

**RBFF Launches New Hispanic Campaign**  
**VAMOS A PESCAR**

**April 24, 2014**



**TAKE ME FISHING**



# OVERVIEW

## Growing Participation in Fishing & Boating

- **The Hispanic Opportunity**
- **Target Market Segmentation**
- **The Plan – Vamos a Pescar!**
- **Resources for You**



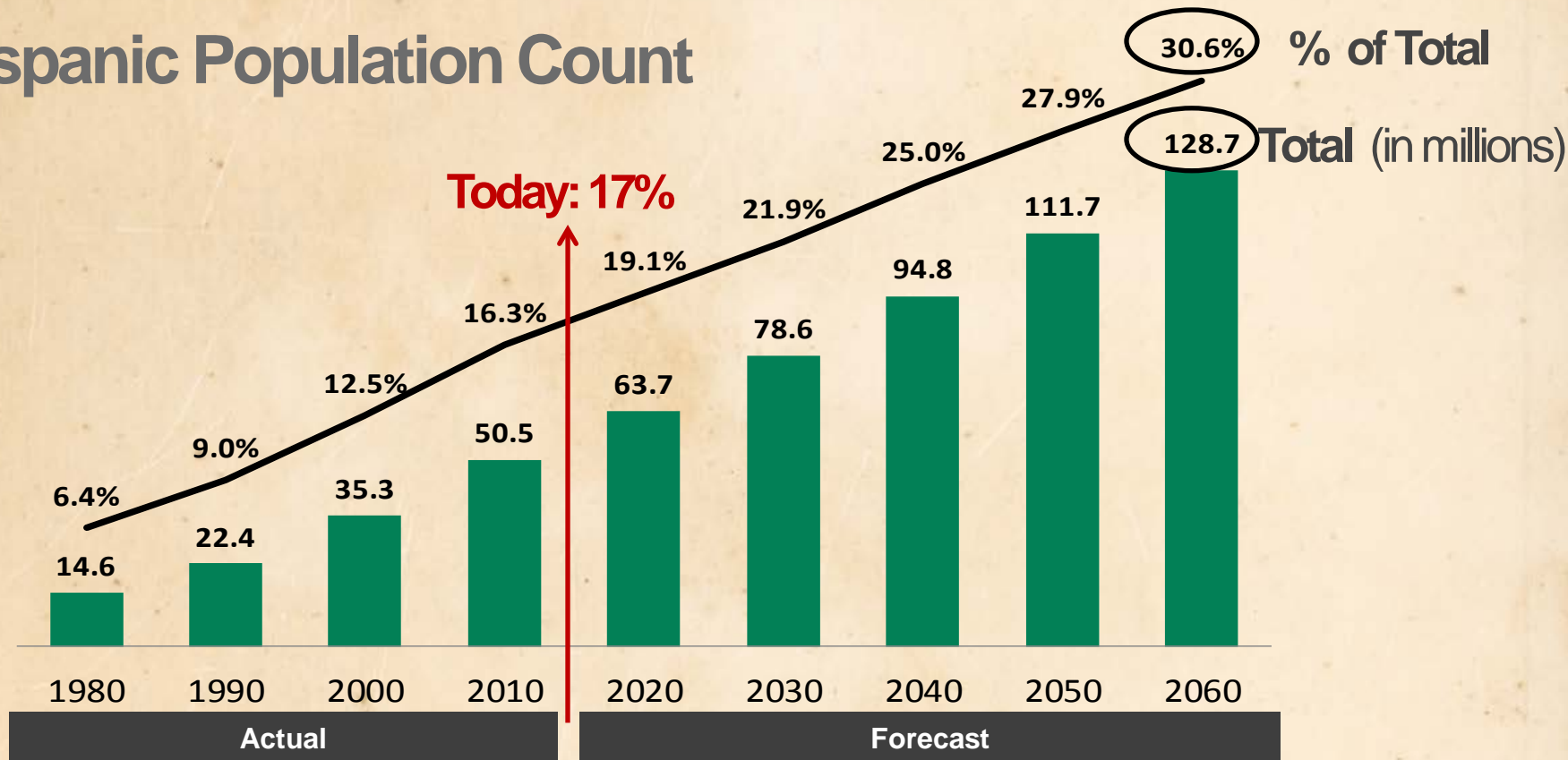
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# THE HISPANIC OPPORTUNITY



