

2016 Take Me Fishing Campaign Evaluation Topline Report

EurekaFacts, LLC
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Introduction and Methodology



Methodology

The topline results show the main findings for TMF brand, logo, and social media awareness as well as the influence of TMF advertising.

- There was 1200 participants recruited for this study using an online panel provider. Eligibility to take the survey was determined by whether participants were:
 - Between the ages of 25 and 54
 - Have an annual household income of \$50 - \$150k
 - Have an interest in the outdoors / outdoor activities
 - Fill a quota of 70% males / 30% females
- Those eligible for the study, were randomly assigned to watch or listen to TV, radio, or online advertisements. Since there were only three print advertisements, participants evaluated each of them without randomization.





Methodology (cont'd)

Participants were segmented based on previous fishing experience, intention to fish, and those that engage in outdoor activities of different demographic backgrounds. The following segments were tested throughout the report:

- **Occasional Angler** – A person having fished in the past 2 years, but not more than 3 times.
- **Lapsed Angler** – A person having fished as an adult, but not in the past 2 years and is somewhat likely/very likely to go fishing in the next 2 years.
- **Family Outdoor** – A person having participated in one or more outdoor activities in the past 12 months, married with children in household.
- **Outdoor Enthusiasts** – A person having participated in one or more outdoor activities in the past 12 months, no children in the household and could be single/married.



Brand, Logo, and Social Media Awareness





Take Me Fishing Brand Awareness in Advertisement

Brand Awareness	2010	2011	2012	2013	2014	2015	2016
Overall	10%	18%	31%	34%	43%	41%	64%
Lapsed Anglers	-	-	-	14%	10%	40%	9%
Occasional Anglers	-	-	-	30%	41%	38%	18%
Family Outdoors	-	-	-	40%	52%	51%	88%
Outdoor Enthusiasts	-	-	-	25%	31%	29%	8%

- Among survey respondents who recalled seeing, hearing or reading an advertisement for any outdoor leisure or recreational activities within the last year, 64% recalled the phrase “Take Me Fishing” in an advertisement, as a slogan, or as the name of a website.
- Across the different audience groups, the Family Outdoors group showed the highest level of the TMF phrase recall (88%) with all other segments showing much lower recall.
- The Occasional Anglers showed the second highest level of recall (18%). The Outdoor Enthusiasts (8%) and Lapsed Anglers (9%) had the lowest rate of recall.
- The data suggests a strong increase in recall among all the participants and the Family Outdoors group as well as a consistency among lapsed anglers that experienced a peak in 2015.



Source of TMF Recall

	2010	2011	2012	2013	2014	2015	2016	Difference from last year
Television advertising	-	42%	60%	60%	52%	53%	63%	10%
Magazine advertising	41%	52%	55%	48%	48%	47%	59%	12%
The internet / online	37%	52%	49%	54%	53%	53%	74%	21%
Part of a campaign to promote fishing/boating	54%	54%	47%	49%	42%	46%	58%	12%
Radio advertising	34%	39%	30%	35%	34%	36%	39%	2%
Baseball game advertisement	-	-	-	-	-	-	39%	-
A postcard	13%	13%	15%	13%	17%	17%	31%	14%
Somewhere else	36%	27%	14%	17%	19%	19%	30%	11%

- Between 2015 and 2016, there were increases in the rates of respondents who recalled the phrase “Take Me Fishing” from all of the sources above.
- For the vast majority of sources, the lift in recall ranged from 10% to 14%.



