



Leveraging RBFF's 2016 National Media Plan

RBFF State Webinar Series

May 10, 2016



TAKEME FISHING.org



VAMOS APESCAR.org

Overview

- Fishing & Boating Participation
- The Opportunity
 - New RBFF Strategic Plan
 - 60 in 60 Goal
- General Market Brand Campaign
- Hispanic Market Brand Campaign
- Content You Can Use



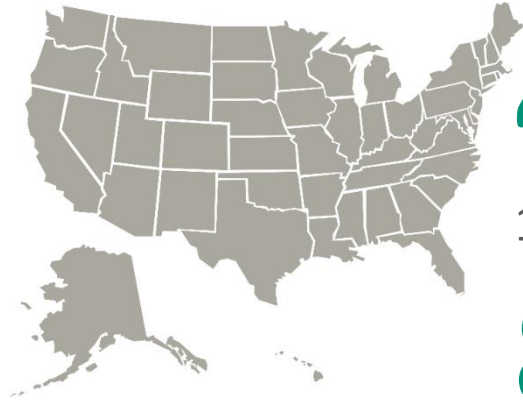
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Participation Today

The Current Situation



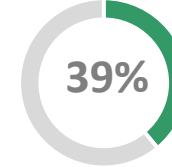
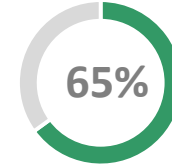
46m ANGLERS

15% of the U.S. Population

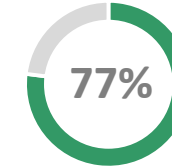
87m BOATERS

27% of the U.S. Population

CURRENT PARTICIPANTS:



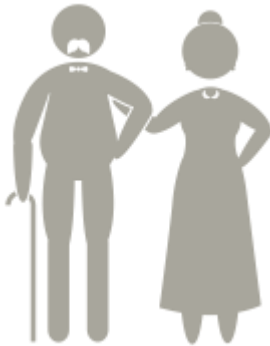
45+



White, Non-Hispanic

CHALLENGES:

Aging population



Increasing Diversity



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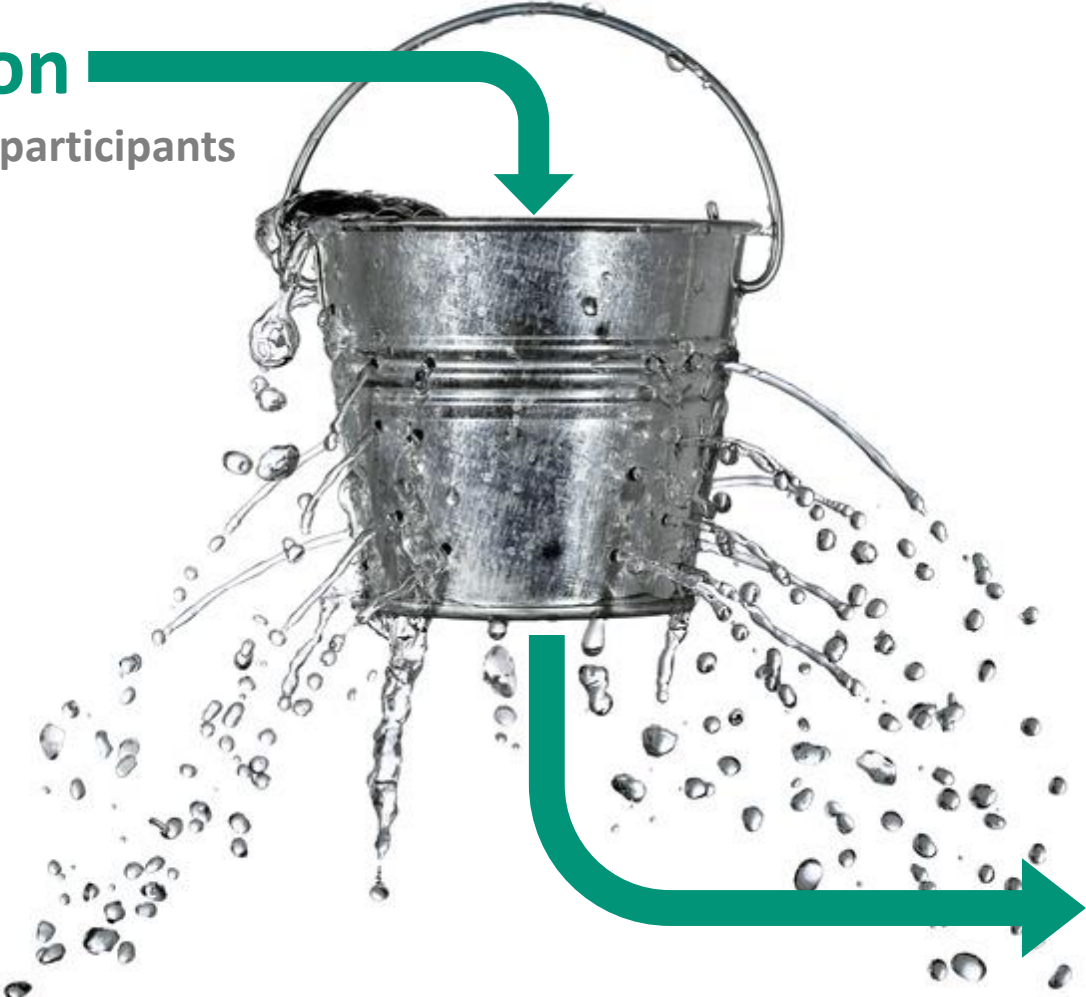
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Sources: RBFF/Outdoor Foundation, NMMA, USFWS, USCG

