug. 10

### Vamos a Pescar, Let's Go Fishing Event

Join los Hermanos Familia in this family free event that provides...

[READ MORE](#)

[VIEW ALL TEXAS EVENTS](#)



## TRY A SLIP BOBBER FOR SUMMER SUNFISH

[READ MORE](#)



## MINNESOTA'S LAKEFINDER IS ANGLER'S BEST FRIEND

[READ MORE](#)



# Co-Branding Creative



## WHEN THE FISH ARE BITING, WHERE WILL YOU BE?

This season, forge paths, blaze trails, get out and make some waves. With 4,500 managed fishing lakes and 16,000 miles of fishable rivers and streams to explore, all you have to do is get started.



[FIND A LAKE](#)

## GET YOUR FISH ON.



[BUY A LICENSE](#)



[EXPLORE LAKES](#)



[VIEW REGULATIONS](#)

mn DEPARTMENT OF NATURAL RESOURCES

in partnership with the national campaign for

[TAKEMEFISHING.org](#)



## CAST OFF LABELS AND MAKE WAVES.

Get your Minnesota fishing license today >

mn DEPARTMENT OF NATURAL RESOURCES

[TAKEMEFISHING.org](#)

# Case Studies

**RECREATIONAL BOATING & FISHING FOUNDATION** **TAKEHETFISHING.org** **VAHOSAPESCAR.org** **MASSACHUSETTS DIVISION OF FISHERIES & WILDLIFE**

### RBFF State R3 Program Grants

#### Massachusetts Division of Fisheries and Wildlife

Increasing capability to evaluate R3 programs through customer tracking

#### Overview

The goal of this project was to enhance our ability to track customers through the electronic fishing license purchase process from digital ads, targeted emails, and customized printed products. This spring, we tested the implementation of new tracking techniques, primarily through a digital marketing campaign on Facebook, Instagram, and Google Ads, as well as postcard and email retention efforts and an Angler Education handout. We used Ecommerce provided by Google Analytics, UTM codes, and Facebook and Google tracking pixels to evaluate these efforts. With these tools, we could measure if our communications were effective and learn more about our customers. This case study will focus on our 10-week spring digital marketing campaign.

#### Results

Key findings include:

- Our spring digital marketing campaign using social media and Google Ads paid search generated a profit of \$270,369–\$529,563.
- Our efforts on Google Ads generated 235K impressions, 25K clicks, a 10.8% click-through-rate, and 59.6% conversion rate. We lowered our average cost-per-click by 30% from 2017.
- Our social media campaign resulted in 2.54M impressions, 438K reached, 67K clicks, and a 2.62% click-through-rate. We lowered our cost-per-landing-page-view 74% from 2017 to just \$0.27.
- Of the customers who purchased a fishing license from a Google search ad, 24% were new customers and 19% were lapsed. Of the customers who purchased from a social media ad, 13% were new and 27% were lapsed.
- While most of the licensing site traffic from our ads was on a mobile device, our conversion rate on mobile was just 27%. Desktop conversion rate averaged at 62%, while the conversion rate on tablet was 37%.

#### Partners

ASPIRA, Cabela's, Marketing Doctor, Mass.gov

#### Benefits

We launched our electronic licensing system six years ago. Since then, we've collected a wealth of information about the types of people who fish in Massachusetts. We are just beginning to tap into the power of this data as an invaluable asset for developing R3 programs and marketing campaigns that are most likely to inspire our existing customers to renew and attract new ones to purchase. Using customer insights and trends, we were able to target and test messages and creative with specific audiences in mind. By implementing new tracking techniques, we could measure the effectiveness of our targeted campaigns in generating awareness and increasing license purchases, and ultimately measure our return on investment. Armed with this information, we were able to significantly reduce our costs and increase our profits over last year. We hope to continue this trend into future campaigns to make the most of our marketing dollars and drive conversions in the most cost effective way.

View a sample compilation of our video ads at: [bit.ly/2DaB7xC](http://bit.ly/2DaB7xC)

“More of our customers are now online, and we’re using digital marketing as a cost effective tool to drive license sales. By tracking our communication efforts, we’re learning more about our customers and how to better serve them.” – Mark Tisa, MassWildlife Director

