



# RBFF STATE MARKETING WORKSHOP

PRESENTED BY  FISHBRAIN

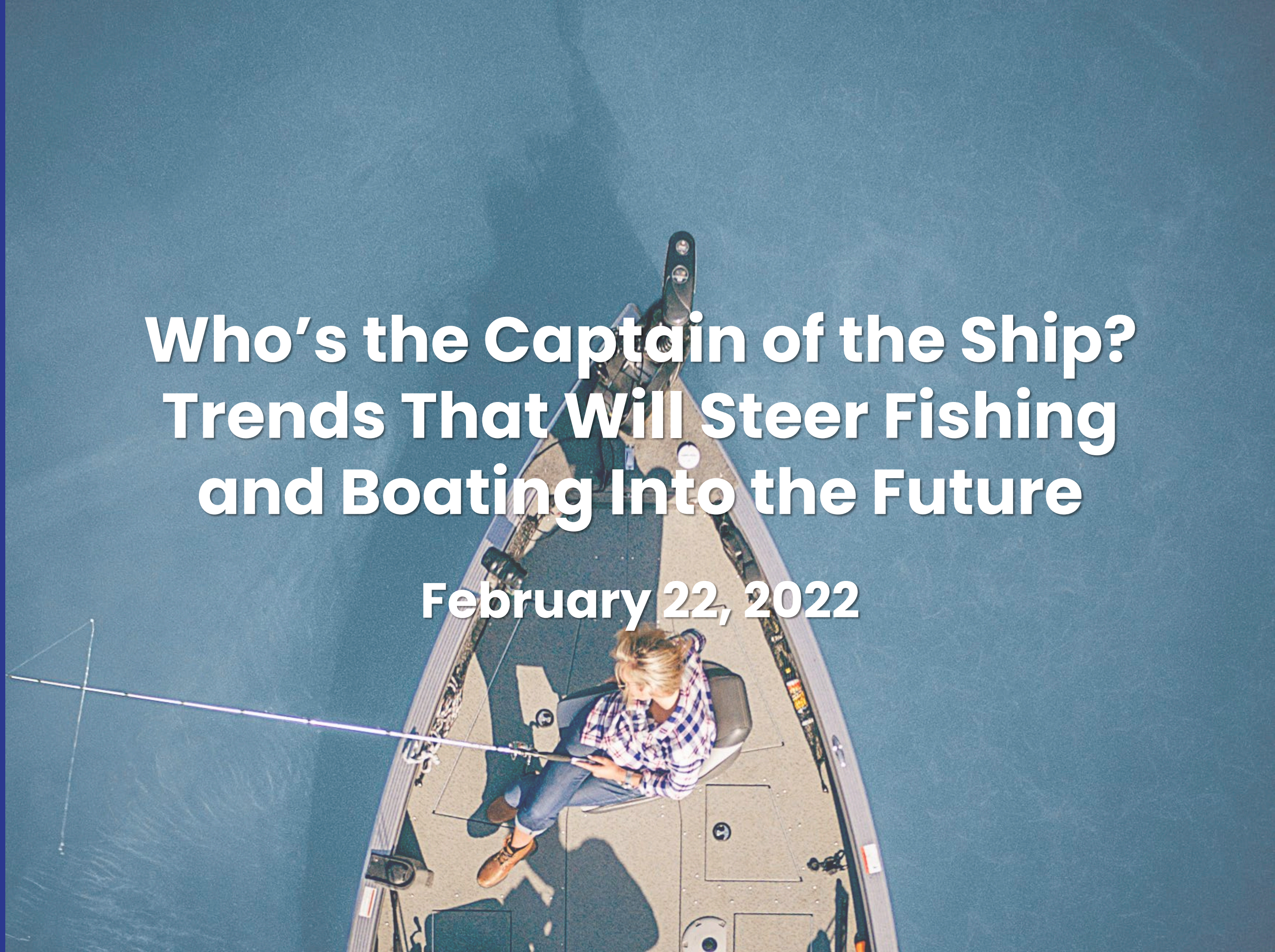


TAKEMEFISHING.org

colle  
mcvoy

# Who's the Captain of the Ship? Trends That Will Steer Fishing and Boating Into the Future

February 22, 2022







**Rachel Piacenza**

**Director of Marketing  
Recreational Boating & Fishing Foundation  
(RBFF)**



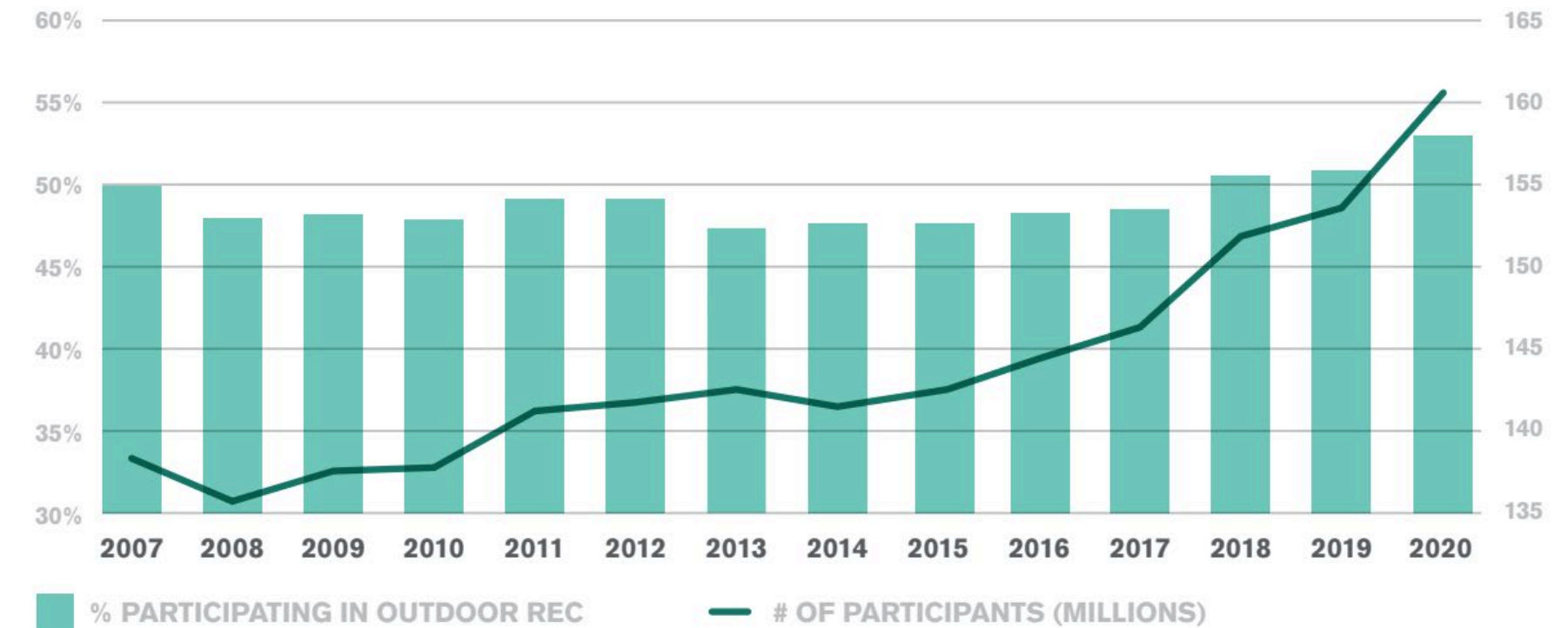
**Allison Bolger**

**Group Brand Strategy Director  
Colle McVoy**

We've seen record participation in outdoor recreation,

a trend accelerated by the pandemic.

## OUTDOOR PARTICIPATION GROWS AMID COVID-19



## MOST POPULAR OUTDOOR ACTIVITIES BY PARTICIPATION RATE

|   |                    |                           |
|---|--------------------|---------------------------|
| 1 RUNNING, JOGGING AND TRAIL RUNNING        | 21.0% of Americans | 63.8 million participants |
| 2 HIKING                                    | 19.0% of Americans | 57.8 million participants |
| 3 FRESHWATER, SALTWATER AND FLY FISHING     | 18.0% of Americans | 54.7 million participants |
| 4 ROAD BIKING, MOUNTAIN BIKING AND BMX      | 17.3% of Americans | 52.7 million participants |
| 5 CAR, BACKYARD, BACKPACKING AND RV CAMPING | 15.8% of Americans | 47.9 million participants |





Camping got  
a glow-up.



Van life  
became  
aspirational.





