HISPANIC OUTREACH WEBINAR

March 28, 2016
AGENDA

• Why Hispanics Matter
• How to Engage Hispanics
• Vamos A Pescar FY16 Recap
• RBFF Resources
WHO WE ARE

Established in 1985

• Headquartered in Houston, with offices in Los Angeles, New York, Mexico City
• Largest Hispanic owned and operated agency in the US
• Passionate about the Hispanic community and the opportunity it represents for our clients
WHY HISPANICS MATTER
55 MM strong, 17% of population, largest minority; majority in key DMAs

Hispanics accounted for 48% of all population growth 2012 – 2013

Projected to reach 65 MM (20%) by 2020

Median age of 29 vs. 43 Non-Hispanic White

24% of kids under the age of 18, 26% of kids 0 – 5
LEADING US POPULATION GROWTH

Projected population growth 2010 to 2050 shows major ethnic impact

- Total: +42%
- White Non-Hispanic: +1%
- Black: +56%
- Asian*: +142%
- Hispanic: +167%

Note: Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Sources: U.S. Census Bureau, Population Projections, and Nielsen Media
GEOGRAPHICALLY CONCENTRATED

The top five states account for 68% of RBFF’S Hispanic target

- California: 14.7
- Texas: 10.2
- Florida: 4.6
- New York: 3.6
- Illinois: 2.1
- Arizona: 2.0
- New Jersey: 1.7
- Colorado: 1.1
- New Mexico: 1.0
- Georgia: 0.9

Source: U.S. Census, 2013
EXPANDING INTO UNEXPECTED AREAS

The fastest Hispanic growth is occurring in unexpected, emerging States

- Alabama: 158%
- Tennessee: 154%
- South Carolina: 154%
- Kentucky: 132%
- South Dakota: 129%
- Arkansas: 123%
- North Carolina: 120%
- Mississippi: 117%
- Maryland: 112%
- Georgia: 103%

### AFFECTING TOP METROS ACROSS US

About half of all U.S. Hispanics live in the top 10 metro areas.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Metro Area</th>
<th>Hispanic Population</th>
<th>% Hispanic Among Total Pop.</th>
<th>Among Hispanics, % Foreign Born</th>
<th>Among Under 18, % Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Los Angeles</td>
<td>5,804,000</td>
<td>45%</td>
<td>42%</td>
<td>60%</td>
</tr>
<tr>
<td>2</td>
<td>New York</td>
<td>4,317,000</td>
<td>24%</td>
<td>43%</td>
<td>30%</td>
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<tr>
<td>3</td>
<td>Houston</td>
<td>2,105,000</td>
<td>37%</td>
<td>41%</td>
<td>47%</td>
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<tr>
<td>4</td>
<td>Riverside, CA</td>
<td>2,062,000</td>
<td>48%</td>
<td>31%</td>
<td>61%</td>
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<tr>
<td>5</td>
<td>Chicago</td>
<td>1,971,000</td>
<td>22%</td>
<td>40%</td>
<td>30%</td>
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<tr>
<td>6</td>
<td>Dallas</td>
<td>1,809,000</td>
<td>28%</td>
<td>40%</td>
<td>38%</td>
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<tr>
<td>7</td>
<td>Miami</td>
<td>1,627,000</td>
<td>65%</td>
<td>66%</td>
<td>60%</td>
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<tr>
<td>8</td>
<td>Phoenix</td>
<td>1,163,000</td>
<td>30%</td>
<td>31%</td>
<td>44%</td>
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<tr>
<td>9</td>
<td>San Francisco</td>
<td>1,114,000</td>
<td>23%</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>10</td>
<td>San Antonio</td>
<td>1,112,000</td>
<td>56%</td>
<td>17%</td>
<td>65%</td>
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Source: Pew Hispanic Center, 2011 ACS
CHANGING THE FACE OF FUTURE ANGLERS

One of every four kids under six is Hispanic… and growing!

There are now 5.3 Million more Hispanic kids

There are 4.3 Million fewer white kids today than in 2000
MAINTAINING SPANISH LANGUAGE

Defying expectations, Spanish persists among Hispanic Millennials.