# 53 MILLION STRONG & GROWING

## Hispanic Population Count

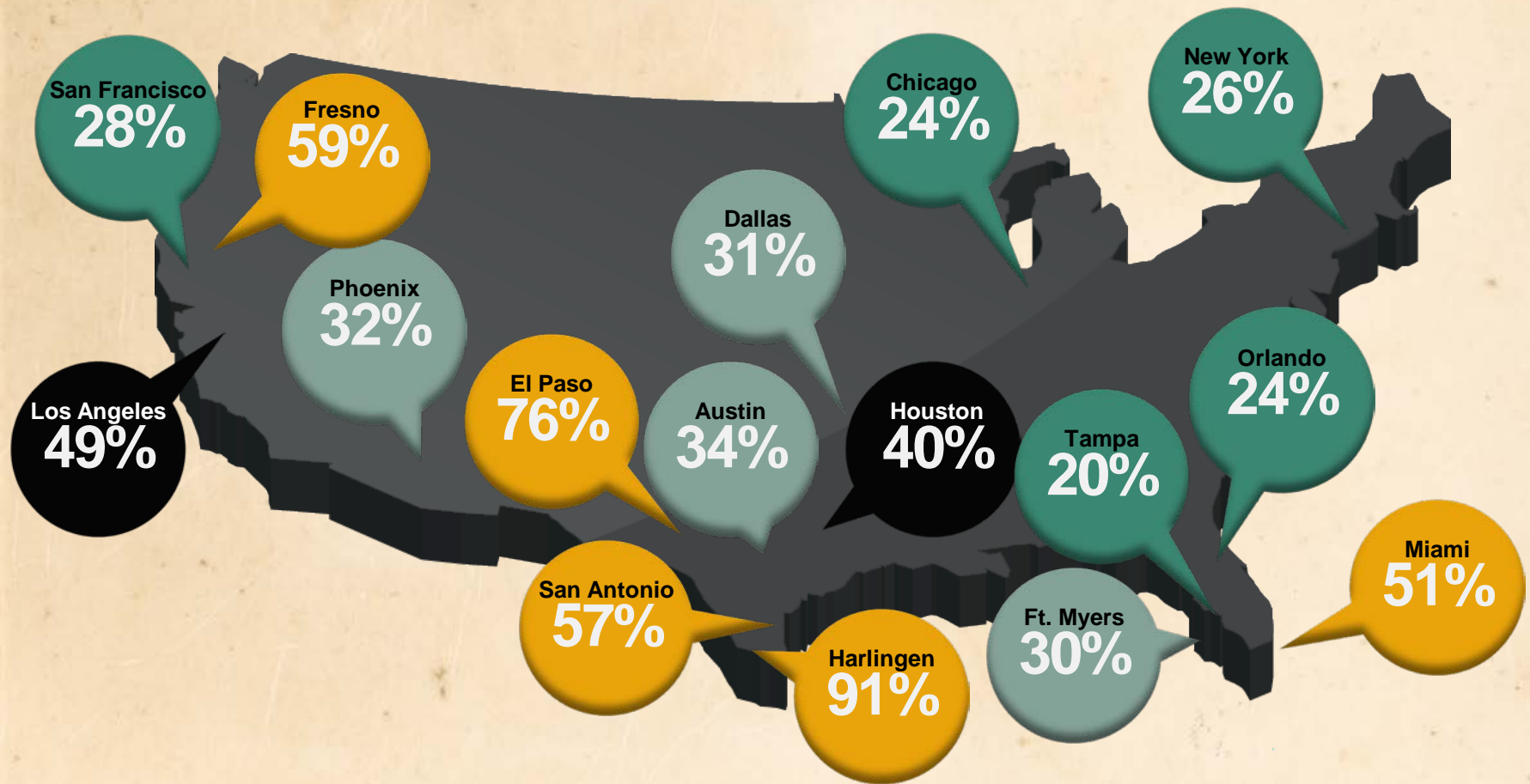


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Source: U.S. Census Decennial Census 1980, 1990, 2000, 2010. 2012 National Projections Released December 2012.

# MAJOR CONSUMER FORCE

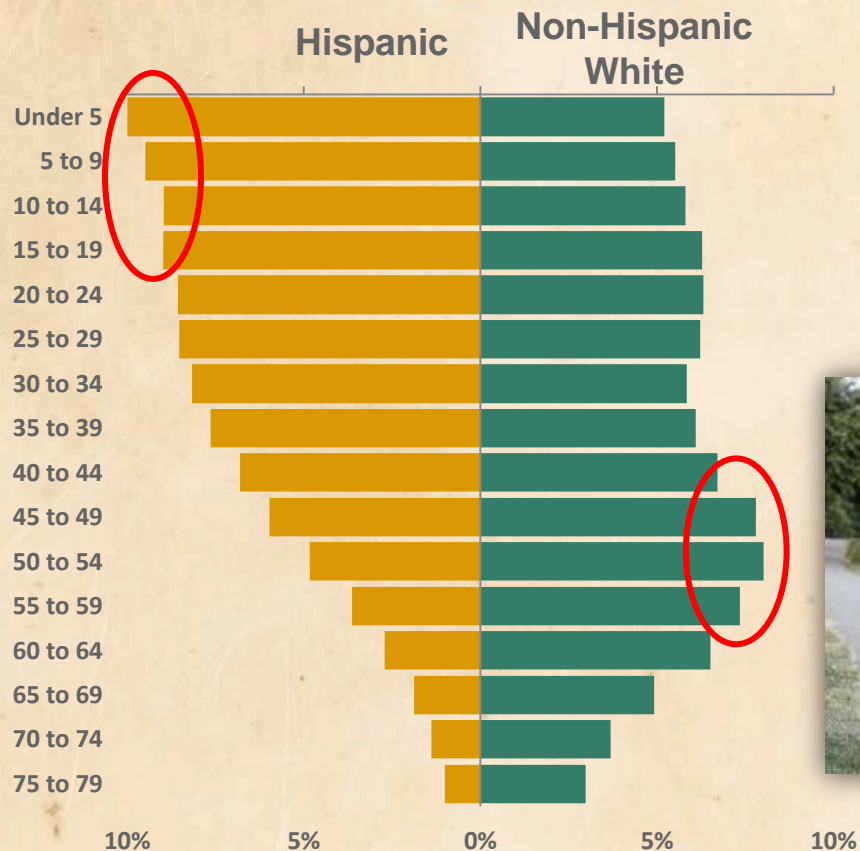
20% of the U.S. Adult 18-49 Population is Hispanic



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Source: The Nielsen Company, 2014 TV Universe Estimates. HA18-49