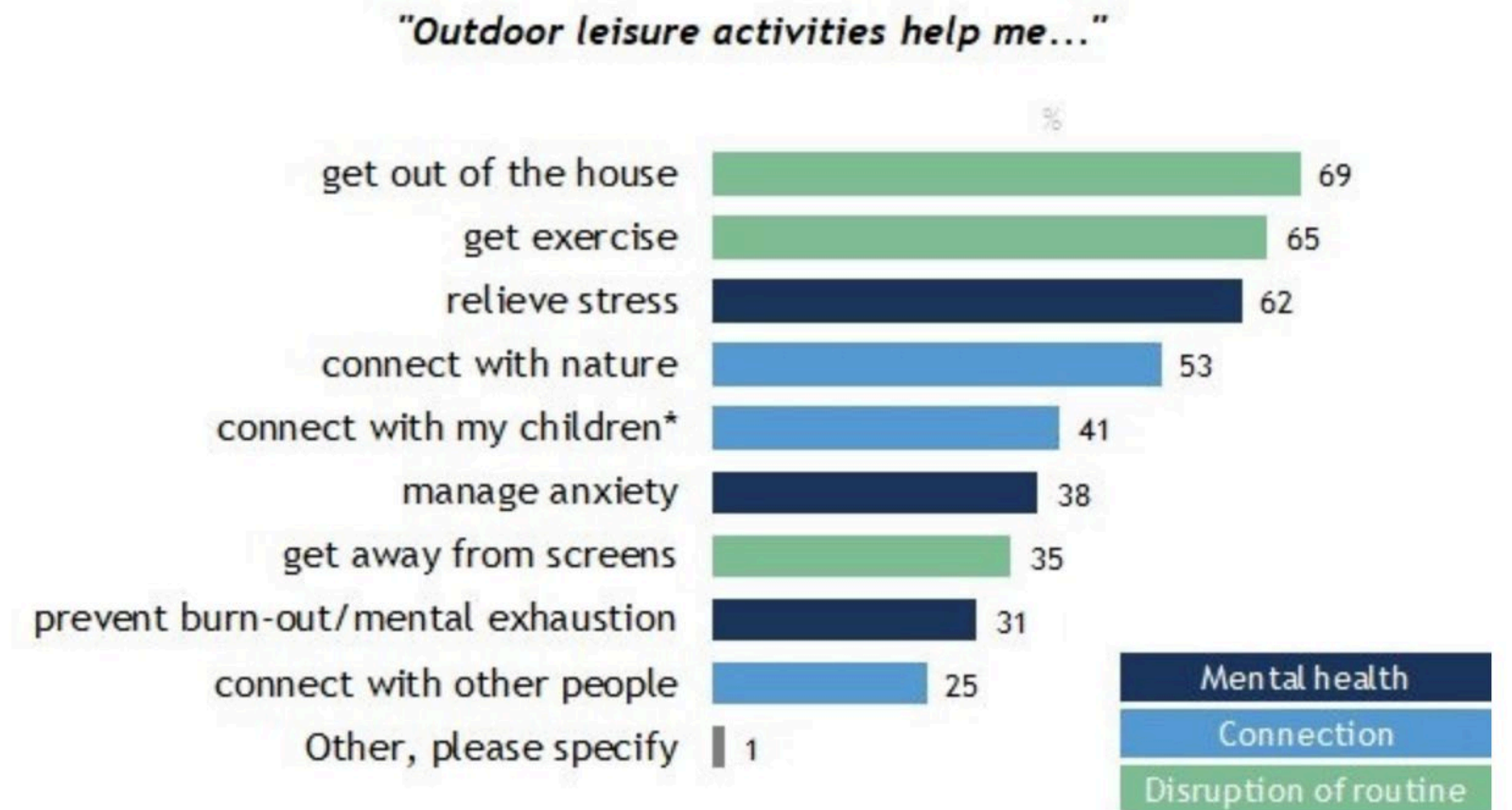
A person stands on a rocky outcrop, looking out over a vast, forested mountain valley. The scene is bathed in the warm, golden light of sunrise or sunset, with the sun low on the horizon, creating a hazy, atmospheric glow. The mountains are covered in dense green forest, and the rocky foreground is rugged and textured. The overall mood is serene and contemplative, emphasizing the beauty and scale of the natural world.

**The outdoors and outdoor sports have become vehicles for personal transformation.**



**We go outside to  
escape, relax, get  
well and connect.**

"Why do you do outdoor leisure activities? Please select all that apply. Outdoor leisure activities help me..."



\*among 855 consumers with children under age 18 in the household



**...And that's not going  
away anytime soon.**

**71%**

**of consumers are interested  
in starting a new outdoor  
leisure activity in the future**

**92%**

**of families intend to stick with  
activities they started in the  
pandemic**





# **Fishing and boating have benefited from this boost.**

## **54.7M**

**Americans fished at least once during 2020—the highest number ever recorded**

## **4.8M**

**A record 4.8M Hispanics fished in 2020**

## **7.4%**

**Black participation increased 7.4% (the highest in 3 years) and 14.6% growth since 2019**





A group of four people, two men and two women, are fishing from a wooden pier. They are all holding fishing rods and looking out towards the water. The background is filled with lush green trees and a large, dense cluster of pink blossoms. The scene is set outdoors, likely in a park or a waterfront area. The text is overlaid on the image in a bold, white font.

**But with rising interest and participation, it's become clear that fishing and boating still have more work to do among underrepresented groups.**



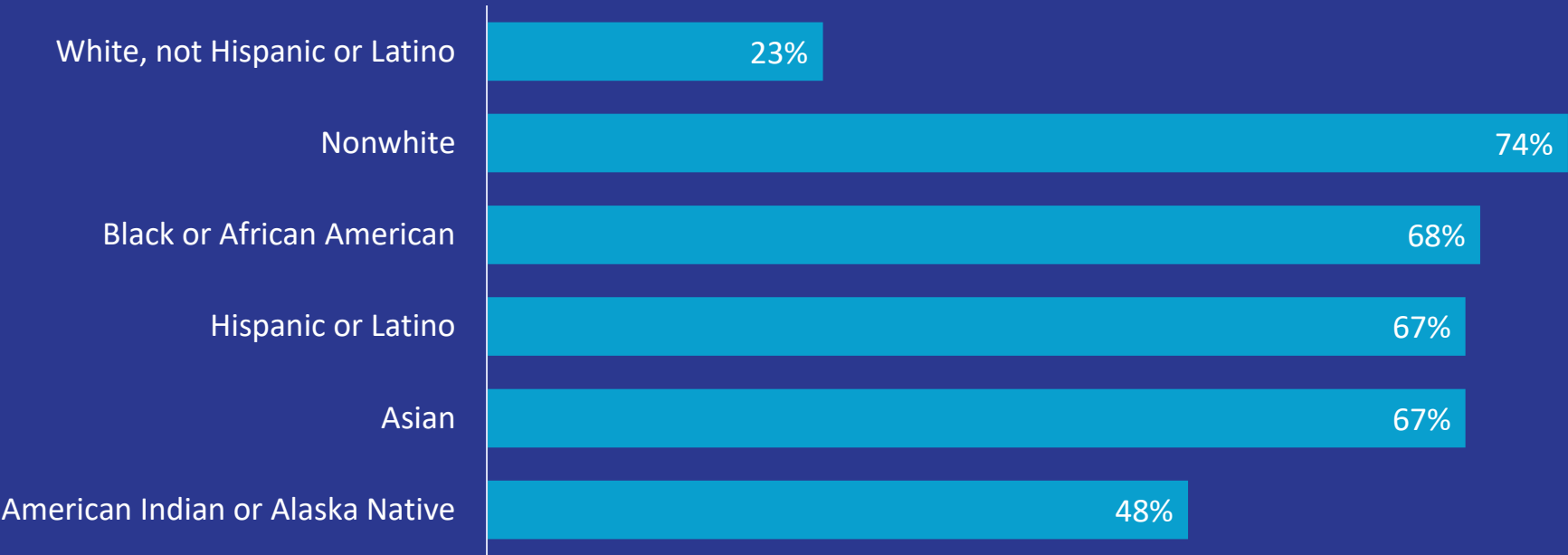
# People of color cannot equally access the outdoors or explore them as safely as other groups

## This land is your land 'Bad things happen in the woods': the anxiety of hiking while black

Three African American hikers describe fears and stereotypes they have faced - and why they love hitting the trails

### People of color are more likely than white people to live in an area that is nature deprived

Percent of people living in a nature-deprived area by census tract demographic in the United States, 2017



Center for American Progress, The Guardian, Mintel

### “Which of the following outdoor activities do you currently do? Please select al that apply.”

|                          | Any outdoor activities | Active outdoor activities | Passive outdoor activities |
|--------------------------|------------------------|---------------------------|----------------------------|
| All                      | 92%                    | 87%                       | 62%                        |
| Index to All (All = 100) |                        |                           |                            |
| Male                     | 101                    | 101                       | 102                        |
| Female                   | 98                     | 98                        | 99                         |
| 18-34                    | 101                    | 101                       | 103                        |
| 35-54                    | 102                    | 103                       | 103                        |
| 55+                      | 96                     | 94                        | 95                         |
| White                    | 102                    | 103                       | 108                        |
| Black                    | 91                     | 87                        | 84                         |
| Asian                    | 103                    | 104                       | 87                         |
| Hispanic (of any race)   | 99                     | 98                        | 93                         |
| <\$50K                   | 96                     | 94                        | 91                         |
| \$50K-74K                | 99                     | 99                        | 105                        |
| \$75K+                   | 102                    | 102                       | 102                        |