Leaky Bucket

6.1 million

new/returning participants
in 2015



6.5 million

lost participants in

2015

Source: RBF/Outdoor Foundation

The Opportunity

New Year, New Plan



Consumer
Engagement



State
Engagement



Industry
Engagement



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The Goal

60m Anglers



60 Months

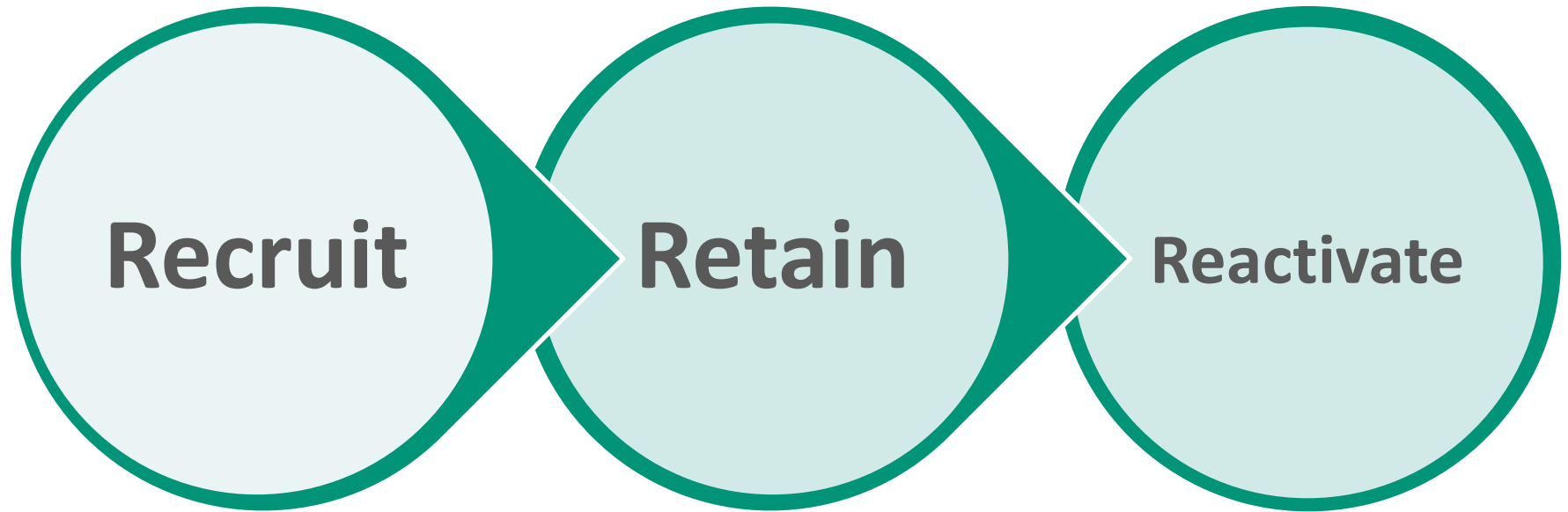


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R3: Recruit, Retain, Reactivate!



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General Market Brand Campaign




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General Market Target Audiences

A person is sitting on a rocky shore at night, illuminated by the warm glow of a campfire. The background is dark with a starry sky and some trees on the left.

Family
Outdoors

A person is sitting in a blue and yellow raft on a river. The background features a large, layered canyon wall under a clear sky. The water reflects the colors of the canyon.