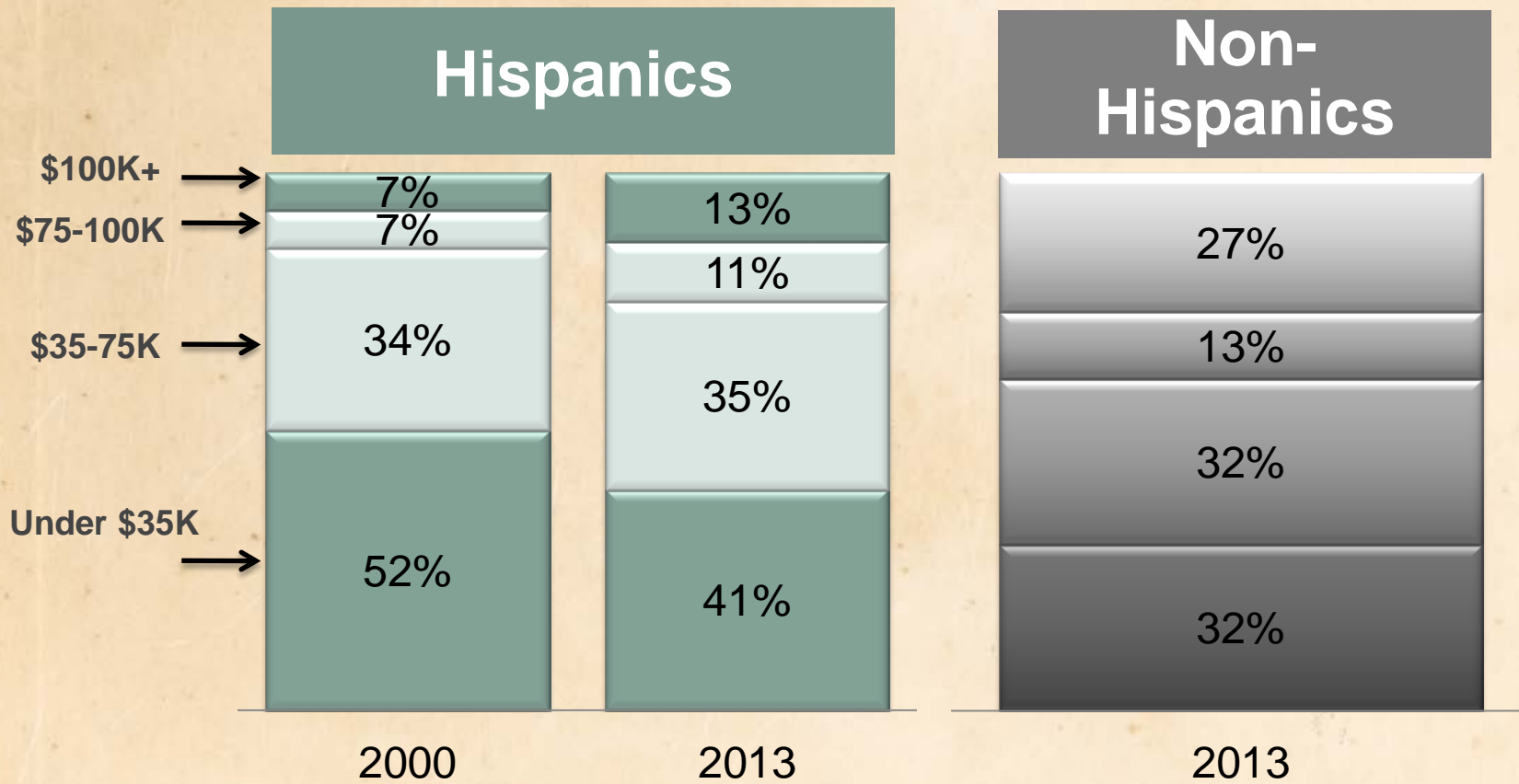
# HISPANIC GROWTH



## Hispanic Baby Boom vs. Non-Hispanic Baby Boomers

# EMERGING MIDDLE CLASS

## Total US HH Income



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Source: Geoscape, American Marketscape DataStream 2013 Series. Produced by the Geoscape® Intelligence System (GIS) "The data herein contained will be used exclusively for advertising/media decisions related to Univision. Any other use must be explicitly licensed from Geoscape."

# HISPANICS DRIVE SPENDING GROWTH

**“100% of the growth in sales is  
going to come from multicultural  
customers”**

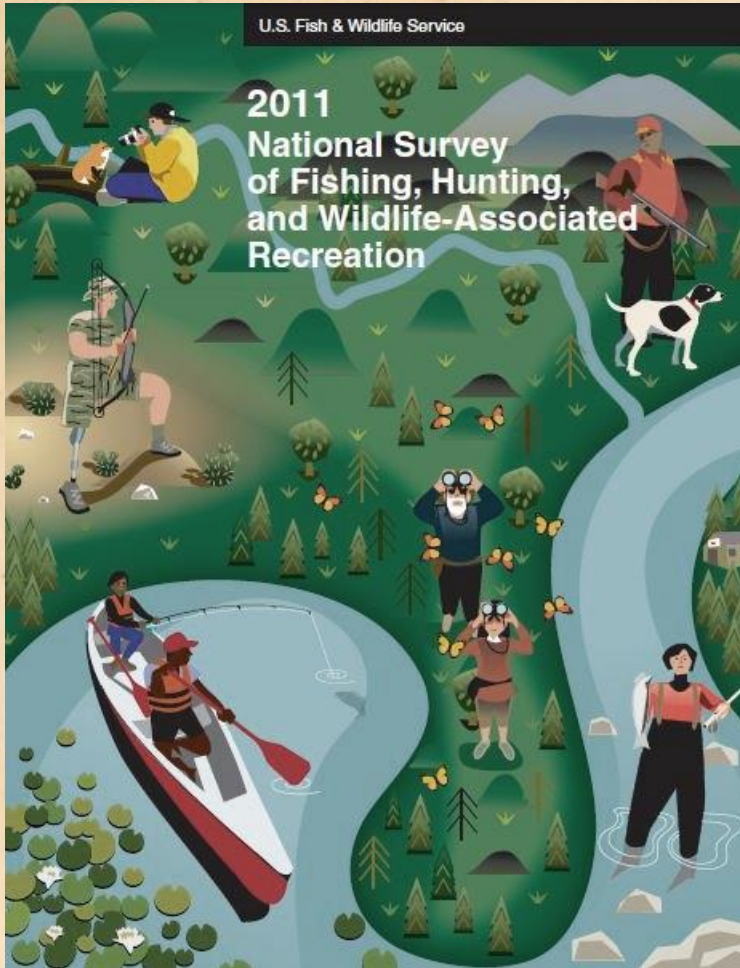
Tony Rogers  
SVP Brand Marketing  
Walmart  
October 31, 2012