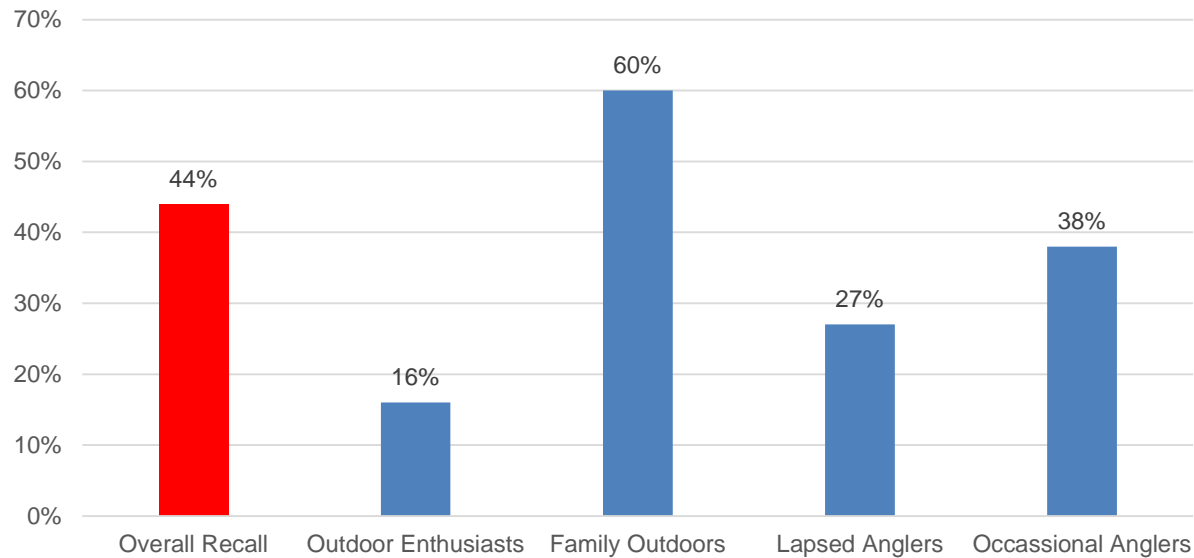
Take Me Fishing Logo Awareness / Recall

Logo Awareness	2010	2011	2012	2013	2014	2015	2016
Overall	10%	20%	46%	47%	43%	52%	44%
Lapsed Anglers	-	-	-	23%	32%	47%	33%
Occasional Anglers	-	-	-	45%	47%	49%	33%
Family Outdoors	-	-	-	53%	54%	62%	60%
Outdoor Enthusiasts	-	-	-	38%	32%	40%	15%

- 44% of the respondents recalled seeing either of the TMF logos in 2016, which demonstrates an 8% decrease from the previous year.
- Across the different audience groups, the Family Outdoors group showed the highest level of TMF logo recall (60%), while the Occasional Anglers and the lapsed anglers showed the second highest level of recall (33%). The Outdoor Enthusiasts had the lowest rate of recall (15%).
- The data suggests a trend in recall similar to that in 2015 as well as a decrease among target segments.



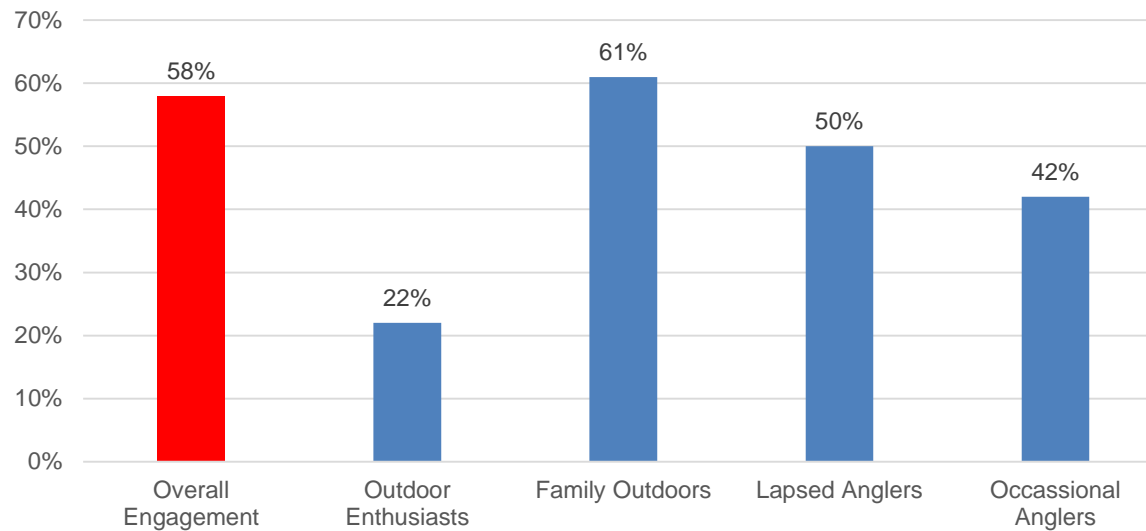
Take Me Fishing #FirstCatch Awareness / Recall



- Overall, 44% of all respondents who used social media outlets in the last month recalled seeing the TMF hashtag #FirstCatch.
- Across the different segments, the Family Outdoors group showed the highest level of the TMF hashtag recall (60%), Occasional Anglers showed the second highest level of recall (38%) while 27% of Lapsed Anglers recalled the hashtag. The Outdoor Enthusiasts had the lowest rate of recall (16%).