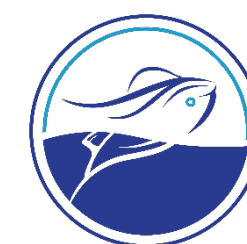


**And women, particularly women of color, remain underrepresented in fishing and boating.**



**While 48% of women were interested in trying fishing, only 36% actually participated — the largest gap among all groups.**

**Female anglers stopped fishing at a 10% higher rate than their male counterparts. Among those more likely to drop out of the participant pool were Hispanic and Black anglers.**





**It's a trend in we see in  
many outdoor sports.**

**Girls'  
participation  
averages 55%**

**Boys'  
participation  
averages 66%**

**The  
participation  
gap for  
women  
widens as  
they age**

**From age 26 to  
66, women's  
participation  
declines to less  
than 20%  
compared to  
40% for men**

**75%  
of outdoor  
participants  
are white**





**| It's hard to see yourself in an industry that doesn't see you.**

**30%**

---

**Only 30% of women feel accurately represented in media and advertising**

WARC, 2021

**18%**

---

**Only 18% of Black women say they see themselves in the media they absorb**

WARC, 2021

**9/10**

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**9 out of 10 girls say they compare themselves to what they see in the media**

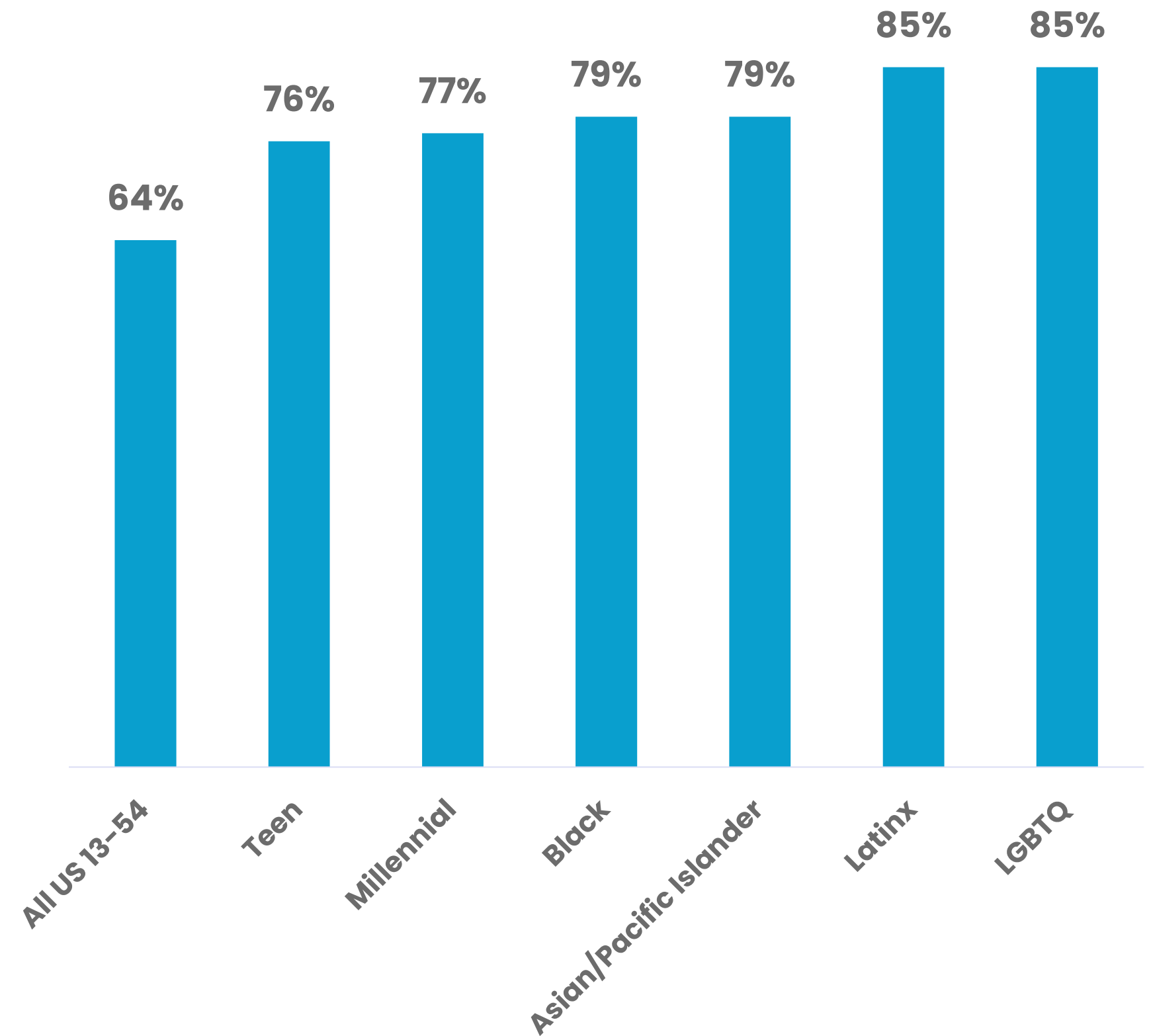
Ipsos, *Women in Advertising*, 2021





**As marketers, we are at the  
forefront of a change in  
representation that  
consumers across  
all segments are looking for.**

**% of audience that took an action after  
seeing an ad they considered to be  
diverse or inclusive**





# Representation in marketing can drive more consumer engagement and action, making ad dollars work harder.

64%

**of all U.S. consumers said they took action after seeing brands demonstrate diversity in advertising**

Google/Ipsos, U.S., Inclusive Marketing Study, 2019

59%

**Of Hispanic U.S. consumers actively seek out brands that acknowledge their culture's unique traditions.**

Kantar, 2019

69%

**of Black U.S. consumers are more likely to purchase from a brand whose advertising positively reflects their race/ethnicity.**

Google/Ipsos, U.S., Inclusive Marketing Study, 2019





**Authenticity and representation, in front of and behind the camera, are vital to meaningfully connect.**



**And women haven't felt equally represented in the outdoors space.**



**63% of women reported that they couldn't think of an outdoor female role model**

**6 in 10 women say that men's interests in outdoor activities are taken more seriously than their own**

**60% of women say the selection of women's outdoor gear is not the same quality as men's**





**It took a while for brands to catch on,  
but the last five years have seen a  
strong case for more accurate female  
representation in the outdoors.**



# We Need More Images of Women in Outdoor Media

A handful of marketing campaigns and magazines, including Outside, are pushing to represent active women as they really are—strong, diverse, and powerful



## 2017: The Year of the Outdoor Woman

**OUTDOOR PROJECT GOES BIGGER AND BOLDER WITH WOMEN IN THE WILD 2018**

**RBFF LAUNCHES MAKING WAVES INITIATIVE TO EMPOWER WOMEN AND GIRLS OUT ON THE WATER**

SHATTERING THE “BASS” CEILING: THE FUTURE OF FISHING IS FEMALE

Home / News

**Force of Nature: Let’s Level the Playing Field**

**GIRLS WILL BE GIRLS**





**Retailers have also started to recognize that women are a huge economic force in the outdoor industry.**



**Women account for 63% of the spending on activewear in the U.S.**

**Over half of all outdoor participants are female**



*Outside, 2017*



**And the fishing and boating industry  
has a major opportunity.**





Go Fishing in Northern Michigan ...  
freshwatervacationrentals.com



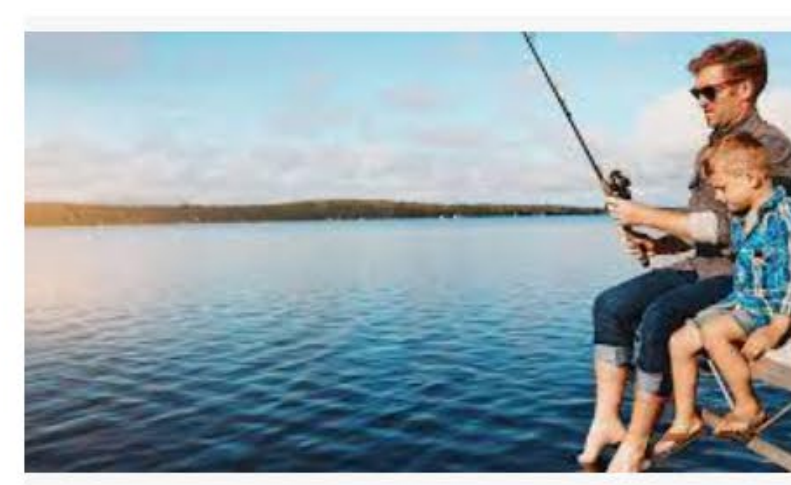
How to Choose the Best Fishing Times  
takemefishing.org



Fishing Pressure Increased During C...  
outdoorlife.com



Pro Fishing Simulator  
store.playstation.com · In stock



guide to the greatest pastimes: Fishing ...  
cbc.ca



How to catch fish in Rust - Dot Esports  
dotesports.com



Recreational fishing closed statewide ...  
sanjuanjournal.com



The best underwater fishing camera ...  
digitalcameraworld.com



Freshwater fishing in Norway | Fresh ...  
visitnorway.com



Minnesota bait shops 'chaotic, but ...  
brainerddispatch.com



fishing in the South Slave ...