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# HISPANIC FISHING



**33M** U.S. Anglers

**3.1M** New U.S.  
Anglers

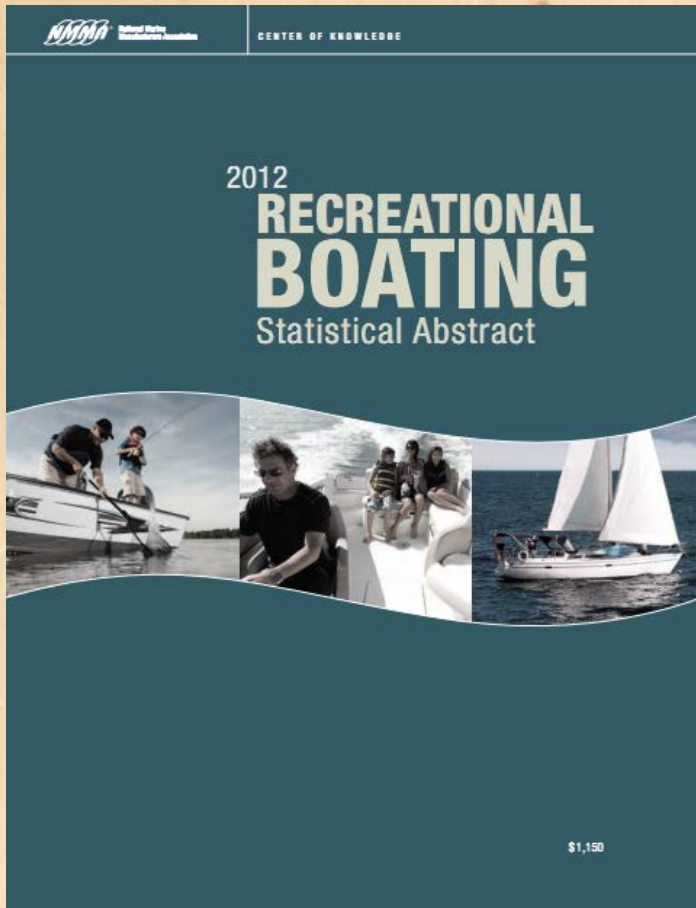
**1.6M** are Hispanic

**99K** New  
Hispanic Anglers



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# HISPANIC BOATING



## 8.4% of boating participants are Hispanic

- vs. 15.3% of the adult population
- i.e., almost half of fair share

## 7.7% of current boat owners

- 2.4% of past boat owners
- i.e., less of a past involvement in boating

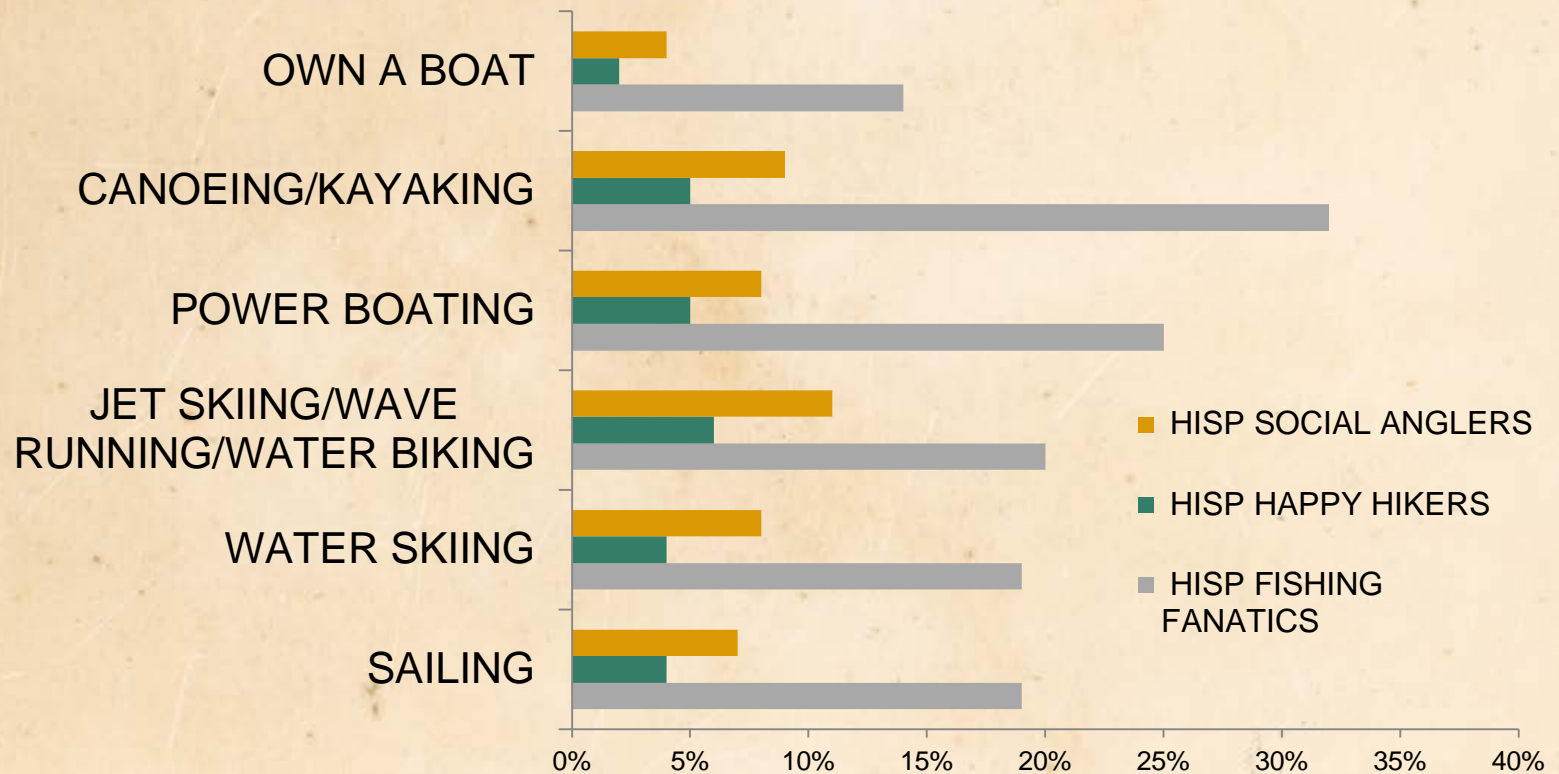


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Source: NMMA, 2012 Recreational Boating Statistical Abstract

# OUTDOOR ACTIVITIES REQUIRING A BOAT

Boat ownership may be limited, but is not limiting to boat-related activities.