Take Me Fishing #FirstCatch Engagement

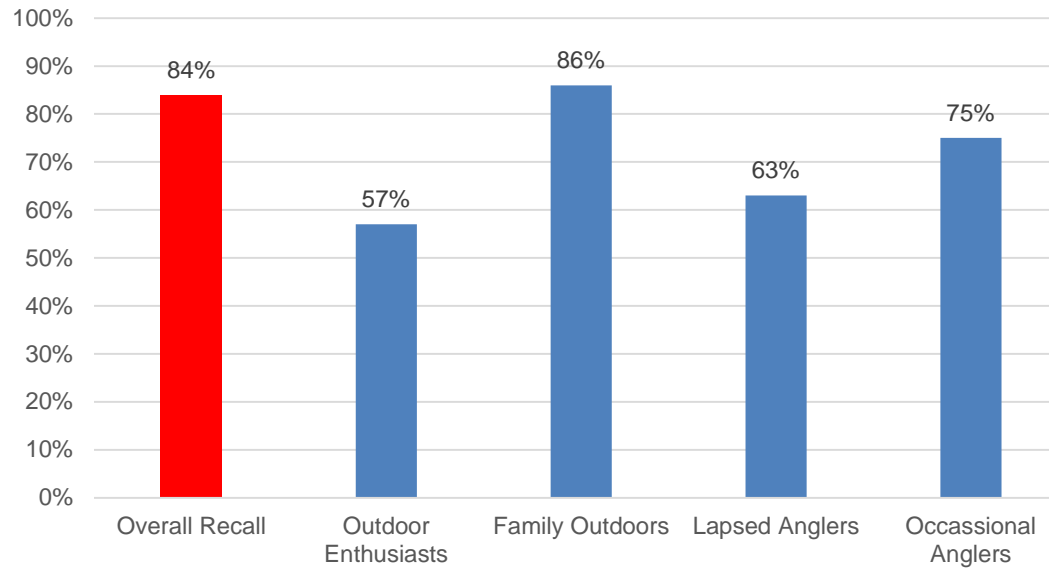


- Overall, 58% of participants used #FirstCatch on a social media post.
- The Family Outdoors segment showed the highest engagement with 61% posting the hashtag. There was also high engagement from Lapsed Anglers (50%) and Occasional Anglers (42%). Outdoor Enthusiasts showed the lowest engagement with only 22% of this segment posting #FirstCatch.





Take me Fishing #FirstCatch Social Network Awareness / Recall



- Overall, 84% of all participants saw #FirstCatch posted on a friend's social media page.
- Each segment also showed high recall of the hashtag being used on a friends social media page as well with Family Outdoors (86%) showing the highest recall and Occasional Anglers with the second highest awareness (75%). Lapsed Anglers (63%) and Outdoor Enthusiasts (57%) showed the least recall compared to the other segments.



Influence of Advertising



Influence of TMF Advertising

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Print Ads	83%	84%	83%	82%	83%
Radio Ads	81%	83%	81%	81%	82%
TV Ads	87%	86%	85%	84%	86%
General Digital Ads	81%	-	82%	80%	81%
Disney Digital Ads	81%	-	81%	81%	81%

* Comprehension questions were not asked for Online ads.

- Overall, advertising sources had high overall impacts. TV advertisements were shown to have the highest overall influence score (86%) with participants finding these types of ads particularly relevant (87%). TV ads were also found to have high influence scores for comprehension (86%) and attention (85%).
- Print advertisements also had a high overall impact. Comprehension had the highest influence score (84%) with Relevance and Attention both being highly influential (83%) for Print ads as well.
- Other media channels also had fairly high influence scores.



