

A woman in a green jacket and blue jeans is fishing on a lake at sunset. She is holding a fishing rod that is bent, indicating she has caught a fish. The sky is a mix of blue and orange, and the water is calm with some ripples. There are blue decorative shapes in the corners of the image.

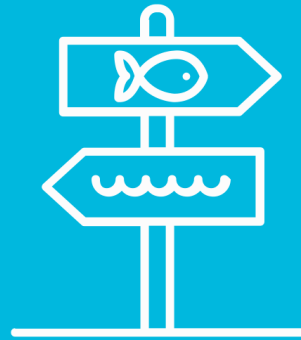
Encouraging Consumers to: *“Get Your Fish On”*”



RBF Webinars Series
May 1, 2018



CONSUMER TRENDS



Older white men are aging out of fishing.

Americans **45+**
are most likely to leave the sport.

45.3%
of fishing participants are over the age of 45.



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.

RBFF 2018 Target Audiences

Multicultural Family Outdoors

18.2MM households

(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

Hispanics

15% of MFO

Parent of kids ages 6-17 | Bicultural and acculturated | Participate in outdoor activities | Family influences all aspects of their lives

Women

50% of MFO

Parent of kids ages 6-17 | Active in the outdoors | Looking for new/exciting activities that help her and her family stay active

Grandparents

8MM households

(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



Multicultural Families with Kids

A snapshot of who they are

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

72% are currently married

Adventure Seekers

They are adventure seekers who crave experiences and the excitement that comes with trying new things.

They explore the world and revel in taking risks and traveling to foreign places.

They enjoy spending quality time with family and entertaining friends.

Active and Conscious

They are advocates for environmentally friendly practices.

They lead a healthy lifestyle and value staying active and fit.

They are heavily involved in their community's local schools, committees and politics.

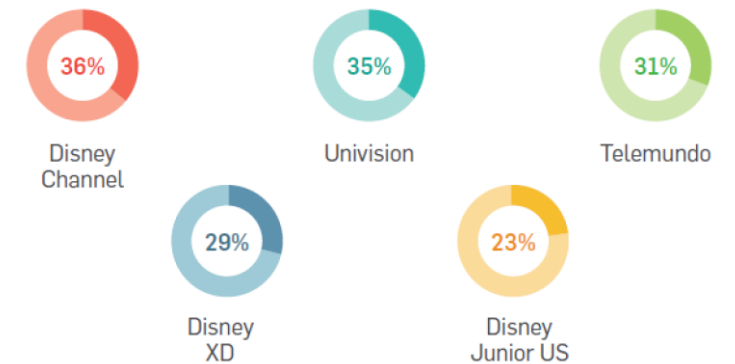
U.S. Hispanic households have multiple generations living under one roof and are **35% more likely** to have kids under 18 living in the household compared to non-Hispanic millennials.

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,
RBF & Outdoor Foundation, 2017.

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



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.



fit is
fierce

How do we engage with women?



Be as exciting and fierce as they are

Brands that are portraying women as strong, fearless individuals are winning with them.

Be real, empowering and liberating

Women today are defying stereotypes and conventions. Empowering them to be themselves is the best way to engage them and win their hearts.

Use the power of empathy, not guilt

Empathy is the most powerful persuasion tool for women. Acknowledging that there's no wrong way to be a mom or a woman and understanding their pressures is the key to connecting with them.

A scenic view of a lake with large rocks and evergreen trees under a blue sky with clouds. The water is clear and turquoise, reflecting the sky and the surrounding landscape. The rocks are large and grey, scattered throughout the scene. The trees are tall and green, lining the shore. The sky is a deep blue with some white clouds. The overall atmosphere is peaceful and natural.

Media & PR Plan

Media Plan Overview



- TV
- Digital
- Paid Search
- Paid Social
- Custom partnership w/Outside



PRINT ONLINE TV SOCIAL EVENTS VIDEO TRAVEL



Get Your Fish On - CTA



I DON'T NEED A TOUCH SCREEN. I NEED TO FEEL SOMETHING REAL.