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Source: Simmons NCHS Adult Winter 2012 2-year Study, Base = CA, FL and TX.

# TARGET MARKET SEGMENTATION



# HISPANIC TARGETS



## HAPPY HIKERS

Family-oriented nature lovers whose lives revolve around their kids. They plan activities around budget and time constraints, with fishing rarely, if ever, making the short list.



## SOCIAL ANGLERS

Highly active recreation-minded singles and couples. They fish on occasion, but it's activities like hiking, camping, tubing and mountain biking that deliver the active thrills they seek.



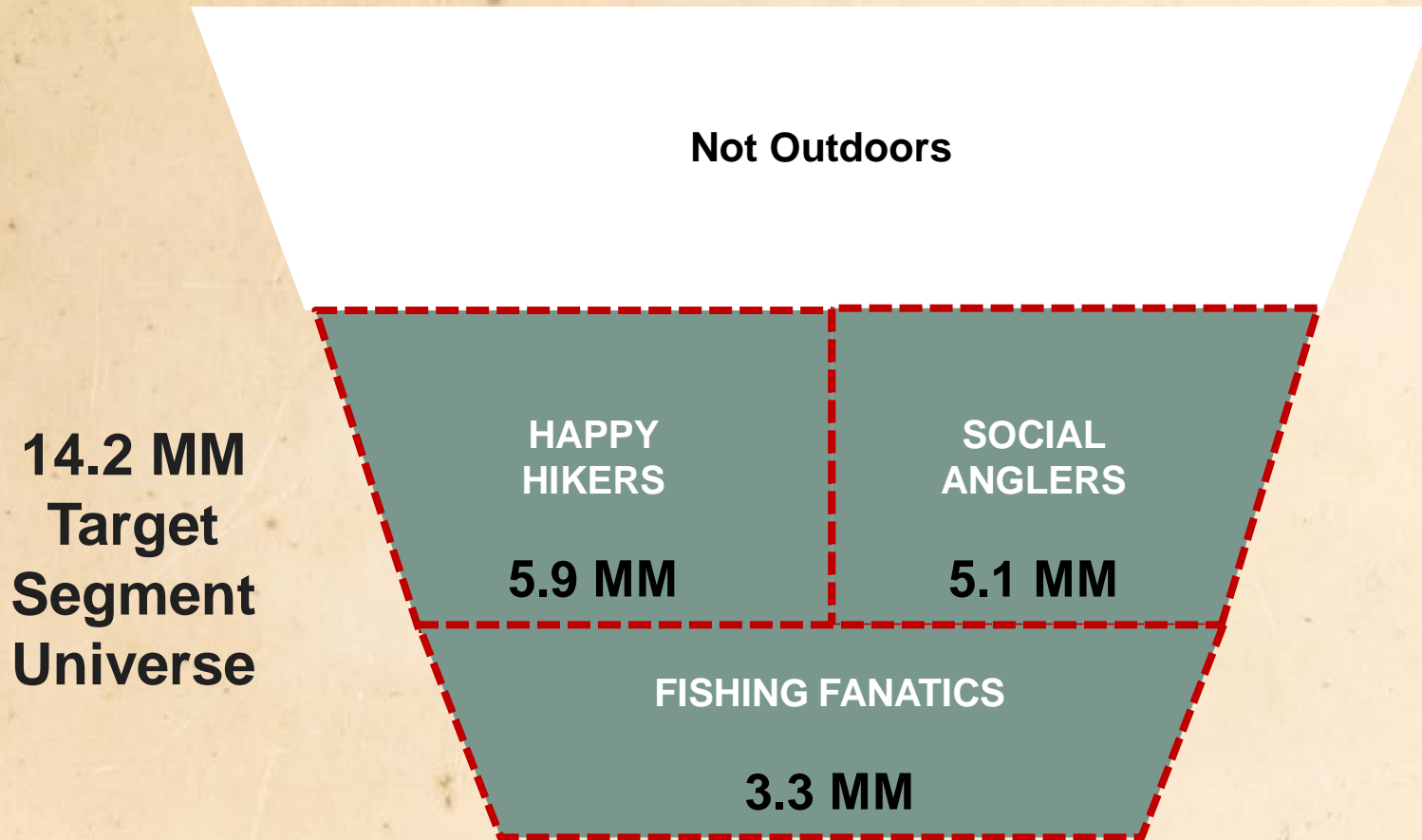
## FISHING FANATICS

Avid anglers who adamantly believe fishing is more a religion than a sport, and their shrine's in the garage. They get out on water to drop a line every chance they get.