Influence of TMF Advertising (cont'd)

TMF Influence Model (based on all ads)	Relevance	Comprehension	Attention	Behavioral Impact	Overall
Overall	83%	84%	83%	81%	83%
Lapsed but Likely to Reengage in Fishing	80%	82%	80%	77%	80%
Anglers with Intent to Fish	86%	87%	86%	84%	86%
Anglers Soon to Lapse	69%	73%	62%	68%	67%
Lapsed Unlikely to Reengage in Fishing	58%	65%	56%	57%	58%

- The overall influence score for the Take Me Fishing campaign as measured by the advertisements revealed that the campaign had an impact on 83% of the current target audience, as represented or measured through the 2016 TMF survey.
- In other words, the ad campaign:
 - was found to be highly relevant at a personal level to those with the intention of fishing in the next 24 months (i.e. message *relevance*),
 - successfully conveyed its motivational impact to those that intent to fish in the 24 months (i.e. message *comprehension*),
 - caught the attention of those that intend to fish in the next two years (i.e. *attention* to message), and
 - lead anglers with the intent to fish in the 24 months to express an intention to pursue fishing-related activities (i.e. response to message / *behavioral impact*).



2015 Print Advertisements



**First of the day,
first of the season
or first of
a lifetime.**

There's nothing like your #FirstCatch. Show us your photos and videos, and visit takemefishing.org/firstcatch to see more.



TAKEMEFISHING.org

#FirstCatch   

Print Ad 1: Lifetime



**Catch a
memory
you'll never
release.**

#FirstCatch

First of the day, first of the season or first of a lifetime. Follow @Take_Me_Fishing and show us your #FirstCatch.

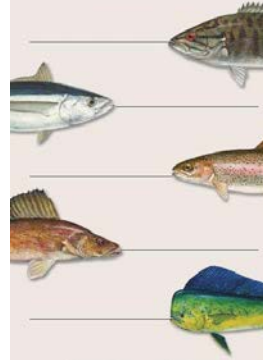


TAKEMEFISHING.org


Print Ad 2: Anthem Memory

**There are
plenty of fish
in the sea.
Learn how
to catch
them all.**

NAME THOSE FISH:
Smallmouth Bass, Walleye,
Albacore, Dolphinfish,
Rainbow Trout



The ultimate fishing and boating site just got better. Check out the new and improved TakeMeFishing.org



TAKEMEFISHING.org

#FirstCatch

Print Ad 3: Plenty Fish



Influence of TMF Advertising for Print Ads

Ads	Relevance	Message	Attention	Behavioral Impact	Overall Ad Impact
Overall Print Ads	83%	84%	83%	82%	83%
Print Ad 1: Lifetime	84%	85%	83%	82%	84%
Print Ad 2: Anthem Memory	85%	86%	85%	83%	84%
Print Ad 3: Plenty Fish	82%	82%	82%	80%	81%

- Among print ads, Print Ad 2: Anthem Memory seemed to be the most influential advertisement across all influence metrics. Print Ad 1: Lifetime had the second highest influence scores especially for Relevance (84%) and message comprehension (85%).
- All the print advertisements showed high influence scores overall and within each metric.



Influence of TMF Advertising for Radio Ads

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Overall	81%	83%	81%	81%	82%
This is a test 60	82%	83%	83%	81%	82%
Protecting Memories 60	83%	85%	82%	81%	83%
Protecting Memories 30	81%	84%	81%	81%	82%
This is a test 30	81%	83%	82%	81%	82%
Mike & Mike Daughter	81%	82%	79%	79%	80%
Mike & Mike First Catch	81%	84%	82%	81%	82%

- All radio advertisements scored 80% or over for overall impact.
- Radio PSA “Protecting Memories 60” was found to be the most influential with an overall ad impact score of 83%.
- Compared to other metrics, participants found radio ads to have high comprehension and lower behavioral impact. This being said, all metrics show relatively high influence scores across radio advertisements.
- Radio PSA’s “Mike & Mike Daughter” and “Mike & Mike First Catch” were shown to be highly influential for being examined for the first time in the 2016 campaign evaluation.