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



PESCAR ES COMO LA MÚSICA, SE DISFRUTA MÁS JUNTOS.

EMPIEZA HOY

 **VAMOSAPESCAR.org**



FIND FISHING SPOTS NEAR YOU.

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



FIND A BOAT RAMP NEAR YOU.

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



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

0:28 / 0:30

All digital banners direct to: TakeMeFishing.org/fishon

Launch Women’s Initiative on Mother’s Day

Kick off the season and the women’s campaign through a surround-sound effort for Mother’s Day.

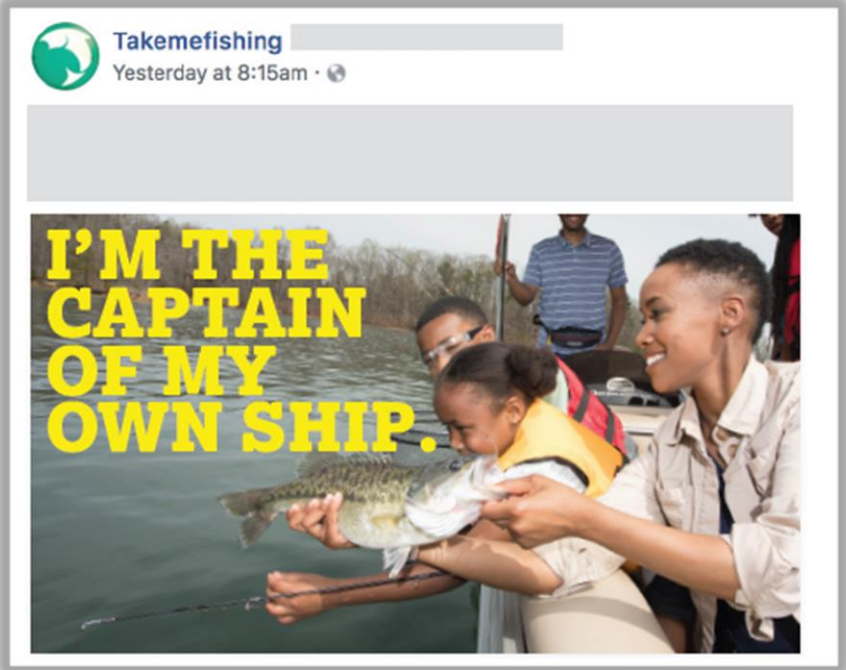
- Announce the initiative on Mother’s Day through earned and paid media.
- Share socially and encourage partners, stakeholders, media and influencers to share as well.
- Outside partnership components launch in May; digital assets Mother’s Day



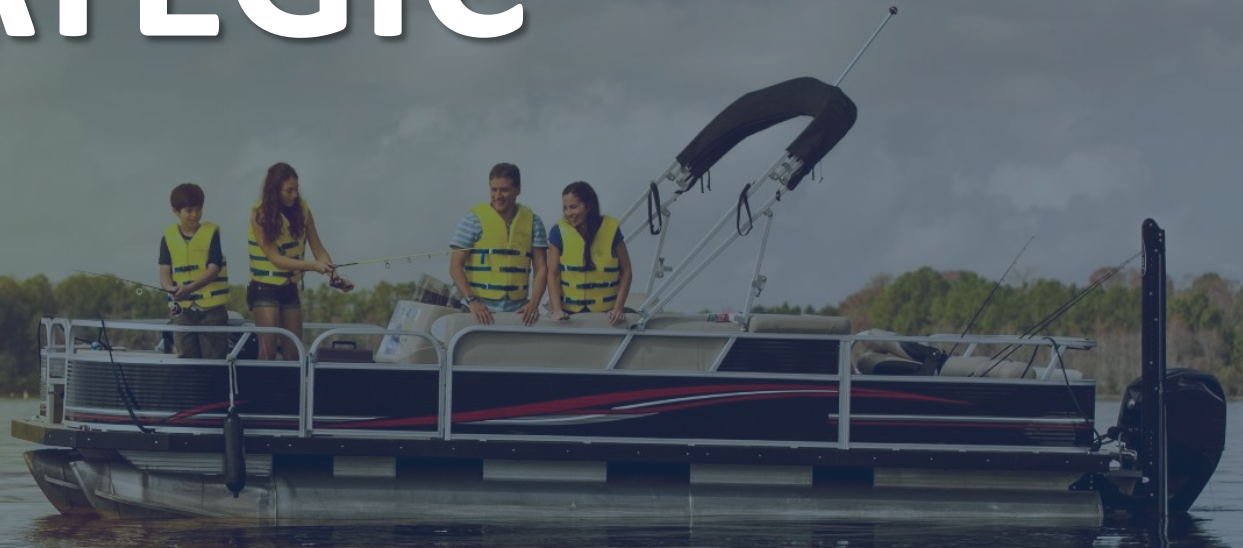
PRINT ONLINE TV SOCIAL EVENTS VIDEO TRAVEL