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# TARGET MARKET SIZE



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Sources: Simmons NCHS Adult Winter 2012 2-year Study; NCS Teens Study Fall 2012

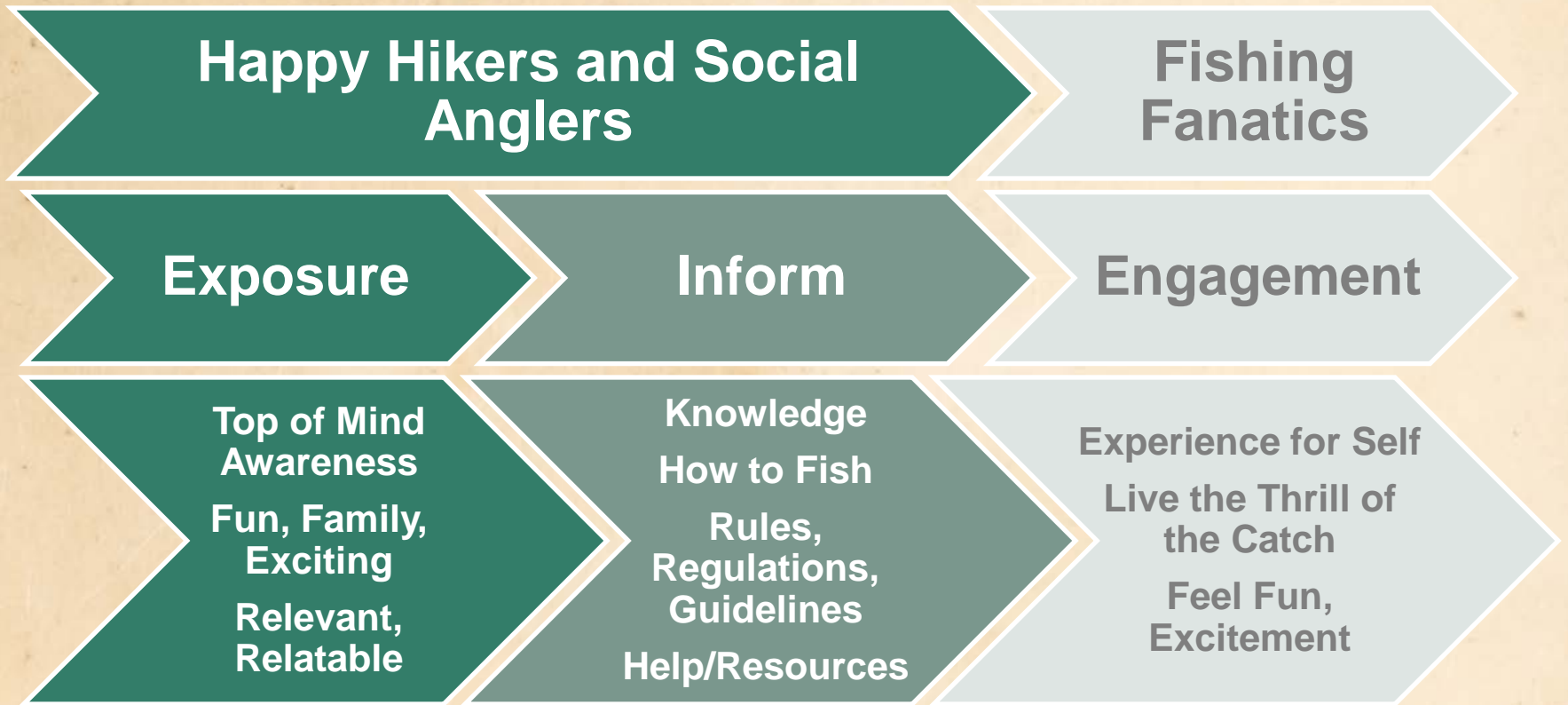
# KEY BARRIERS

- **Lack of exposure and experience**
- **Fishing perceived as passive, waiting game**
- **Full family participation is often difficult**
- **Outdoor activities in general waning**
- **Money is a major issue, whether real/perceived**
- **State licenses, regulations are problematic**
- **Culturally relevant invitation is missing**



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# OVERCOMING BARRIERS



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# THE PLAN



# FIVE-YEAR PLAN



# PILOT STATES



Hispanic Population 16+

**36%**

**24%**

Hispanic As Percent Of Anglers (Per State)