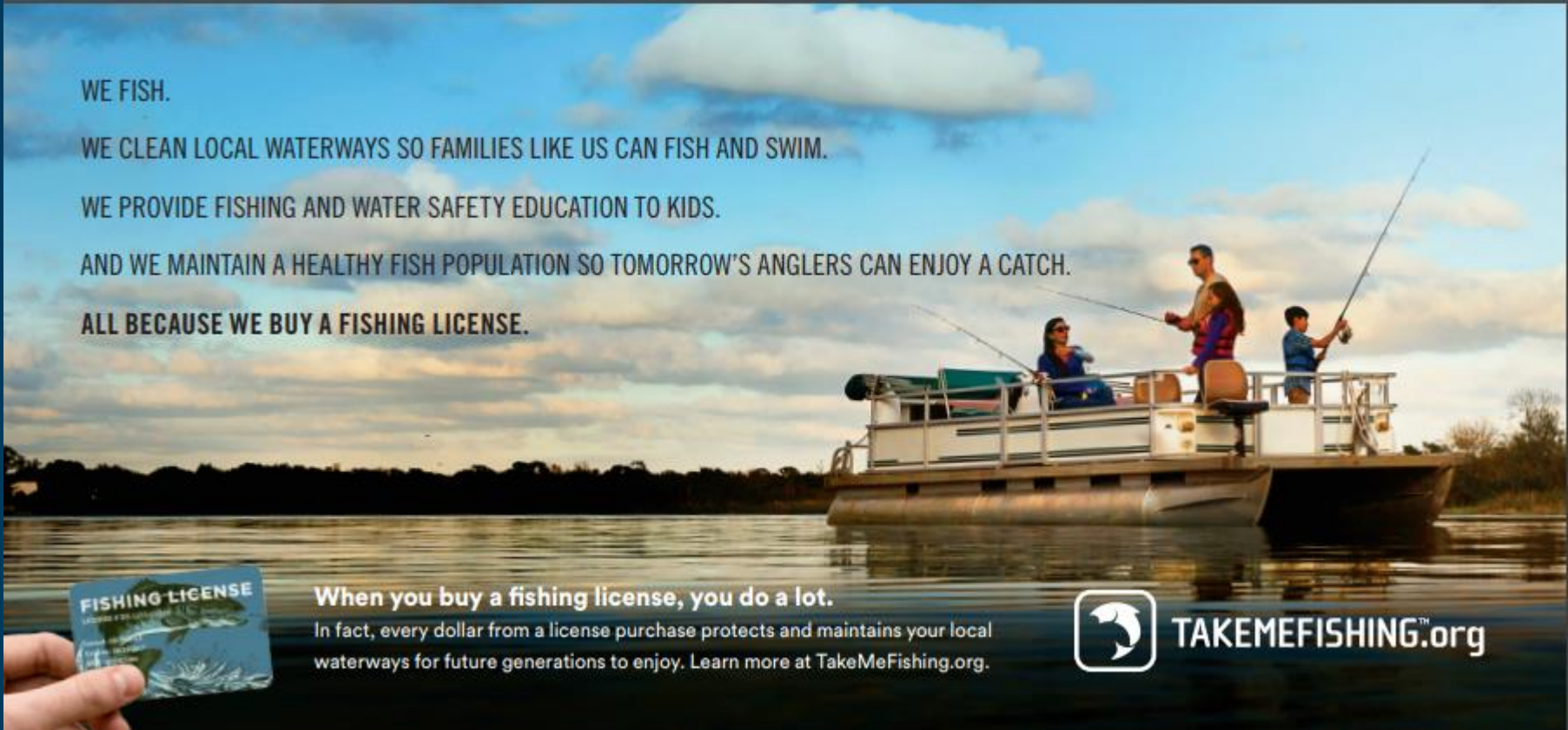
**BENEFIT:** Using customer insights and trends, we were able to target and test messages and creative with specific audiences in mind. By implementing new tracking techniques, we could measure the effectiveness of our targeted campaigns in generating awareness and increasing license purchases, and ultimately measure our return on investment.

## New Case Studies Coming Soon!

[Link to: Case Studies](#)

# Public Service Announcements


- TV
- Print
- Radio



WE FISH.  
WE CLEAN LOCAL WATERWAYS SO FAMILIES LIKE US CAN FISH AND SWIM.  
WE PROVIDE FISHING AND WATER SAFETY EDUCATION TO KIDS.  
AND WE MAINTAIN A HEALTHY FISH POPULATION SO TOMORROW'S ANGLERS CAN ENJOY A CATCH.  
ALL BECAUSE WE BUY A FISHING LICENSE.

**When you buy a fishing license, you do a lot.**  
In fact, every dollar from a license purchase protects and maintains your local waterways for future generations to enjoy. Learn more at [TakeMeFishing.org](http://TakeMeFishing.org).

**FISHING LICENSE**  
LICENSE # 123456789  
\$10.00  
VALID THROUGH 12/31/2024

 **TAKEMEFISHING.org**

New Radio PSA!

# “Telepathy” Video PSA



- :30 second
- :60 second
- National Version
- State Versions

[Link to: PSAs](#)

# License and Registration Plugin

## REDUCE BARRIERS TO PARTICIPATION

Getting licensed and registered can be intimidating, and lack of a fishing license or boat registration can be a major barrier to participation.



## HELP INCREASE # OF ANGLERS & TRIPS

For every licensed angler there are 1.68 total fishing participants, including youth and other non-licensed anglers. And fishing is the #1 activity done from a boat!



## POSITION YOUR BUSINESS AS A TRUSTED RESOURCE

Lower the barriers to fishing and boating, positioning your business as a trusted resource for the items needed to fish and boat.



## Get a Fishing License Online



Select a State to get a fishing license online.

Select a State ▼

[Need a Boat Registration Too?](#)

Powered By:



## INCREASE SALES

Every angler represents a \$1,392 yearly, or \$130 per trip, opportunity for your fishing or boating business.



## HELP MOVE THE INDUSTRY CLOSER TO 60 IN 60

Add the Plugin to your website and help create a ripple effect, bolster your business, help RBBF reach 60 million anglers in 60 months, and create a brighter future for fishing and boating.



# More Resources

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- Toolkits
- Event Planning Toolkit
- Videos
- Photo Library
- Social Media
- Research



Animated Video: Summer Bass Fishing Trip in Spanish and English



Resource Center on Corporate Site!

# State Marketing Workshop

Atlanta,  
GA



*February 25-27, 2020*

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**RBFF Webinar Series**  
**May 29, 2019**