Outdoor
Enthusiast

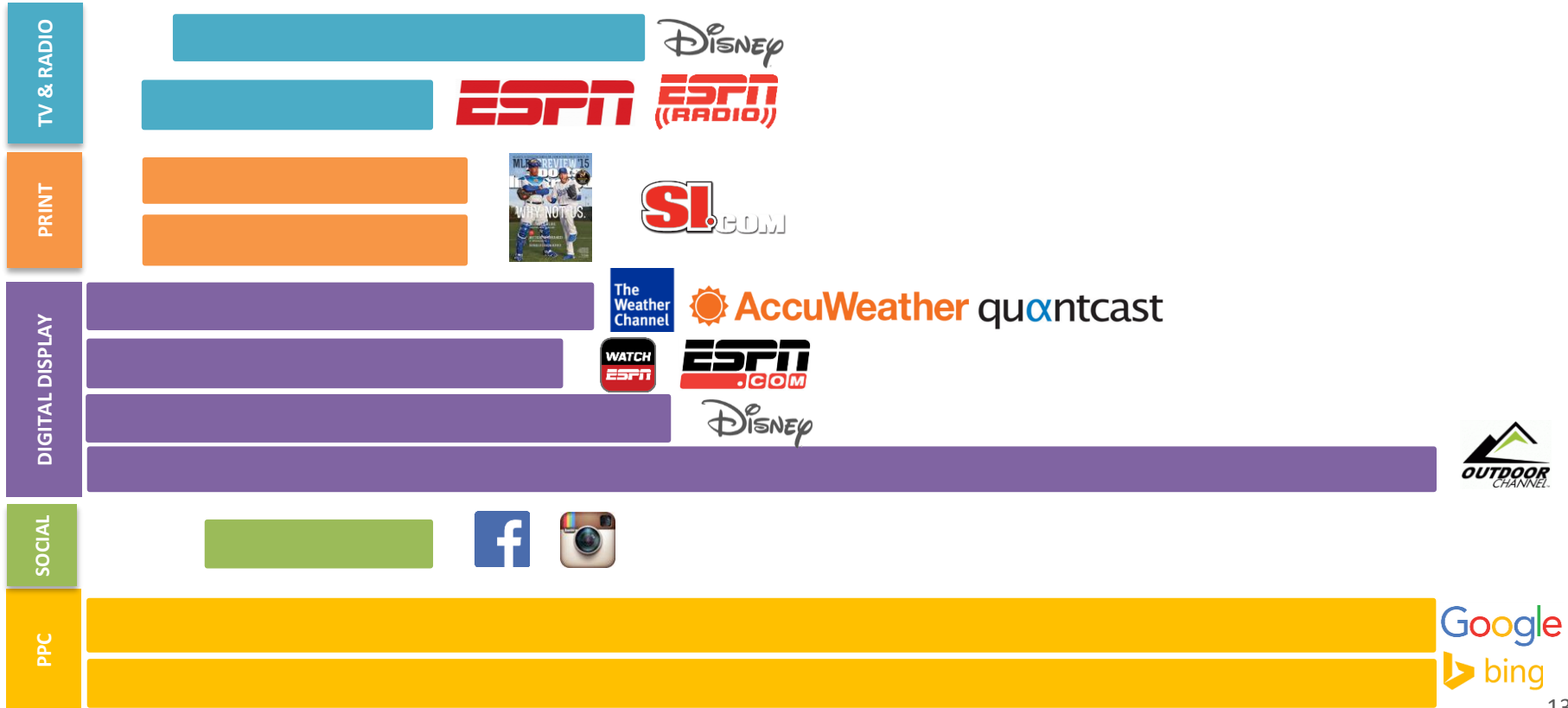
FY17 General Market Media Strategy

A person wearing a hat and a plaid shirt is fishing on a boat. The sun is low on the horizon, creating a warm, golden glow over the water. The person is holding a fishing rod that is curved, suggesting they have caught a fish. The background shows a calm body of water with some trees on the distant shore.

Media will invite our audience to celebrate the fun of escaping to a simpler time – connecting with family, friends and nature.

General Market Campaign Overview

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN'17	FEB'17	MAR'17
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Hispanic Market Brand Campaign



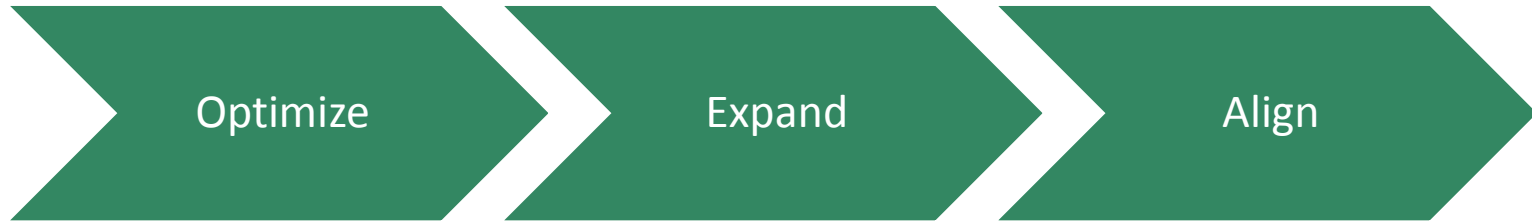
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Hispanic Target Audiences



Hispanic
Anglers On