10 Best Fishing Rods and Reels 2021



What is Overfishing? Facts, Effects and ...



Extreme Saltwater Fishing 2 - YouTube



Fishing rod - Wikipedia





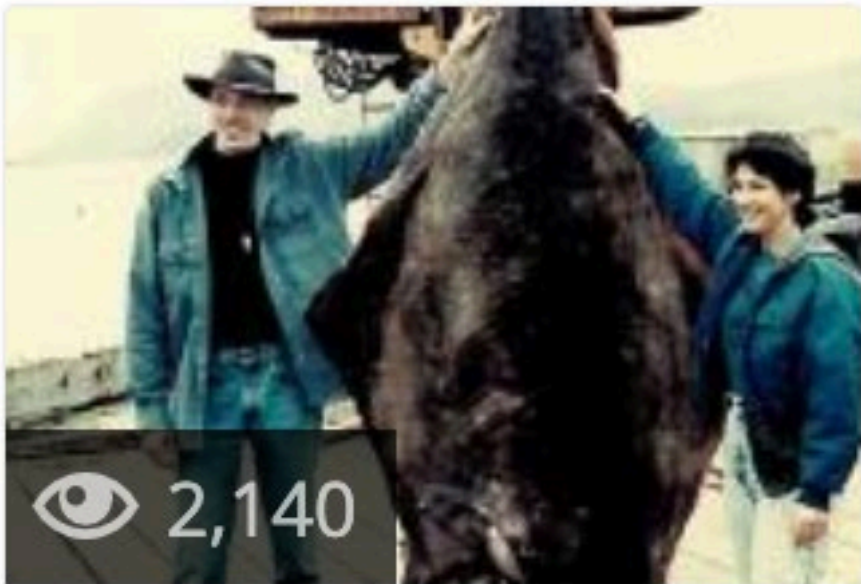
4,352

Alaska Fishing is for Fun so Plan Your Trip in Easy Steps



1,233

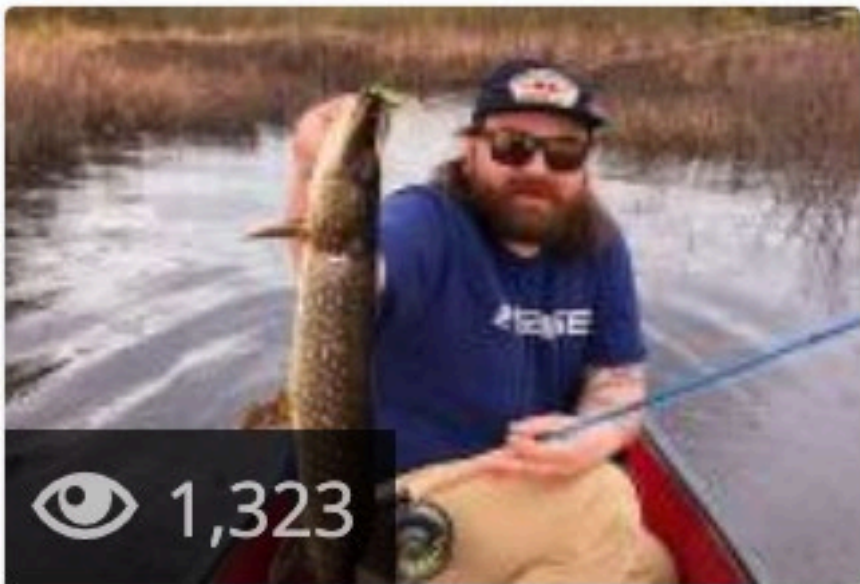
June is Muskie Topwater Month!



2,140

Wow - 585 lbs - That's a BIG Fish!

Bass Pro Shops Anch...



1,323

Hooked on Northern Pike

Bass Pro Shops Anch...



38,830

12 Best Trout Fishing Flies That Go-Anywhere (video)



10,976

Favorite Topwater Bass Fishing Lures the Pros Like



1,100

Nice Hummpy



1,188

Nice trout





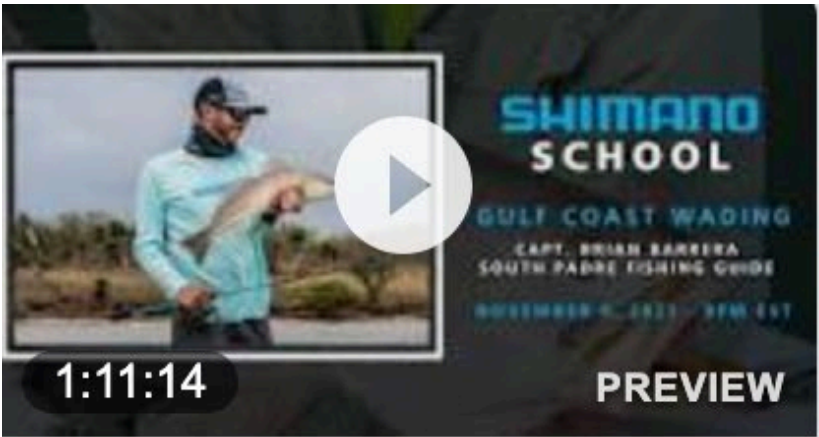
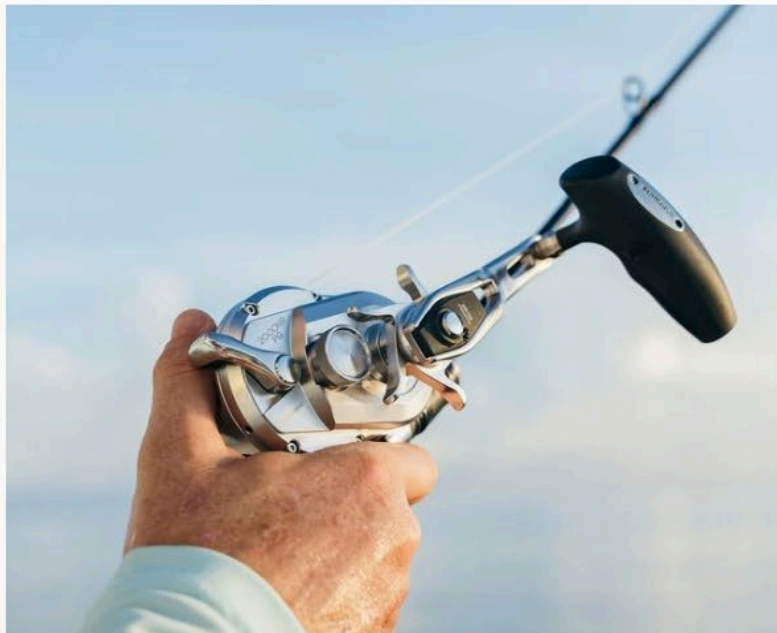
Shimano North America Fishing

November 10 at 6:30 PM

Tending to the spread.

#FishShimano #Shimano #FathomOffshore

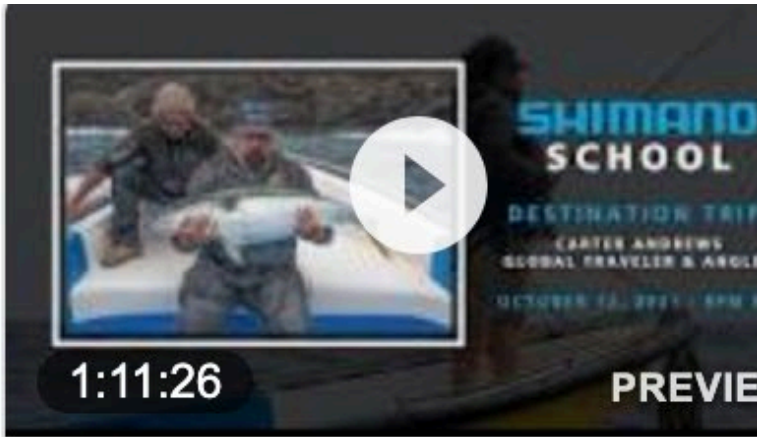
Jordan Nason Photo



Shimano School with Captain Brian Barrera



Shimano School with Keith Combs



Shimano School with Carter Andrews





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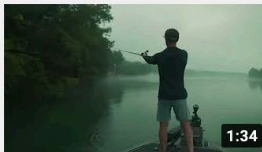
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Voice of Victory

452 views • 13 days ago



Bass X Swimbait

995 views • 4 months ago



Victory Swimbait

797 views • 4 months ago



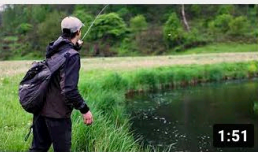
Bass X Final 1

1K views • 4 months ago



Panfish rods.. for all anglers

1.9K views • 4 months ago



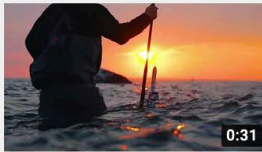
St. Croix Trout Series ... NEW for 2022

2.7K views • 4 months ago



Eyeing Success...The NEW Eyecon rods from St. Croix

1.9K views • 4 months ago



Seage... Take the Coast

906 views • 4 months ago



Seage Surf Series - Battle of the Forces

2.4K views • 4 months ago



Joel Nelson "Trophy Blue Gills Under the Summer Sun"

301 views • Streamed 4 months ago



The Lindner Group "What's Next. What's Hot. Trends In..."