- Only English: 15% (2009) vs. 14% (2014)
- Eng & Spa: 67% (2009) vs. 74% (2014)
- Only Spanish: 18% (2009) vs. 12% (2014)
CONNECTING EMOTIONALLY, EFFECTIVELY

Walmart’s 2014 ad performance by language among bilingual Hispanic Millennials 18-34

General Recall: 38% SPA, 29% ENG
Brand Recall: 23% SPA, 14% ENG
Message Recall: 16% SPA, 10% ENG
Likeability: 19% SPA, 9% ENG
HOW TO REACH HISPANICS

INSIGHTS
ENGAGEMENT REQUIRES A PROCESS

Getting Hispanics aware and involved is easier than you might think

- **Determine the Opportunity**
  - Establish community size and type
  - Understand segment differences
  - Choose areas of focus

- **Understand the Consumer**
  - Understand mindsets
  - Determine attitudes, behaviors, preferences
  - Learn their influencers

- **Ready the Organization**
  - Get the right people on board, train them
  - Optimize events and offerings
  - Set the stage

- **Initiate Action**
  - Focus on community wants/needs
  - Don’t wait for them to come to you
  - Invite, welcome
CONSIDER KEY BARRIERS TO OVERCOME

- Lack of exposure and experience
- Full family participation is often difficult
- Money is an issue, whether real or perceived
- Outdoor activities in general are waning
- Fishing/boating perceived as a passive, waiting game
- State licenses, regulations are often confusing
CULTURAL ELEMENTS MUST PLAY A ROLE

Show cultural sensitivity, understanding of segment needs, mindset
• Local market research, situation analysis, staff training, consumer feedback.

Emphasize key features and benefits
• Often, major points of concern are different, as much emotional as functional

Go TO community, don’t wait for them to come to you
• Participate in community events, activities: demonstrate, educate, celebrate

Make Hispanics feel as “welcome and comfortable” as mainstream
• Recognition, acceptance, feeling valued and invited are vital

Overall, make Hispanics feel that this is for them
• Place emphasis on inclusion, invite prospects to events and workshops, follow up
BE PREPARED WHEN THEY DO COME

On-location

- Create family-friendly environment, young, action-oriented
- Offer sensory experiential activities – seeing, feeling, playing
- Consider Hispanic staff for relevance, credibility

Materials

- Provide in-language materials
- Make basic, necessary information bilingual (products, events, license info)
- Use culturally-relevant imagery

Brand Ambassadors

- Mobilize existing Hispanic enthusiasts
- Utilize social media – Facebook, Twitter
- Invite, Invite, Invite!
1. Be prepared to invest over time, relationships build via commitment
2. Involve extended family – acknowledge role
3. Match family needs – consider level of knowledge, experience
4. Focus on “togethering”, social benefit drives motivation
5. Hire bilingual staff to identify with, create rapport
6. Develop in-language communication tools, materials, videos
7. Host educational sessions to inform, boost confidence
8. Consider Hispanic-specific events, activities, holiday celebrations
9. Collect contact info – phone, e-mail, language preference – follow up
10. Get into community - reach out, be welcoming - invite
VAMOS A PESCAR

OVERVIEW
Happy Hikers

Family-oriented outdoors lovers. Their lives revolve around their kids. They plan activities around tight budgets and time constraints. Regularly outdoors, but fishing/boating rarely, if ever, makes the short list.

Demographics:
• Bicultural Hispanics, 25 – 45; median age: 36
• Married: 66%, kids in HH
• HH income: $40k+; median income: $52K

Outdoor Category:
• Like to camp, backpack, mountain bike
• Regularly visit lakes and beaches
• Minimal boat ownership, canoe, kayak, jet ski

Psychographics:
• Nurturers – emphasize keeping family happy
• See selves as goodhearted, affectionate, loving
• Family traditions, beliefs are very important

Tech Attitudes:
• Heavy mobile, social users, use sites for local info
• Tech, primary life organizational tool
• Involved parent, tech helps share, compare, track

Source: Simmons NCHS Adult Summer 2014
HISPANIC MEDIA USAGE WAS LEVERAGED

Constantly connected via mobile, highly social and live to share experiences.

Like staying connected via mobile (76%/128) or tablet (38%/141).

Constantly frequent Web for info and entertainment (85%/135).

Spanish terrestrial (60%/121) & digital audio (60%/120) provide the cultural link.

Social posting to share life experiences (85%/135).
VAMOSAPEscar.ORG HIT NEW HIGH

750k Total Visits
INTEGRATED APPROACH PROVED A PLUS
VAP SOCIAL MEDIA LAUNCHED AND GROWING
HISPANIC RESOURCES HAVE EXPANDED

- Research
- Webinars
- How-To Videos
- PSAs
- Photo Library
- Translation Guide
GRACIAS!
SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES HISPANIC OUTREACH PROGRAM
Why start a Hispanic Outreach Program in SC?

- South Carolina's Hispanic population has increased 192% from 2000 to 2010.
- In a recent survey of Hispanic residents of South Carolina, the results revealed that almost every respondent is unfamiliar with SCDNR services beyond licensing.
Our goals:

• To increase participation in SCDNR programs from the Hispanic audience

• To facilitate communication between South Carolina’s Hispanic population and SCDNR staff.