The Verge

FY17 Hispanic Media Strategy



- Optimize digital efforts to more efficiently reach our KPI of site visits
- Revisit offline efforts to identify the opportunity to introduce TV on a national scale in addition to local radio support
- Identify and align tactics to support Influencer creative concept



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Hispanic Market Campaign Overview

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN'17	FEB'17	MAR'17
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Content You Can Use

#FirstCatch Campaign

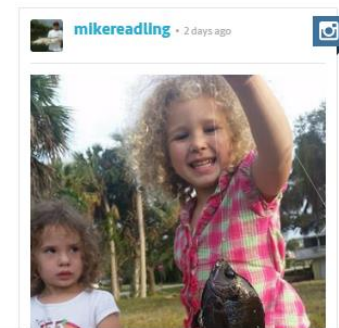
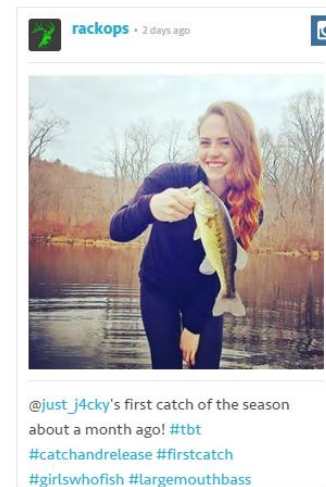
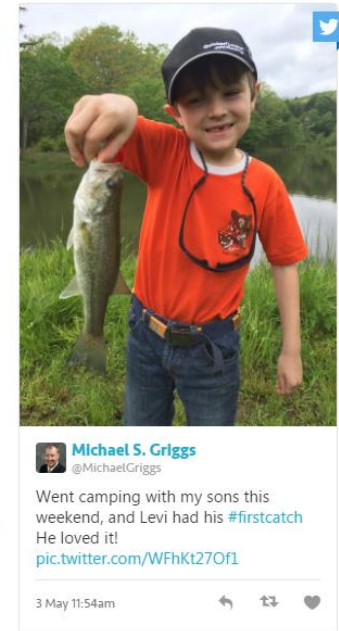
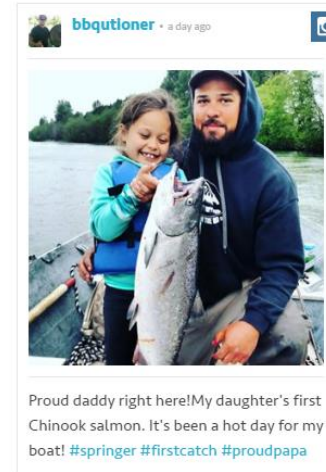
- Tagboard on TMF
- Follow and use #FirstCatch
- See what consumers are posting
- Join the conversation
- Repost and share
- YouTube Video