330 views • Streamed 4 months ago



Steve Heiting "Catching Muskies In A Pandemic..."

235 views • Streamed 4 months ago



Travis Denning & Pat Schlapper

140 views • Streamed 4 months ago



Derek Hudnall

264 views • Streamed 4 months ago



Live with Fishing Pro Travis Manson / SmallmouthCrush

312 views • Streamed 5 months ago



Bassmaster Classic Finale

246 views • Streamed 5 months ago



Final Day @ the Bassmaster Classic

249 views • Streamed 5 months ago



Bassmaster Classic Day 2 Wrap Up

161 views • Streamed 5 months ago



All In The Family

196 views • Streamed 5 months ago



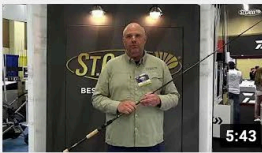
Guillermo Gonzalez & Joseph Sanderson

289 views • Streamed 5 months ago



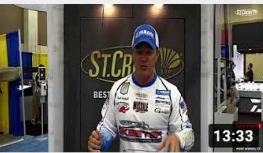
Day 2 Bassmaster Classic Preview

193 views • Streamed 5 months ago



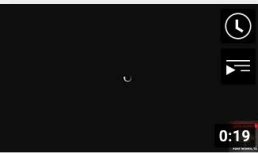
Day 1 Wrap-Up

326 views • Streamed 5 months ago



Live Chat With Derek Hudnall

158 views • Streamed 5 months ago



Live From The Bassmaster Classic

145 views • Streamed 5 months ago



Voice of Victory - Dan Durbin

1.8K views • 7 months ago



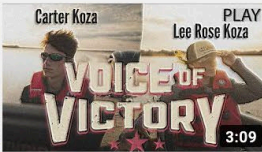
Behind The Victory - Breanna Eggleston

812 views • Streamed 7 months ago



Our Biggest Giveaway YET!! Voices of Victory Giveaway...

4.8K views • 7 months ago



Voice of Victory - Lee Rose & Carter Koza

1.8K views • 7 months ago



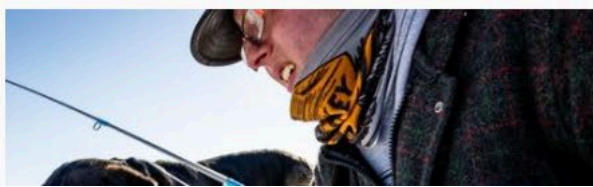
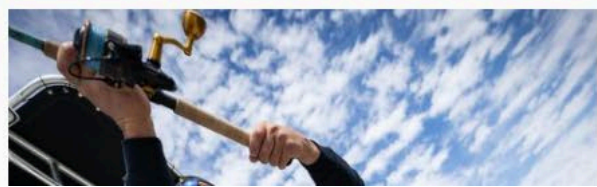
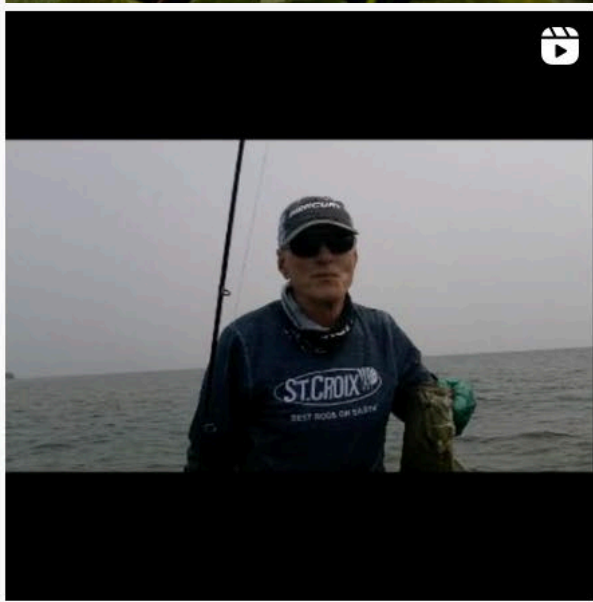
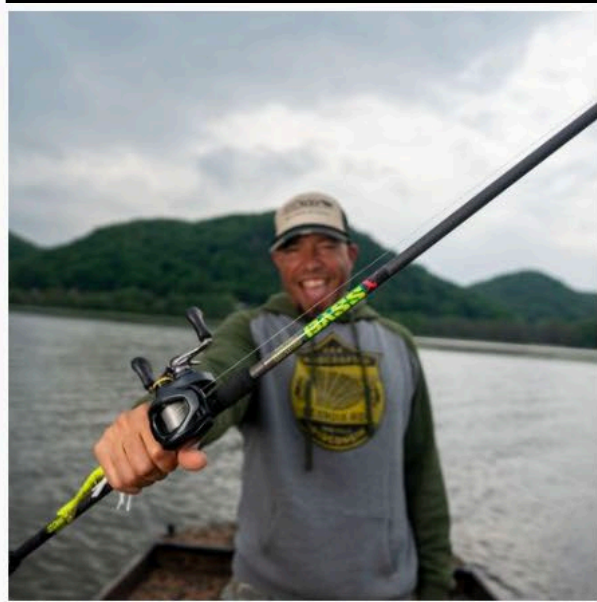
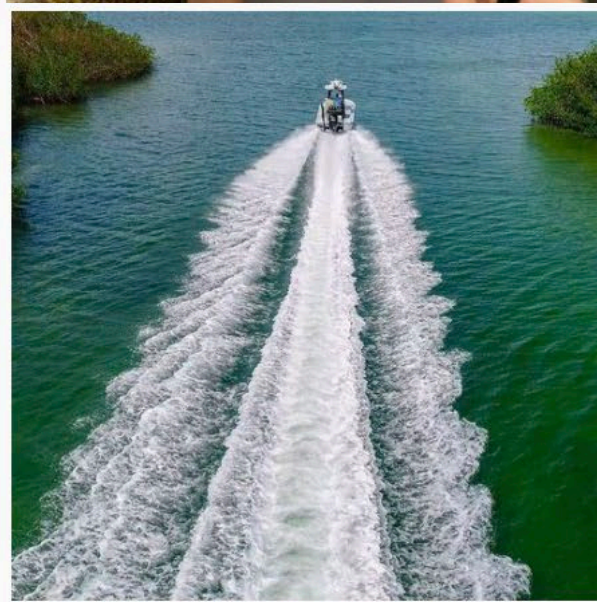
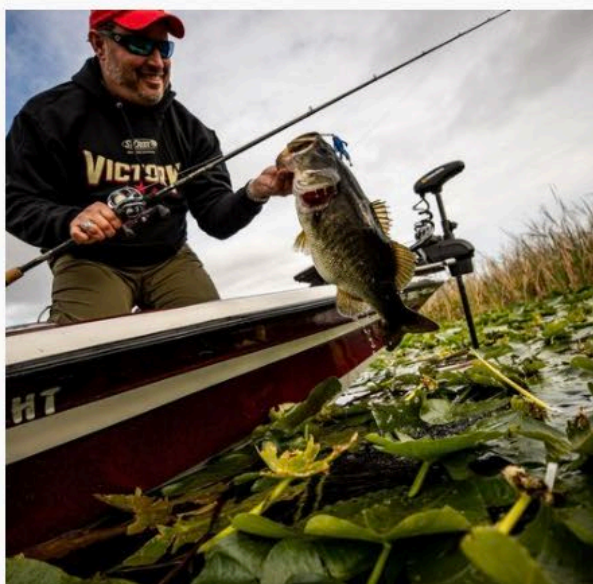
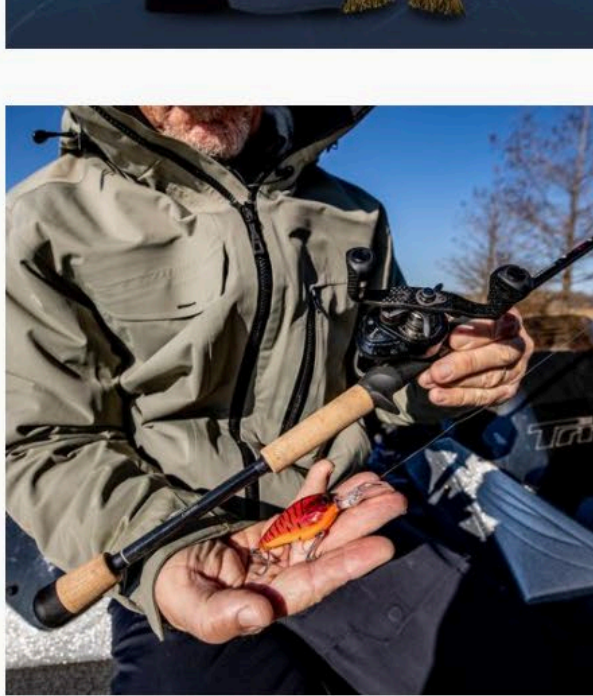
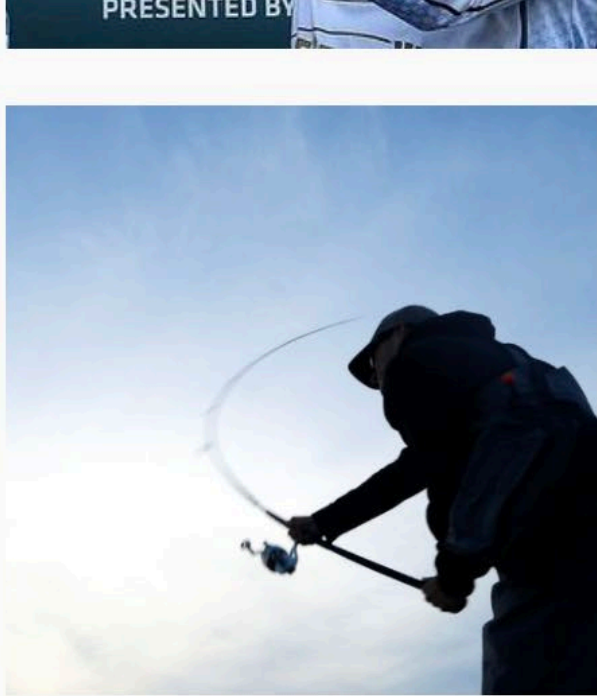
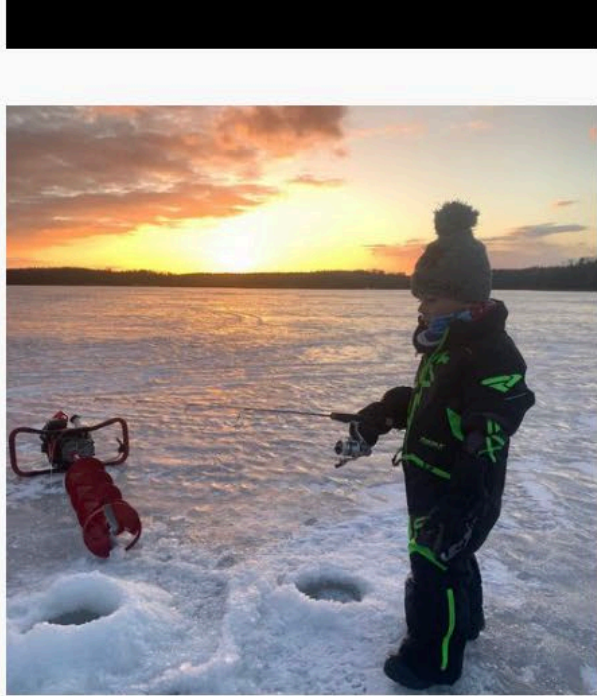
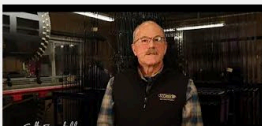
Voice of Victory - Derek Hudnall