Women's Campaign: Print, Digital & Social Executions

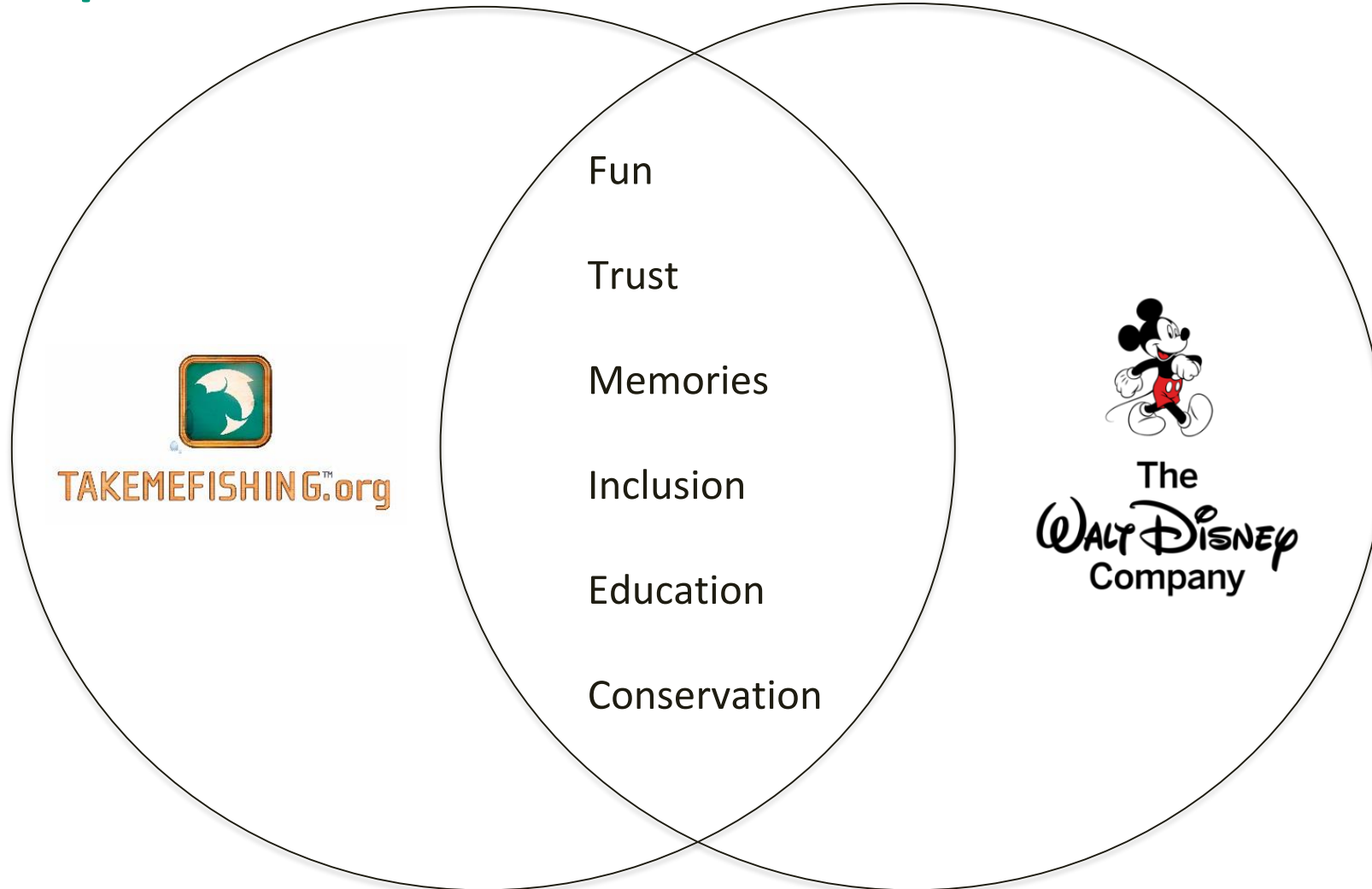


DISNEY STRATEGIC ALLIANCE



Disney Strategic Alliance

Our Shared Equities



Walt Disney World® Resort & Disney Media

- Drive awareness, interest and trial of fishing and boating; and connect guests to TakeMeFishing.org
- Multi-platform media placements (utilizing niche Disney network)



Jimmy Kimmel Live! Integration

Insert fishing and boating into mainstream culture by partnering with *Jimmy Kimmel Live!* to create a custom in-show integration.

Leverage Disney Alliance relationship:

- In-show custom segment
