

NEVADA BOATING/FISHING MARKETING PLAN



OVERVIEW

The Nevada Department of Wildlife (NDOW) partnered with Sinclair Broadcasting, Kalkomey, and the Recreational Boating & Fishing Foundation (RBFF) over this past summer to run a multi-teared campaign aimed at increasing both fishing license sales and boat registrations.

The campaign saw two very big obstacles this summer with both a statewide drought and wildfires making it difficult to convince people to go fishing or boating. Several wildfires in and around Northern Nevada made the air quality extremely dangerous for much of the summer and a multi-year drought has dropped water levels statewide closing down several boat ramps and popular fishing holes.

To promote fishing and boating this year, NDOW used a combination of Google ads, geofencing, television, social media, connected televisions, email, and online videos. In Northern Nevada, and other areas affected by air quality, they focused on the variety of places to boat and fish. In Southern Nevada the focus was on Lake Mead's accessibility.

PARTNERS

Nevada Dept. of Wildlife
(Conservation Education Division/Law Enforcement Division)

RBFF

Sinclair Broadcast Group

SUPPORT

“Despite significant drought conditions and poor air quality from wildfires that kept half of the state inside for the majority of the summer, Nevada was still able to see an increase in both fishing and boating revenue. This is due in part to our partnership with RBFF. The grant money combined with key tools and insights have proven invaluable to our agencies efforts.”

Tony Wasley, Director
Nevada Department of Wildlife

RESULTS

On the boating side of the campaign, Nevada was also able to reach existing and lapsed customers through a robust video (broadcast, connected tv, Twitch, etc.) and social media campaign. NDOW ran nearly 600,000 commercials (over 4,000 hours watched) in Las Vegas alone targeting outdoor enthusiasts and boaters. This helped Nevada see an increase in nearly every metric for boating registration with significant increases in 13-18 foot and 18-22 foot boats.

With health concerns about air quality around much of Northern Nevada, NDOW focused much of its fishing campaign on Southern Nevada and border states. Through a combination of Google ads, geofencing, television, connected tv, email, and online videos, NDOW promoted the variety of places to fish and escaping the smoke by fishing Southern Nevada. Google ads alone drove over 4,000 people directly to a page for them to buy/renew their license.

Despite the wildfire and drought conditions, NDOW saw an impressive 10% increase in registered boats and revenue from boating registration jumped by an amazing 41%. Because roughly half the state could not go outside for a large portion of the summer due to unhealthy air quality, NDOW switched it's focus to out of state anglers. This pivot allowed NDOW to see a 9% increase in nonresident license sales and a 1.3% increase in fishing license revenue.



BENEFITS

In Nevada, one of the biggest challenges is reaching the Las Vegas market. Las Vegas is a huge media market that reaches not only the residents of Clark County, but also the millions of visitors the city receives each year. Because of this, the ad rates are extremely high on television and radio and everything in between. NDOW simply does not have the marketing budget to run a substantial campaign in Southern Nevada. With the money from the RBFF grant and our partnership with Sinclair, however, we were able to utilize a connected television (CTV) campaign and finally reach this crucial audience with a targeted campaign. We were able to reach multiple audiences; anglers, boaters, Hispanics, and outdoor enthusiasts.

The benefits could not have been more obvious. NDOW succeeded targeting all demographics, but Hispanic growth has been especially important. NDOW was able to geotarget over 700,000 Spanish ads (banner and video) and attributed 2,074 clicks directly to a landing page to buy a fishing license. This strategy in Southern Nevada is a big reason Nevada still saw a 2% increase in fishing license revenue, and a 10% increase in boating registration despite drought and wildfires during 2021.

Methodology

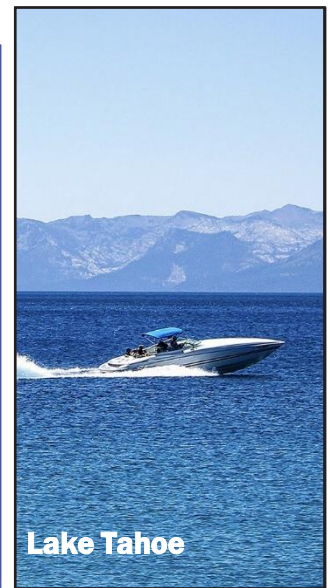
- Geotargeted Hispanics in Southern Nevada through connected television, social media, and geofencing campaigns.
- Geotargeted anglers and boaters in Southern Nevada through connected television and social media campaigns.
- Statewide Google Ad campaign promoting Fishing License Sales
- Television campaign (boating and fishing) that partnered with NBC, Fox and Nevada Sports Net in Northern and Eastern Nevada.
- Geotargeted Nevada residents interested in boating with commercials that ran on connected television statewide.
- NDOW partnered with News 4 (NBC), Fox 11 (Fox), and Nevada Sports Net to promote fishing and boating that included being featured on their social media.

LESSONS LEARNED & FUTURE PLANS

This year's campaign has shown NDOW how many untapped markets there are in Nevada. Because marketing funds have traditionally not been enough to effectively reach new or lapsed anglers in the Las Vegas/Clark County area, NDOW often settled for the low hanging fruit, reaching only their existing customers through email blasts and social media.

By partnering with Sinclair and using a strategic and affordable omnichannel marketing campaign they were able to begin building a relationship with a significant and growing fishing and boating audience in Nevada that had largely been ignored before.

They believe that continuing to reach out to Nevada's Hispanic audience with Spanish campaigns while also reaching Nevada's other outdoor enthusiasts will lead to continued growth in both their fishing and boating markets.



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