1.6K views • 7 months ago

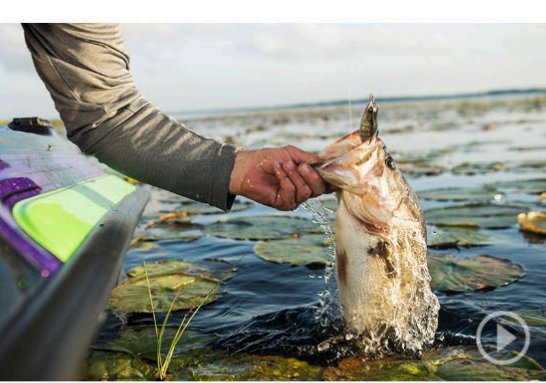


Voice of Victory - Pat Schlapper

1.3K views • 8 months ago



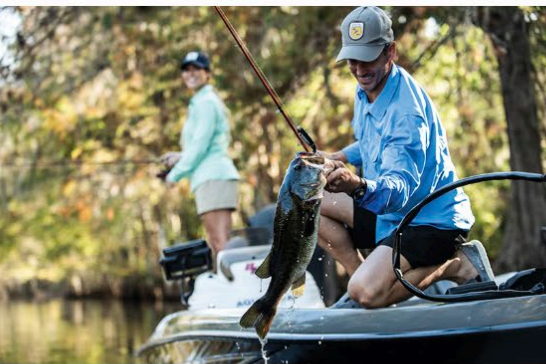




## The Five Bass Fishing Lures You Need in Your Tackle Box

Don't get overwhelmed by the endless options of lures on the market today. Instead, discover the best baits for bass fishing with these Pro Tips.

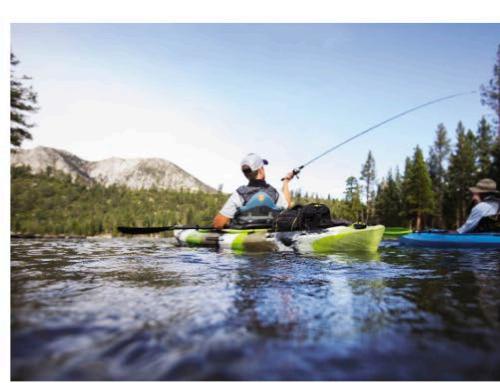
[Discover More >](#)



## Saltwater Fishing Tips from Capt. Blair Wiggins

Blair Wiggins shares sight-fishing tips, bait suggestions and his passion for the water.

[Discover More >](#)



## The Pro Tips Fishing Trip Checklist

From rods and reels to lures and hooks, our Pro Tips Fishing Checklist will help you plan for your next fishing trip.

[Discover More >](#)



## Outdoor: Kayaking, Hiking, Fishing & More

DICK'S Sporting Goods - 1 / 104



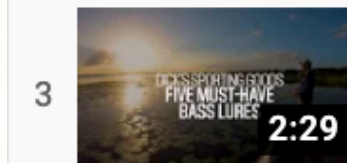
### How to Spool your Spinning Reel

DICK'S Sporting Goods



### How to Use a Rangefinder for Hunting

DICK'S Sporting Goods



### The Five Bass Fishing Lures You Need in Your Tackle Box

DICK'S Sporting Goods

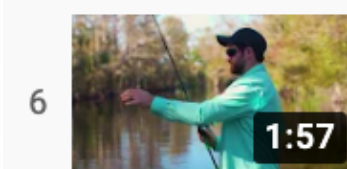


### Field & Stream Blade 80 & 120 Kayaks at DICK'S Sporting...

DICK'S Sporting Goods



### How to Spool your Baitcaster Reel



### The Three Best Fishing Lines for Bass Fishing

DICK'S Sporting Goods



### How to Carry a Kayak

DICK'S Sporting Goods



### How to Choose a Kayak Paddle

DICK'S Sporting Goods



### Tips for Setting Up the Inside of Your Tent

DICK'S Sporting Goods



### ProTips: How to Setup a Campsite

DICK'S Sporting Goods





**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. We believe the water is open to everyone.**

**RBFF Vision**



We know the face of  
fishing today is young,  
female and diverse.