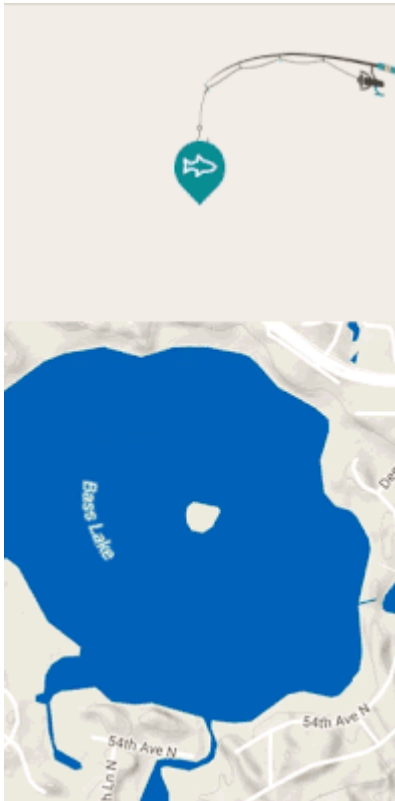
Influence of TMF Advertising for TV Ads

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Overall	87%	86%	85%	84%	86%
This is a Test New 30 PSA	87%	87%	87%	85%	87%
Protecting Memories New 30 PSA	85%	86%	82%	83%	84%
#FirstCatch 30 TV Commercial	87%	86%	86%	85%	86%
This is a Test New :60	86%	85%	87%	83%	85%

- The Overall Impact score for each TV advertisements was 84% or above showing each ad to be highly influential in each metric category.
- High influence scores were seen overall (86%) across all TV advertisements. The TV ad “This is a Test New 30 PSA” was shown to be the most influential with an overall impact score of 87%. This ad showed a high level of Relevance, Comprehension, and Attention among participants.



2016 General Digital Advertisements



Catch a Wiggling Fish



Drop a Pin



Easy As



First Catch Father



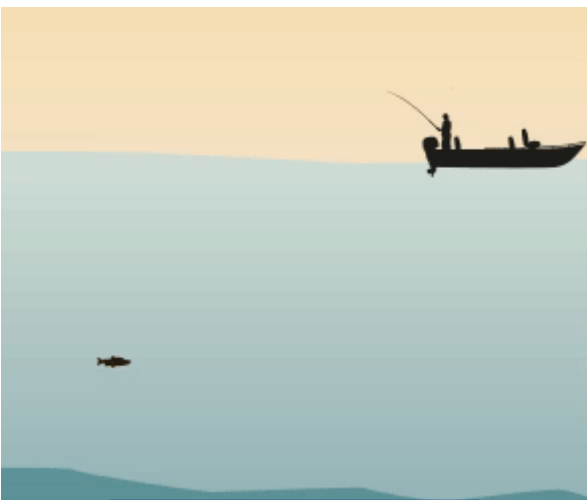
Easy As Photo



2016 General Digital Advertisements (cont'd)



First Catch Guy Kissing Fish



How to Land a Fish



First Catch Family



Fishopedia



Reel Any Size



Influence of TMF Advertising for General Digital Ads

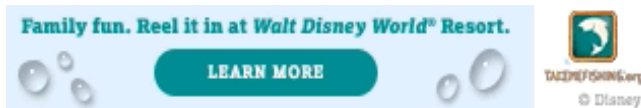
Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Overall	81%	-	82%	80%	81%
Catch a Wiggling Fish	82%	-	83%	81%	82%
Drop a Pin	79%	-	81%	79%	80%
Easy as	81%	-	80%	79%	80%
Easy as Photo	81%	-	80%	80%	80%
First Catch Father	81%	-	82%	81%	81%
First Catch Kiss	76%	-	78%	78%	77%
First Catch Family	83%	-	82%	80%	82%
Fishopedia	79%	-	79%	76%	78%
How to Land a Fish	85%	-	84%	83%	84%
Reel Any Size Fish	86%	-	87%	81%	85%

- Among general digital ads, “Reel Any Size Fish” showed the highest overall impact (85%) with “How to Land a Fish” having a nearly similar influence score of 84%. Both advertisements show a GIF of a detailed fish being caught. The Ad, “Catch a Wiggling Fish” also showed a detailed image of a fish being caught and received a high Overall Impact score of 82%.





2016 Disney Digital Advertisements



Family Fun



Family Fun Photo



Influence of TMF Advertising for Disney Digital Advertisements

Ads	Relevance	Comprehension	Attention	Behavioral Impact	Overall Ad Impact
Overall	81%	-	81%	81%	81%
Family Fun	79%	-	80%	81%	80%
Family Fun Photo	83%	-	83%	80%	82%

- Overall, the Disney Digital ads showed high influence overall (81%) and for each influence metric.
- Among the Disney Digital ads, “Family Fun Photo” was found to have the highest impact (82%) among participants.