**17%**

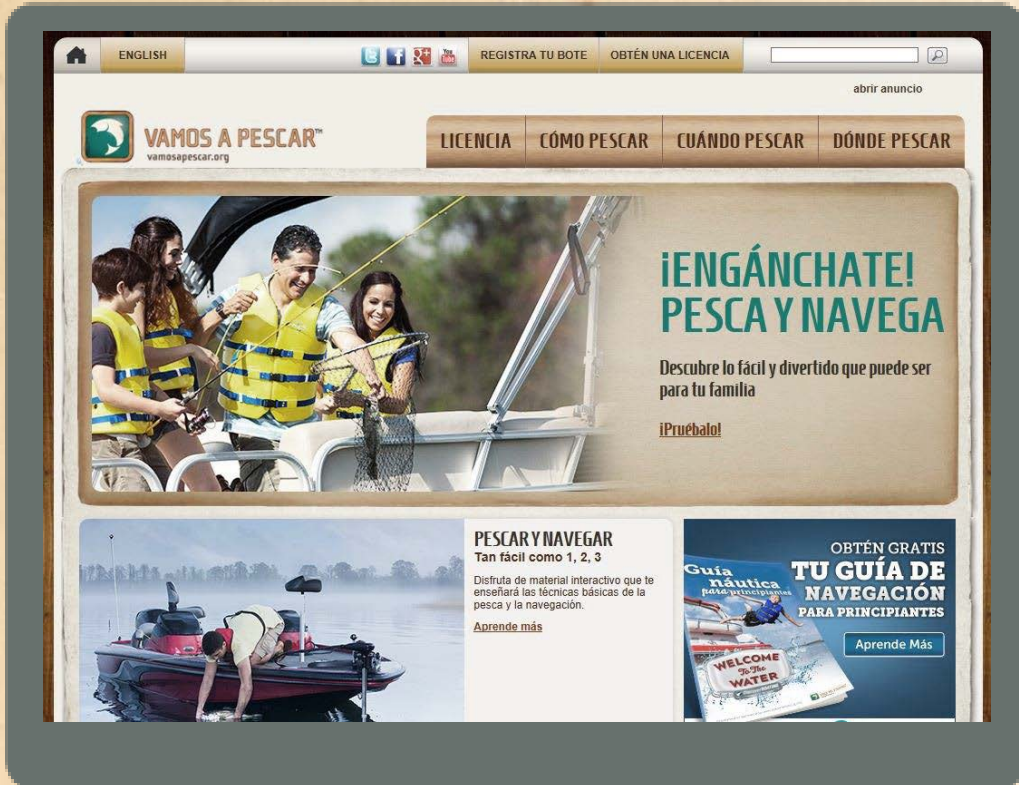
**5%**

Hispanic Anglers

**471K**

**111K**

# VAMOS APESCAR.ORG



ENGLISH

REGISTRA TU BOTE OBTÉN UNA LICENCIA

abrir anuncio

VAMOS A PESCAR®  
vamosapescar.org

LICENCIA CÓMO PESCAR CUÁNDO PESCAR DÓNDE PESCAR

## ¡ENGÁNCHATE! PESCA Y NAVEGA

Descubre lo fácil y divertido que puede ser para tu familia

¡Pruébalo!

**PESCAR Y NAVEGAR**  
Tan fácil como 1, 2, 3

Disfruta de material interactivo que te enseñará las técnicas básicas de la pesca y la navegación.

[Aprende más](#)

OBTÉN GRATIS  
**TU GUÍA DE NAVEGACIÓN PARA PRINCIPIANTES**

[Aprende Más](#)



VAMOS A PESCAR®  
vamosapescar.org

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[Aprende más](#)

**PROTEGE EL MEDIO AMBIENTE**

Aprende por qué necesitas una licencia de pesca, y cómo obtenerla



VAMOS A PESCAR®  
vamosapescar.org

ENGLISH

## ¡ENGÁNCHATE! PESCA Y NAVEGA

Descubre lo fácil y divertido que puede ser para tu familia

¡Pruébalo!

**PESCAR Y NAVEGAR**  
[Aprende más](#)



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# CAMPAIGN ASSETS

- Search Engine Marketing (SEM)
- Digital Advertising
- Radio
- Events
- PSAs (TV & Radio)



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# HISPANIC MEDIA

APR '14	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN '15	FEB '15	MAR '15
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Desktop Display

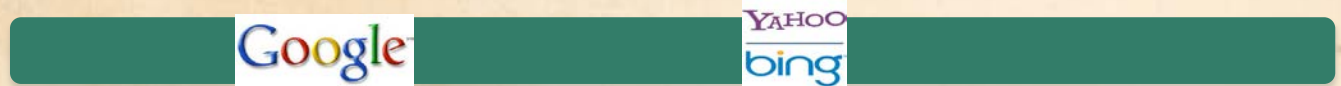


Mobile Display



SEM

\*Desktop, Tablet, Mobile



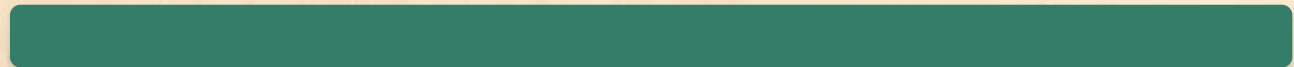
Radio



Events



PSAs  
TV, Radio



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VAMOS A PESCAR™

# CAMPAIGN GOALS

- ✓ **Increase Vamos a Pescar brand awareness and brand influence**
- ✓ **Increase in fishing participation**
- ✓ **Increase in motorized boating participation**
- ✓ **Direct license sales at events**
- ✓ **Email collection at events**



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# RESOURCES FOR YOU





# RESEARCH & LEARNINGS

## Hispanic Growth Driven by Younger Population

Hispanic Baby Boom vs. Non-Hispanic Baby Boomers



Sources: U.S. Census Bureau, 2010 Census & 2008 Population Projections; Pew Hispanic Center



© Recreational Boating & Fishing Foundation



## NMMA Boating Data Outlines Hispanic Challenge

- 8.4% of boating participants are Hispanic
  - vs. 15.3% of the adult population
  - i.e., almost half of fair share



- 7.7% of current boat owners
  - 2.4% of past boat owners
  - i.e., less of a past involvement in boating