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TakeMeFishing.org


- Links to state agency pages
 - License purchase
 - Boat registration
 - Fishing reports
 - Other resources
- Link back to provide more info to consumers

COMMON CATCHES IN FLORIDA




TARPON

The tarpon was one of the first saltwater species to be declared a game fish.



DOLPHINFISH

This fish is referred to as the dolphin fish to distinguish it from the dolphin of the porpoise family, which is a mammal and in no way related.



REDFISH DRUM

Red drum up to about 10-15 lb. (5-7 g) are very fine eating.




REDEAR SUNFISH

Like the bluegill and other sunfishes, the redear sunfish is an excellent panfish with white, flaky meat.



SPECKLED PEACOCK BASS

The speckled peacock bass is a world class warm water sport fish.



LARGEMOUTH BASS

The largemouth bass is the most popular freshwater game fish.



GET YOUR FL BOAT REGISTRATION TODAY

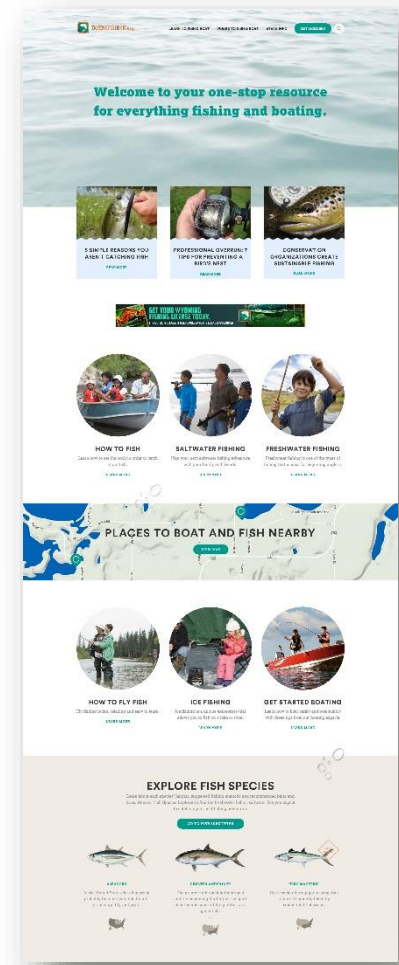






GET YOUR FLORIDA FISHING LICENSE TODAY

It's quick. It's easy. It helps preserve the local environment.



The screenshot shows the homepage of TakeMeFishing.org. At the top, it says "Welcome to your one-stop resource for everything fishing and boating." Below this are several featured articles with images: "5 SIMPLE REASONS YOU ASKED I CATCHING HOP", "PROFESSIONAL GUIDANCE FROM A BAIT SHOP", "CONSERVATION ORGANIZATIONS CREATE HIGHLIGHTING BAITING", "GET YOUR FISHING LICENSE TODAY", "HOW TO FISH", "SALTWATER FISHING", "FRESHWATER FISHING", "PLACES TO BOAT AND FISH NEARBY", "HOW TO FLY FISH", "ICE FISHING", "GET STARTED BOATING", and "EXPLORE FISH SPECIES".