- Guillermo on location at WDW with Jimmy Kimmel introduction
- Launch during National Fishing & Boating Week (June 4-8)



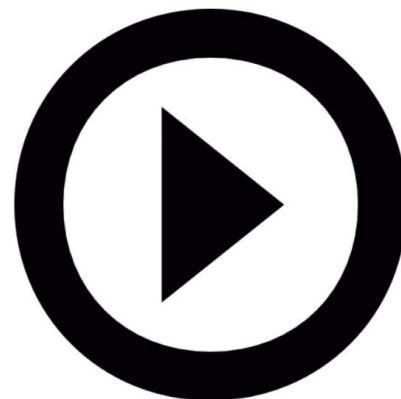
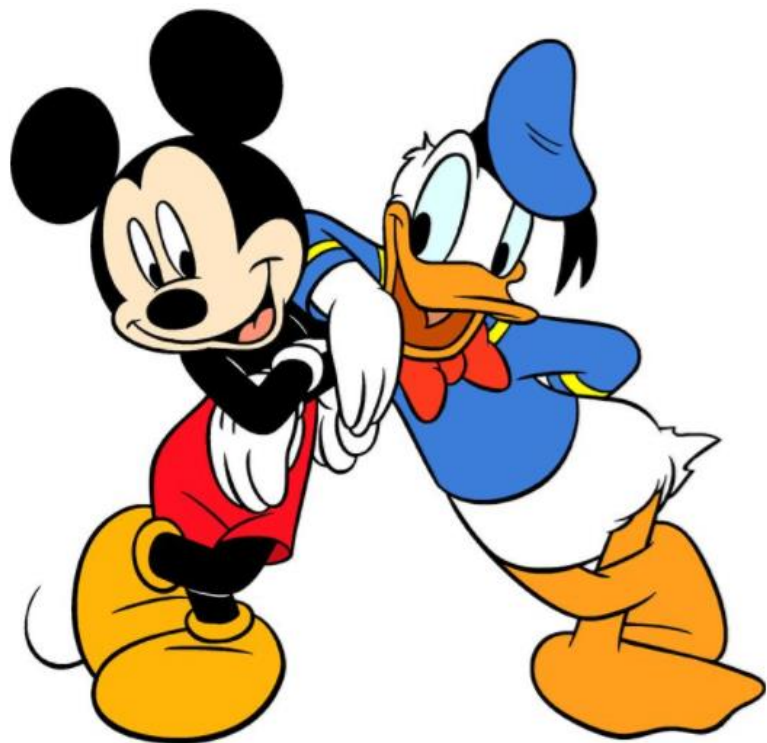
TAKEMEFISHING.org



VAMOSAPESCAR.org



Disney Influencer Strategy



TAKEMEFISHING.org



VAMOSAPESCAR.org

Top Places to Fish & Boat

- Work with the state agencies to nominate a list of the top 5+ fishing locations in each state.
- Use state agency nominations to develop a Google Survey of women to create state-by-state “Mom Approved” lists to gather local media stories.
- Announce/launch list during National Fishing and Boating Week, June 2 – 10.