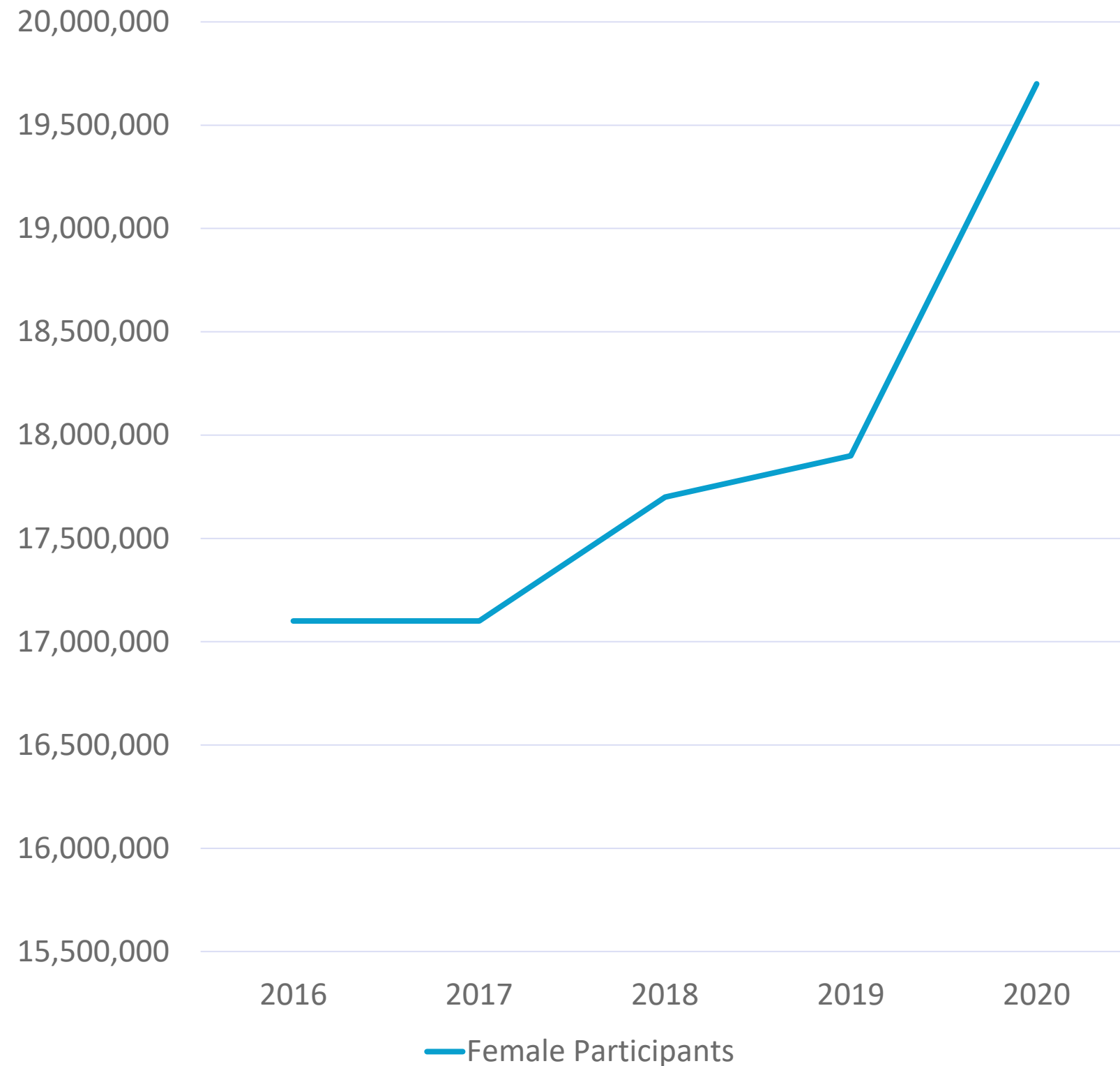
**Future-proofing our sport requires us  
to break free from the gravitational  
pull of the category.**



**We've already seen the potential of  
putting women at the forefront.**



# Female Fishing Participation



TAKEMEFISHING.org

**Women Making Waves campaign launched in 2018**

**Women Making Waves video crushed it with an over 85% completion rate**

**Women Making Waves social content outperformed general market assets with a nearly 8% engagement rate**

**And we've amassed dozens of female influencers since launching Women Making Waves**

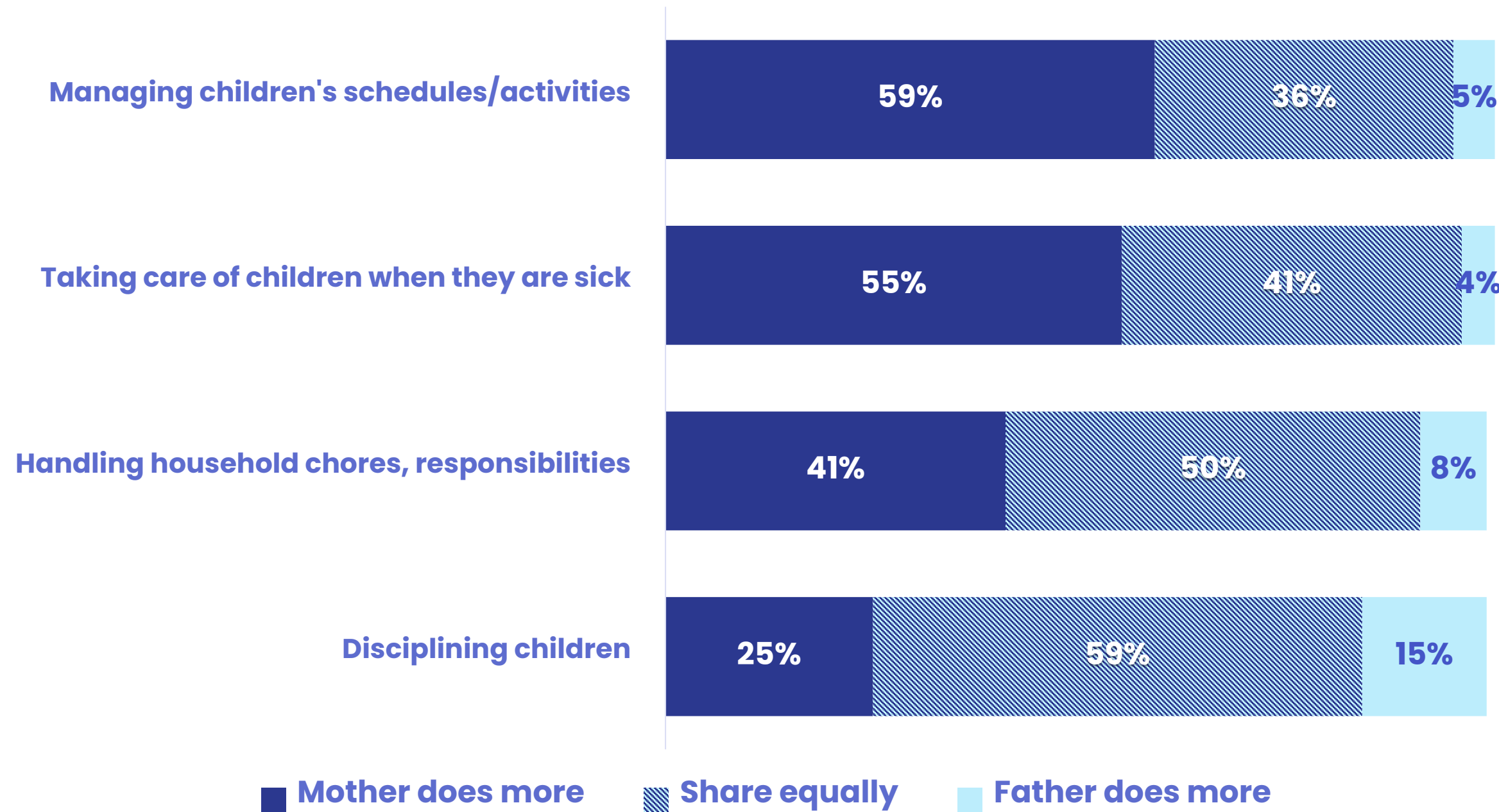


**But we haven't even begun to scratch the surface of this audience's true potential.**



# Women are the gateway to families.

Moms plan the activities and manage calendars — even when they're working full-time.



**54%**

Even in households with two parents working full-time, 54% say moms do most of the activity planning





**Moms are more likely to introduce their children to fishing.**

**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**







Women drive **70–80%** of  
all consumer purchasing  
decisions.



**89%** of women across the world reported controlling or sharing daily shopping needs, compared to only 41% of men



**86%** of Hispanic women are the primary shoppers and decision-makers in the household



**Women are the gateway to the greatest growth in fishing and boating participation.**



A white L-shaped graphic consisting of a horizontal line at the top left and a vertical line at the bottom right, framing the '10%' text.

