Marketing Success:
Targeted Marketing Strategy for the Washington Fishing Derby

Presented by
Shannon Haywood
Outreach Coordinator
Our Goal?
Working Together

- Track fish mortality
- Lake-specific stocking plans

Fish Program

- Sell fishing licenses
- Reach new market

Marketing
Statewide Derby

Hundreds of Dealer Donations and Over $27,000 In Prizes!
Record High License Sales for the Month of April!

Hundreds of Winners!

Our Cost - Under $5,000
A Successful Start!
What Can We learn?

- Could we bring in similar additional revenue for 2017?
- How many people are actually participating?
- How many people are aware of the derby?
- Can this derby style successfully reach new audiences?
- Can using more innovative technology and a targeted marketing approach reach potential customers better than our traditional approach?
Developing a Strategy:

A Group: General Advertising
B Group: Focused Advertising
Control: No advertising/No derby lakes
Why Focus Here?

Number of Anglers by Age

- 35 and Under
- 35-60
- 60 and Above

LY07

LY15
Lifestyle Magazines
School Distribution

2017 TROUT FISHING DERBY

OVER $25K+ IN PRIZES IN 100+ LAKES

STATEWIDE
APRIL 22 THROUGH OCTOBER 31
FREE TO ANYONE WITH A VALID 2017 FISHING LICENSE

CATCH FISH • WIN BIG
FISH FOR TAGGED RAINBOW TROUT

PRIZE WDFW #123
360-902-2464

VISIT WDFW.WA.GOV

*Must comply with all fishing rules and regulations
License QTY Comparison to LY16

FY17 May
-0.4%
7%
10%

FY17 June
15%
20%
18%

(Control) No Advertising/
No Derby Lakes

(A Group) Derby
General Advertising

(B Group) Focused
Advertising

winner

$164,189
<table>
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<tr>
<th>AGE</th>
<th>LY 17/16 Quantity Difference</th>
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<tr>
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<tr>
<td>16-19</td>
<td>12%</td>
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<td>20-24</td>
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<td>25-29</td>
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Total Gain of
$338,712.50
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<th>Age</th>
<th>Value</th>
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<tr>
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<td>$40,446.50</td>
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<td>70+</td>
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Females ages 25-44 in highly targeted counties had a 3% higher lift in license sales than in non-targeted counties.
E-mail Survey Conducted

52% of license purchasers had heard of Derby

35.5% of license purchasers participated in the Derby

2% of license purchasers purchased a fishing license specifically to participate in the derby.

Aside from the WDFW website, most people heard about the derby through email (WDFW email, E-Blast & E-newsletter from lifestyle magazines, and school system distribution email.)
Measuring Results

Measuring, Rules!

- Accomplish R3 Goals?
- Fine Tune Methods
- Cost Effective Decisions
- Improve Our Efforts
Applying What We’ve Learned

Advertising:
- Online Ads and Video, Increase Email and Social Media #watroutderby
- Begin advertising earlier in the year
- Look into including more urban lakes
- Women are a receptive target market
- Derby social media post very positive

Dealer Incentive
- Only 50% of prizes claimed
- Gift cards work!
Moving Forward Strategically