PUBLIC SERVICE ANNOUNCEMENTS (PSA)

“Telepathy”

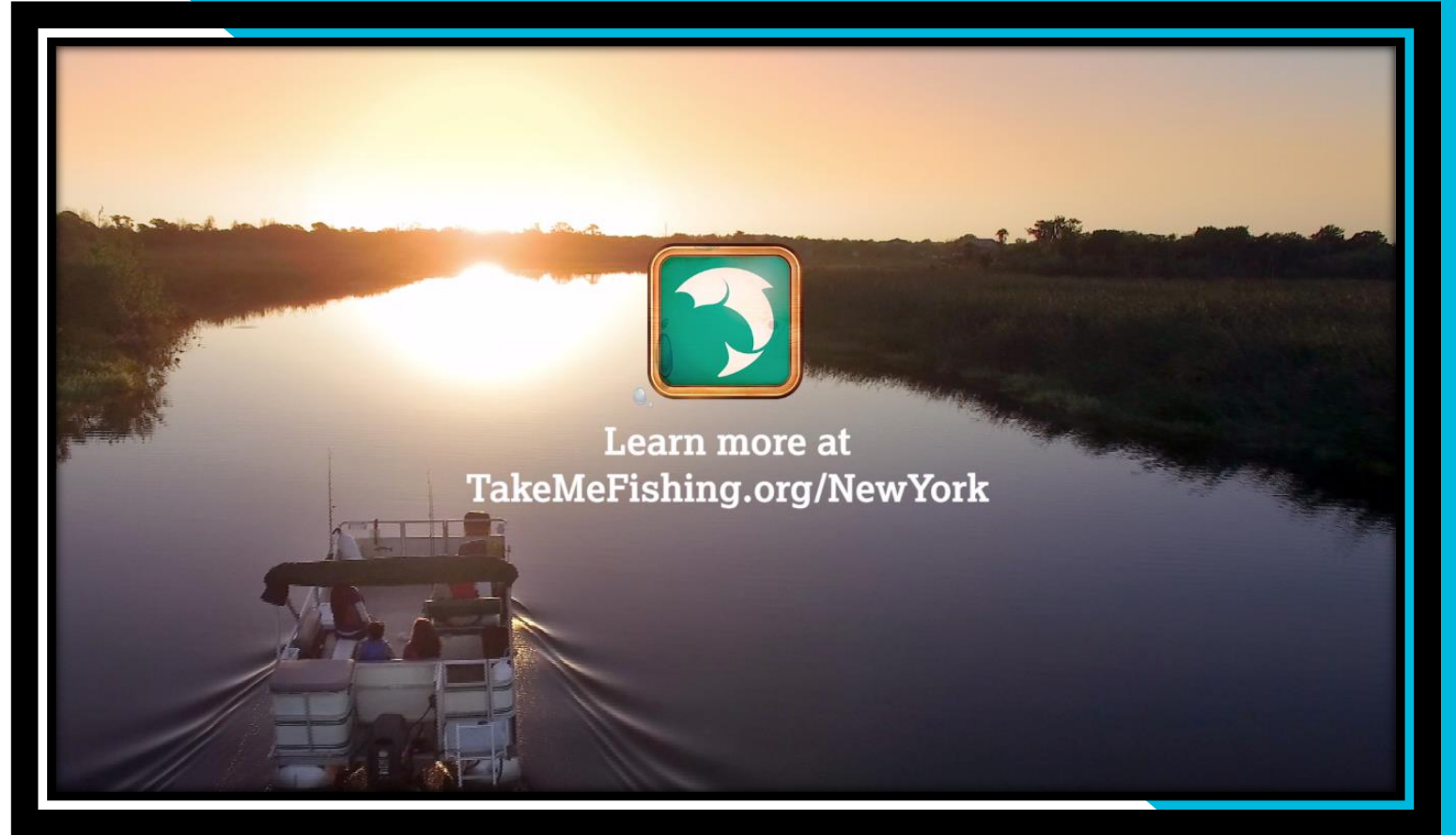
- :30 second
- :60 second
- National Version
- State Versions