10%

**Boost in female  
participation in 2020**



**If we get women to account  
for half of all anglers, we'll  
grow the sport by**

**15%**



**Portraying women in positive leading roles can boost brand relationship and choice intent for all demographics.**

**35%**

**More likely to improve how consumers feel about the brand in the long term**

**20%**

**More likely to choose a brand**





**And both female and male consumers spend more on brands that portray women accurately in ads.**

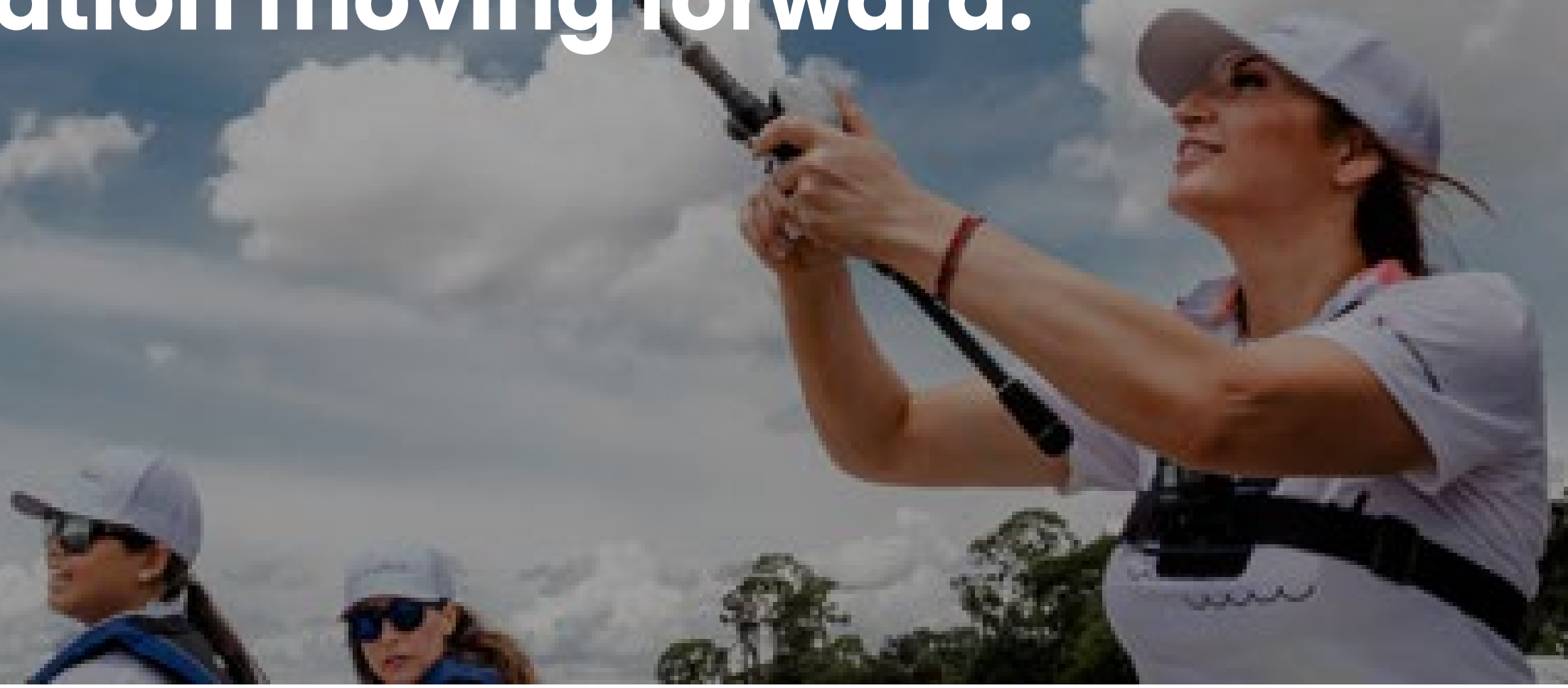




**Steering fishing &  
boating into the future**

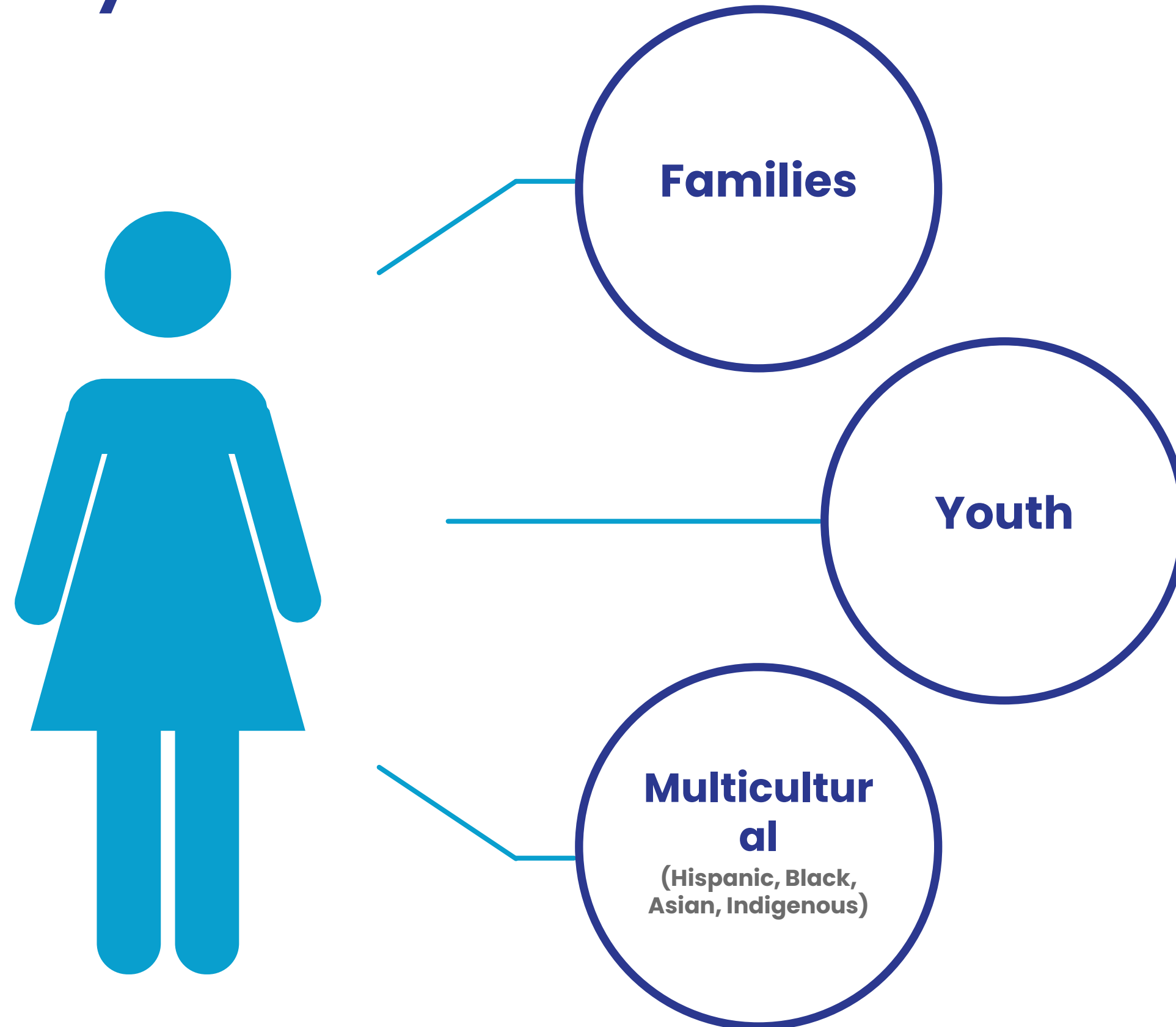


**People who identify as women, especially women of color, will be a core focus of our communications and representation moving forward.**





**Women are the gateway to key audience subsets and family leisure time.**





**To start, we're conducting research to understand what link occurs between fishing and boating and other mental, emotional and life benefits for women in the U.S.**



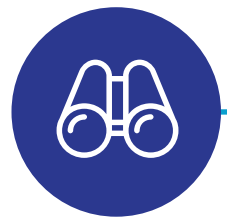




**Results will inform our next advertising and PR campaigns, centered on a direct invite to women to try or reconsider fishing and boating.**



# Women's Campaign Road Map



## Phase 1

### Research & Outreach

JANUARY–MARCH

- Research
- Outreach to influencers
- Planning



## Phase 2

### PR Planning, Web Development & Pre-Production

APRIL–MAY

- Influencer trip & activation
- Social asset development

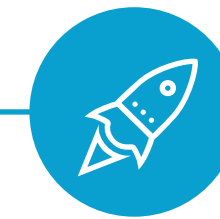


## Phase 3

### Creative Development, PR & Media Live

JUNE–SEPTEMBER

- Creative production
- Industry engagement
- Media partnership content



## Phase 4

### Full Launch

JANUARY–JULY ('23)

- Finalizing of FY24 assets
- Women's initiative to launch May 1







**The environment is where we all meet, where we all have a mutual interest; it is one thing all of us share. It is not only a mirror of ourselves, but a focusing lens on what we can become."**

**— Lady Bird Johnson**

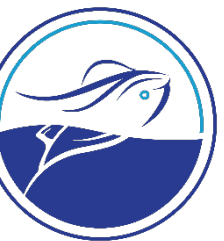


**| Your help in spreading this campaign  
will inspire every woman in the nation:**

**To try  
something  
new.**

**To challenge  
herself.**

**To discover  
the self she  
can become  
on the water.**





# Thought-starters for how you can get involved



**Work with content creators who identify as women (particularly women of color)**



**Reach out to existing women's groups in your community to make them aware that fishing and boating can be for them**



**Drive awareness of the state fishing clinics and gear rental programs, with a focus on moms and their families**





Q&A





# RBFF STATE MARKETING WORKSHOP

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