

Take 'Em Fishing NE Game & Parks Commission

2,072 New Anglers!

OVERVIEW

- Anglers were asked to share their passion for fishing with another person between April 15 and September 15, 2019.
- Current and lapsed anglers were targeted specifically and asked to pledge to take someone fishing, thereby creating memories and entered to win prizes!
- Those who took the pledge received a pin and sticker.
- Anglers could also submit a fishing photo to win a boat and gift cards, with prizes given out weekly.

PROMOTION

- Social media was utilized, promoting posts on Facebook & Instagram
- Broadcast PSAs TV & Radio featured former Husker Football Coach Tom Osborne (\$376K in airtime value)
- Emails and direct mail were sent to anglers
- News Media Coverage - 2 urban reporters fished live for the first time and caught fish
- Special events included family fishing nights, Fort Kearny expo, in-store activities at Cabela's/Bass Pro Shops

RESULTS

- Social Media Results:
 - Total Impressions: approximately 4 Million
 - Total Reach: approximately 1.5 Million
 - Total Engagements: approximately 84,000
- Website Visits: approximately 150,000
- 3,796 people pledged to take someone fishing
- 4,270 photo submissions as entries for the boat
- Not all those that took the pledge submitted a photo: of those that pledged, 43% submitted a photo
- Not all those that submitted a photo took the pledge: of those that submitted a photo, 47% of entries took the pledge
- 44% of entries (2,072 people) reported it was their guest's first-time fishing.
- 98% would do the contest again
- 24% bought a permit for their guest

- 1) Take the Fishing Pledge
- 2) Take someone new fishing
- 3) Enter to WIN THIS BOAT



Take 'Em Fishing Campaign

WHO DID YOU TAKE FISHING?

- 53% took their kids
- 27% took grandkids
- 22% took friends
- 17% nieces/nephews
- 12% took a spouse/other
- 4% took a sibling

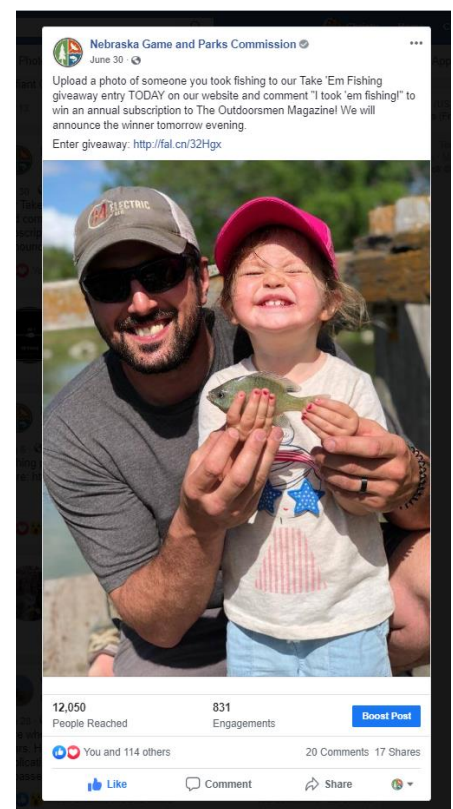


Photo Contest Submission