“Telepathy” Fishing License National Public Service Announcement

Localized Telepathy PSA

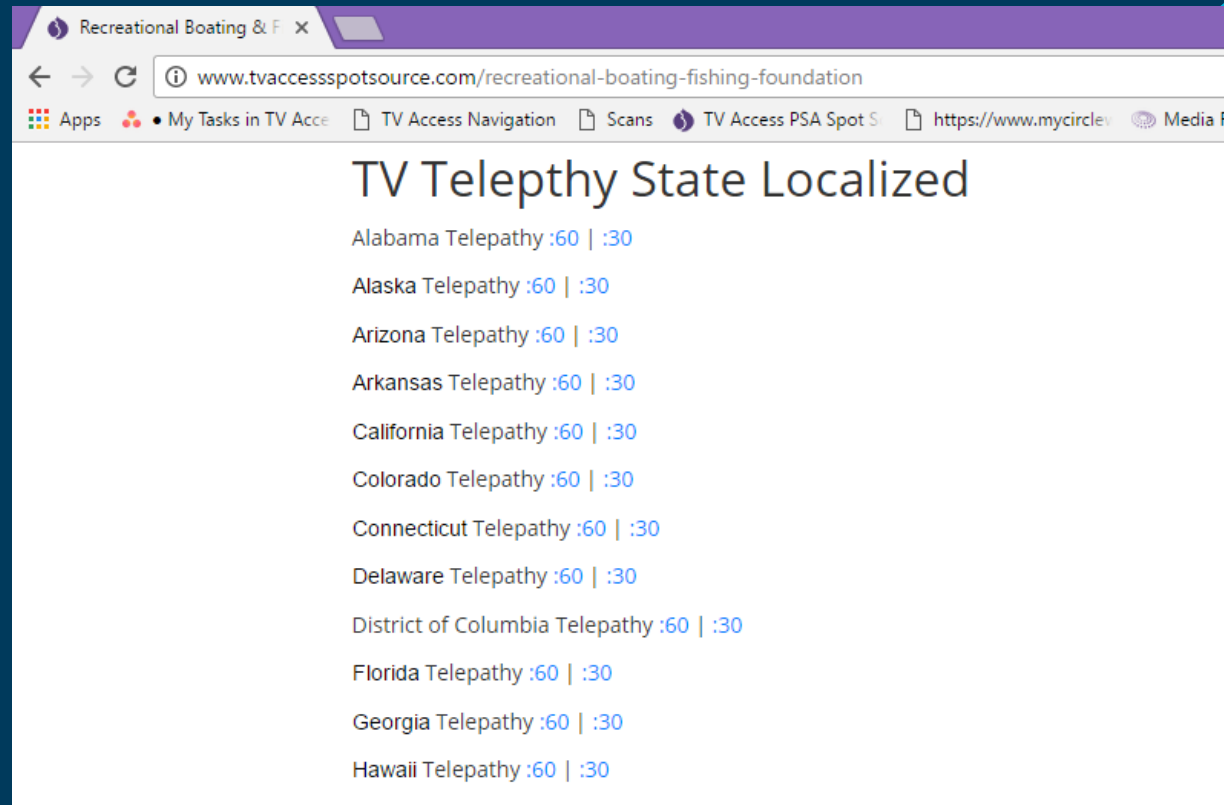
- Every state has a :30 and :60 second spot available.
- State PSAs are the same as the national PSA, but the end card references each state's TakeMeFishing.org website.