Disney Alliance



Disney shared Goofy's video.

April 21 at 3:06pm · 🌐

Goof-ups can make good days even better.



423,171 Views

Goofy

April 18 at 12:00pm · ✨

👍 Like Page

Just remember, it's okay to be a little Goofy. See more courtesy of TakeMeFishing.org:

- Follow Take Me Fishing and Vamos A Pescar channels
- Repost and share!

Disney



Top Places

- Press release template, social media posts
- Promote bodies of water on the list during National Fishing and Boating Week
- Brag about the great fishing and boating in your state
- Use as an opportunity to re-engage consumers



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#VamosAPescar Campaign

- Follow and use #VamosAPescar
- See what consumers are posting
- Join the conversation
- Repost and share

Social Media Influencers

- Follow, share their posts

Resource Center

- Research/info to help reach Hispanic audience



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Carlos Correa Partnership

- Engage the Hispanic Community
- Share social media posts
- Provides more content you can use



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Communication Content Themes

May

- Get ready for the season, get your fishing license, register your boat

June

- NFBW, Free Fishing Days, Great Outdoors Month

July

- Family and Friends Trips, Summer adventures, Outdoors plans

August

- Saltwater fishing, End of summer, last minute adventures

September

- Freshwater fishing, Wellbeing benefits, Hispanic Heritage Month starts

October

- Safety, Fly Fishing, Hispanic Heritage Month ends Oct 15

November

- Conservation, Aquatic resources, Tips, Ice Fishing awareness

December

- Time with family and Friends

January

- Ice Fishing, New year's resolutions

February

- Types of fishing boats, Boat maintenance

March

- How to get started fishing and boating, How to Fish

Be a Guest Blogger

NEW OPPORTUNITY!

ALL BLOG ARTICLES

POPULAR BLOG TOPICS: [FAMILY FISHING](#) [HOW TO FISH](#) [GEAR AND TACKLE](#)



FISHING LURE TIP: TRY THE CHANGE-UP

BY ANDY WHITCOMB 04/21/2016

Baseball season is here.

[READ MORE](#)



3 TIPS TO PICK THE BEST ONLINE BOATING COURSE

BY TOM KEER 04/21/2016

It's boating season, so if you didn't have time to study this winter take an online...

[READ MORE](#)



HOW TO GET FISHING LURE JIFFY

BY DEBBIE HANSON

Need to get a fishing lure jiffy? No problem! Here are some easy steps to get...

[READ MORE](#)



TakeMeFishing.org

April 26 at 7:05am · 🌐

Fishing and baseball have a few things in common! Do you know why? Check this out: <http://ow.ly/4n4V5v>



Fishing Lure Tip: Try The Change-Up

WWW.TAKEMEFISHING.ORG

👍 Like 💬 Comment ➦ Share

👍 80

Top Comments ▾

16 shares

Resource Center

RESEARCH & REPORTS



Research on industry trends, audiences and programs to better guide your outreach efforts.

[GET INFO](#)

CONTENT YOU CAN USE



Add dynamic content to your site with our Map and educational videos.

[GET INFO](#)

MARKETING MATERIALS



Plan and execute your marketing campaign with the help of our logos, photos, and more.

[FIND OUT MORE](#)

WEBINARS & WORKSHOPS



Access materials from RBFF's frequent webinars and its annual State Marketing

EVENT PLANNING & EDUCATION



RBFF has the resources you need to plan, promote and execute your event.

SWEEPSTAKES & PROMOTIONS



RBFF runs various promotions and sweepstakes throughout the year. Get



[TAKEMEFISHING.org](https://www.takemefishing.org)



[VAMOSAPESCAR.org](https://www.vamosapescar.org)

<https://www.takemefishing.org/corporate/resource-center/>

Our Vision

*RBFF is committed to spreading the joy of fishing and boating to **all ages, genders and cultures**; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.*



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THANK YOU!