• To provide services in Spanish when needed, to include but not limited to, licensing, Rules and Regulations and education programs
Accomplishments

- **Spanish website:**
  - Launched on July 2015
  - Approximately 200 pages of information with translated applications and other educational publications
  - Request for pages:

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<tr>
<td>2015</td>
<td>5,522</td>
<td>7,271</td>
<td>8,365</td>
<td>8,449</td>
<td>6,147</td>
<td>8,129</td>
<td>8,988</td>
<td>8,424</td>
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</tbody>
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La vida es mejor al AIRE LIBRE

dnr.sc.gov/spanish
Accomplishments

- Graphics:
  - License forms
  - Fishing forms
  - Freshwater and saltwater fish charts
  - Freshwater and saltwater rulers
  - License sleeves
Accomplishments

• Licensing:

    “Upon presentation of passport or any international government issued documentation, an international customer may purchase hunting and fishing licenses without having to provide a social security number. Nonresident license fees apply.”
  
  - License sales at events
Accomplishments

• Media relations:
  - SCDNR authored press releases
  - Annual Latin Guides
  - Hispanic newspapers

  Charleston, SC
  Greenville, SC
Accomplishments

• National and International partnerships
Accomplishments

• Social Media:
  - YouTube channel: General SCDNR & fishing videos
  - Spanish Facebook: Liked by 189
Accomplishments

• Events
  - Hispanic Festivals
Accomplishments

- Events
  - SCDNR events
Accomplishments

• More on events..
  – Surveys and contact information
Some things we have found...

- Hispanic audiences want to know the “person” behind the program. They trust and identify with that person. Find community leaders!
- Older generations feel more comfortable speaking Spanish, even if they are bilingual.
- Communications indicate this audience prefers being reached by phone.
- When communicating using technology, they prefer social media over the use of e-mail.
What we are working on...

- Course creation
- Working closely with Law Enforcement
- Increase participation for fishing rodeos, fishing clinics and Take One Make One™ programs
- Ongoing surveying of event participants
- Radio and TV advertisement
- Enhance social media presence
- Expanding media relations
- Improvement of communication with license sale agents
- Translation of additional SCDNR educational publications
¿PREGUNTAS?

Hispanic Outreach Coordinator
pedrazaa@dnr.sc.gov
Office: 803-734-9885
Cell: 843-709-4014
Freedom Boat Club: Engaging New Markets
Presented by Wanda Kenton Smith and Maurice Amaya
Today’s Presentation

• Part I – Wanda Kenton Smith
  o Brief Overview of FBC Hispanic Initiative
  o Current Marketing Initiatives
  o Short-Term Plans

• Part II – Maurice Amaya
  o Preliminary Findings
  o Best Practices to Date
FBC – Hispanic Focus.

- FBC – Actively Engaged in Industry Growth Initiatives
- 3 Members – National Recreational Boating & Leadership Council
- Corporate CMO Chairs New Markets Task Force; Franchise Owner/Operator Serves on Committee
- FBC President/CEO John Giglio Serves on Affordability Committee; Supports New Markets Initiative – Sponsor Educational Initiative with RBFF, MRAA and NMMA
THE RBFF Connection.

- FBC – Turned to RBFF for Hispanic Marketing Education Prior to Launch of Our Hispanic Initiative
- Thoroughly Read/Reviewed All Available Research Data
- Consulted with RBFF and Lopez Negrete
- Discussed Boat Club Benefits for Entry Level Market & Hispanic Application: Newcomers to Recreational Boating, Plethora of Boating Product to Access, Free Training, Affordability
Talking the Talk.

• Hired Maurice Amaya as Membership Executive in SW Florida
• Seasoned Former Telecom Sales & Marketing Executive – Latin America and SW Florida
• Active Family Boater/Boating Enthusiast
• FBC Trained & Worked Field in Sales Capacity Several Months to Learn Boat Club Business Model
• August 2015: Full Time Shift to Multicultural Sales & Marketing Position
• Part of the Corporate Marketing Team
FBC Hispanic Initiative.
Our Focus is to Introduce the SW Florida Hispanic Community to the Concept and Opportunity of Easy, Family-Friendly Club Boating.

Three Initial Goals

Attract ➤ Engage ➤ Educate
FBC Hispanic Initiative, Continued

... We will then take the lessons learned and best practices from FBC’s SW FL Corporate Initiative... and introduce them via training to our entire franchise network encompassing 100+ club locations in 21 states and Canada.
Our First Steps.

- Researched Local Market Data to Understand and Pinpoint Primary Hispanic Population Pockets
- Partnered with FBC – Tampa Due to Shared DMA
  - Developed our Joint Marketing Plan with Defined Goals, Strategies & Tactics
  - Planned Individual and Joint Initiatives
Our First Steps.