A close-up photograph of a pond filled with lily pads. The water is a deep blue, and the lily pads are various shades of green, some showing signs of aging or damage. Several yellow buds are visible, some partially open, and a few reddish stems are also present. The text "VIEW LOCALIZED PSA" is overlaid in the center in a bold, white, sans-serif font.

VIEW LOCALIZED PSA

All state-specific PSAs are available for download:
<http://www.tvaccessspotsource.com/recreational-boating-fishing-foundation>



WE FISH.

WE ALSO CLEAN LOCAL WATERWAYS SO FAMILIES LIKE US CAN FISH AND SWIM.

WE HELP BUILD PUBLIC BOAT RAMPS FOR EASY ACCESS TO THE WATER.

WE PROVIDE FISHING AND WATER SAFETY EDUCATION FOR KIDS.

WE MAINTAIN A HEALTHY FISH POPULATION SO TOMORROW'S ANGLERS CAN ENJOY A CATCH.

WE RESTORE THE CONDITION OF RIVERS TO HELP FISH AND WILDLIFE THRIVE.

WE FUND LONG-TERM PLANS TO PROTECT OUR LAKES AND STREAMS.

ALL BECAUSE WE BUY A FISHING LICENSE.

“We Fish”

Available sizes (in inches):

- 4.25 x 5
- 7.5 x 3.5
- 7 x 10
- 8.25 x 10.75



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.



TAKEMEFISHING.org

Big Success!

Top
1
Award
2017

The Top One Award honors the exceptional TV PSA Campaigns that rated in the top 1% of all PSAs in 2017 as reported by Nielsen Media Research.

TV Access is proud to present
the Top One Award to:

Recreational
Boating & Fishing
Foundation

in recognition of their
TV Public Service Campaign

Telepathy

Congratulations



FY18 Results: 4/1/17 – 3/31/18

“Telepathy”

- **\$12,970,144** in earned in-kind media
- Airings: 48,187
- Stations: 367

All PSA Placements

- **\$18,454,341** in earned in-kind media
- Airings: 106,641
- Stations: 836
- Magazine placements: 5

Includes

- “Fish & Protect” Spanish – TV & Radio
- “This is A Test” – TV, Radio & Print
- “Protecting Memories” – TV, Radio & Print
- “Telepathy” – TV
- “We Fish” – Print

Reporting Website

Reports available at:

www.tvaccessreports.com/rbff

Uses RBFF Partners have for these reports

- See which stations are airing the PSAs
- Identify the stations RBFF already sent the PSA, and access their contact information
- See which stations are now airing your PSA after your outreach efforts
- Access the station outreach materials and templates

Reporting Spreadsheet

1. Click on “TV” at the top of the page.
2. Find “TV Spreadsheet Reports.”
3. Select “Telepathy Spreadsheets.”
4. Download the current month and sort by state to see if your **local station is airing the PSA.**

Reports available at:

www.tvaccessreports.com/rbff



Reporting Website

1. Find “TV Receiving Lists”
2. Choose “Telepathy English 2017 Receiving List”
3. Sort by your state or market to see **which stations were sent the PSA**

Reports available at:

www.tvaccessreports.com/rbff

So, why should you use the RBFF PSA?

- It's a great vehicle for you to get your "foot in the door" at your local TV station. It's an easy ask.

- Save money – no need to commission new local creative.

- It helps promote license purchases which means more money for your agency to do good work!

Station Outreach Materials Available

- Easily customizable templates of “solicitation” and “thank you” letters and emails.
- Script for phone calls.
- Helpful tips when reaching out.

Outreach Efforts

Available at:

<http://www.tvaccessreports.com/rbff/>

Select “Local Outreach”

A woman in a green jacket and blue jeans is fishing on a lake at sunset. She is holding a fishing rod that is curved, suggesting she has caught a fish. The sky is a mix of blue and orange, and the water is calm with some ripples. There are blue decorative shapes in the corners of the slide.

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RBFF Webinar Series
May 1, 2018