Must establish awareness of boating as a relevant outdoor activity

Source: NMMA, 2012 Recreational Boating Statistical Abstract



28

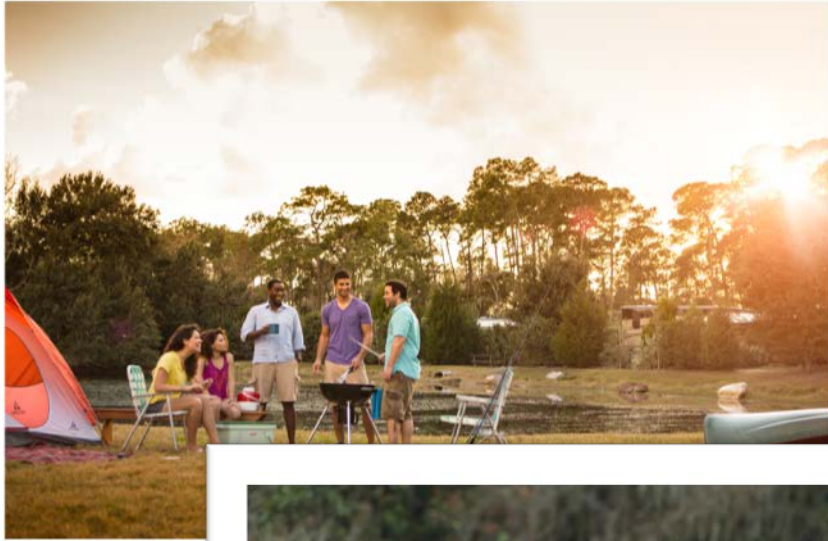


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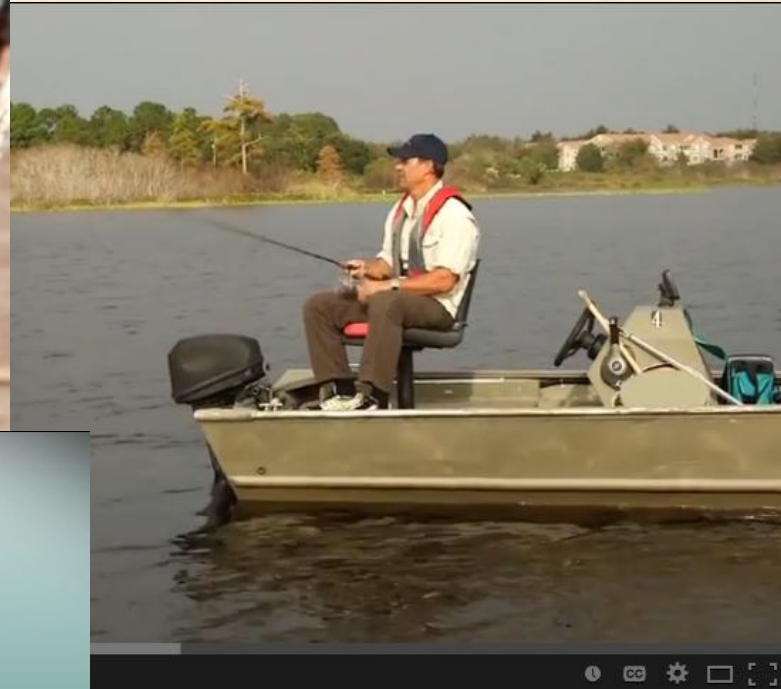
Research & Webinar Online:

<http://takemefishing.org/general/about-rbff/programs-and-materials/>

# PHOTO LIBRARY



# HOW-TO VIDEOS



▶ 🔊 0:37 / 1:50



Visita  
**VAMOSAPESCAR.org**  
para más información.

▶ 🔊 1:47 / 1:50



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How To Videos on YouTube: <http://www.youtube.com/takemefishingfilms>

# TV & RADIO PSA



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PSA On YouTube: <http://www.youtube.com/takemefishingfilms>

PSA download site: <http://tvaccessreports.com/rbffdownloads/>

# WEBSITE LINK

The screenshot shows the website interface for 'VAMOS A PESCAR'. At the top, there is a navigation bar with a home icon, the language 'ENGLISH', social media icons for Twitter, Facebook, and YouTube, and buttons for 'REGISTRA TU BOTE' and 'OBTÉN UNA LICENCIA'. Below this is a search bar and a link to 'abrir anuncio'. The main header features the logo and name 'VAMOS A PESCAR' with the URL 'vamosapescar.org'. A secondary navigation bar contains four menu items: 'LICENCIA', 'CÓMO PESCAR', 'CUÁNDO PESCAR', and 'DÓNDE PESCAR'. The main content area is a large banner with a photo of a family (a man, a woman, and two children) wearing yellow life jackets and fishing on a boat. To the right of the photo, the text reads '¡ENGÁÑCHATE! PESCA Y NAVEGA' in large green letters, followed by 'Descubre lo fácil y divertido que puede ser para tu familia' and a call to action '¡Pruébalo!'. Below the banner, there are two smaller sections. The left one is titled 'PESCAR Y NAVEGAR Tan fácil como 1, 2, 3' and includes the text 'Disfruta de material interactivo que te enseñará las técnicas básicas de la pesca y la navegación.' with a link 'Aprende más'. The right one is titled 'OBTÉN GRATIS TU GUÍA DE NAVEGACIÓN PARA PRINCIPIANTES' and features an image of a book cover 'Guía náutica para principiantes' with 'WELCOME To The WATER' on it, and a link 'Aprende Más'.



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Web banner: <http://takemefishing.org/general/about-rbff/programs-and-materials/>

# NEXT STEPS



# AVAILABLE SOON



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# IN DEVELOPMENT

- **Hispanic Readiness Checklist**
- ***\*New\** Spanish “Beginner’s Guide to Boating”**
- **Hispanic Family Video with Discover Boating**
- **Quarterly Newsletter**
- **More How-To Videos**
- **Continuing Education & Research – Webinar 2.0**
- **Retail Point of Sale Kit**



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# NEWS & INFO

## NewsWaves

March 2014



Your Update from RBFF.

STAY IN TOUCH:    

### Features



#### Hear From New Board Chairman, Ken Hammond

Recently elected board chairman, Ken Hammond, sat down to provide his thoughts on some of the exciting projects RBFF has coming down the line. Read about how he plans to guide RBFF and its board during the launch of its Hispanic Campaign, continued partnership with Disney and more.

[Read More.](#)

### Quick Links

[RBFF's 2013 Marketing Guide](#)

[Hear From Board Chair Ken Hammond](#)

[RBFF's New Hispanic Campaign, "Vamos A Pescar"](#)

[RBFF Prepares to Launch State Marketing Programs](#)

[Take Me Fishing at \*\*Walt Disney World® Resort\*\*](#)

[Email Preferences](#)



NewsWaves: <http://takemefishing.org/general/about-rbff/programs-and-materials/newswaves/>

LinkedIn: <http://www.linkedin.com/company/recreational-boating-and-fishing-foundation>



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# Gracias