- **Included Hispanic Families in Custom Photography Shoot**
  - Engaged Top Marine Photographer Billy Black
  - Hired Professional Talent
  - Shot Stills and Video Featuring Two Separate Hispanic Families:
    - Multi-Generational Family – Pontoon
    - Younger Family - Deckboat
Our First Steps.

TRANSLATED KEY FBC SALES MATERIALS

- Converted Series of Automated Sales Eblasts (CRM)
- Standard FBC Sales Collateral
- Rules & Regulations (legal review)
- Show Flyers

CREATED ALL-NEW MATERIALS

- Special Event Flyers/PDFs
Our First Steps.
CREATED NEW MATERIALS

- Brand New **En Español**
  Home Page Header – Corporate Website
- Dedicated Page/Content
- Launched November 2015
- Steady Increasing Pg Visits: All Organic to Date
Our First Steps.

- JOINED HISPANIC CHAMBERS OF COMMERCE
  - 1:1 Meetings with Key Chamber Influencers
  - Tampa, Sarasota, Fort Myers-Naples
  - Attend All Networking Meetings and Socials
  - Speak/Present FBC
Our First Steps.

• Selectively Chose to Participate in Multiple KEY HISPANIC FESTIVALS and Special Events
  ✓ Major and Minor Events
  ✓ Music Festivals
  ✓ Church-Sponsored Events
  ✓ Hispanic Chamber After Hours
Our First Steps.

• **Media and Public Relations**
  
  ✓ Researched and Developed Targeted Market - Media Database
  
  ✓ Wrote/Distributed Press Release to Announce FBC Initiative, Maurice Amaya Appointment
  
  ✓ Scheduled Preliminary Media Meetings to Establish New Relationships
  
  ✓ Initial Successes!
Our First Steps.

POSITIVE PR & OUTREACH INITIATIVES GENERATED FREE TV COVERAGE!

• Naples:
  https://www.youtube.com/watch?v=gfoKquBixi0
  https://www.youtube.com/watch?v=BUyjHb0Yptw

• Tampa:
  https://www.youtube.com/embed/rvJsBNoyEtw
Work In Process.

• Second Quarter Focus Groups & Surveys –
  o Painstaking Process of Identifying Hispanic Membership in SW Florida – Starting Benchmark = 2% (Updating New Member Survey for Easier Future Sorting/Analytics)
  o Goal is to Tap Current and Prospective Members for Input
• Current Hispanic FBC Members: Attitude, Beliefs, Feedback re: Membership, Media, Testimonials
  Targeted Prospective Hispanic FBC Members: Perceptions, Issues, Attitudes, Opportunities
Work In Process.

• Second & Third Quarter Plans
• Media Meetings/RFPs/Joint Promotions and Test Marketing/Advertising Activities
• Social Media Launches
• Hosting FBC-Sponsored Small VIP Group Events - Docktails, etc. with Key Influencer Groups (Physicians, Attorneys, Realtors)
• Position Maurice – Speaking Engagements
• Continued Participation Regional Events
Part II – Preliminary Key Findings.

- Boating Investment is a Family Decision.
- Thorough Review – At $$ Price Point, Time-Consuming Process … NOT an Impulse Decision
- Price/Entry Point IS a Major Factor
- Incentives Help Promote Sale
- Cultural Referrals Are Key!
Part II – Preliminary Key Findings.

• Perception: Boating is Very Expensive
• Perceived as “Status” Activity
• Most Lack Hands-On Boating Experience – Boat Training is Very Important
• Boating Community in Market Has Previously Not Welcomed or Engaged – FBC is Breaking New Ground
• Many Other Industries/Businesses ARE Actively Engaging this Market
Best Practices – To Date.

• Participate in Hispanic Church Events & Festivals
  o Boat on Site Prompts Conversation
  o Offer Raffle/Passport to Boating: Great for Collecting Leads, Beginning Sales Funnel
  o Conversation Begins in Spanish
  o POP Literature Preferred in English (have both)
  o Noted: Anglo/Hispanic Couples
Best Practices – To Date.

• Chambers and Professional Groups
  o Research and Join Hispanic Chambers, Leadership Alliances
  o Quickly Identify Leadership, Key Influencers
  o Meet and Network with Leadership, Membership
  o Coordinate After Hours/VIP Event
  o Referrals/Testimonials are Powerful!
  o Hispanic Business Leaders Active in Major Market Chambers Along with Their Own
Best Practices – To Date.

- Media Relations
  - Research and Build Targeted Database
  - Generate Relevant PR
  - Coordinate 1:1 Meetings with Editorial, Advertising
  - Seek PR Opportunities/Partnerships
  - Network Through Chamber, Other Events
Thank You!

Questions?