

Utah R3 Underserved Communities Marketing Campaign

RBFF State R3 Program Grants

OVERVIEW & OBJECTIVES

The overall goal of this marketing campaign was to increase awareness of the Utah Division of Wildlife Resources' (DWR) role in caring for and managing fish species and their habitats and to communicate that relevance to an underrepresented audience. Specifically, the R3 focus would include the reactivation of existing anglers as well as the recruitment of women and the growing Hispanic community in Utah.

Goals & Objectives:

- Increase female angler participation by 5% in 2023 (through new and reactivated license purchasers).
- Increase attendance of Hispanic community members at our fishing events by 5% in 2023. (The license data does not include ethnicity; therefore, we were unable to track license sales on this metric.)
- Increase accessibility for the Hispanic community by providing Spanish language materials.



Example ad from the campaign.

RESULTS

The campaign was launched in late May 2023 and website metrics were compiled at the end of August using the prior year's data in comparison. Significant increases were posted in every performance category (see chart below). The third quarter of 2023 shows a continued upward trend in engagement.

Website Metrics	Y2Y Results % (+/-)*
Total sessions	+12
Total users	+23
New users	+18
Pageviews	+5
Homepage pageviews	+4

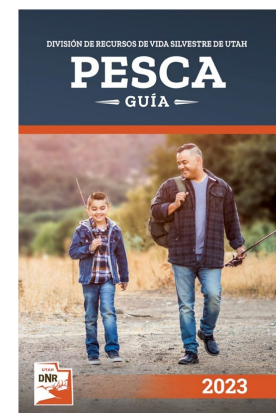
*Compared to the previous year

**Campaign period:
June/July/August 2023

Media	Language	Impressions**	Clicks
Google Ads	English	20,504	5,719
Google Ads	Spanish	1,486	126
YouTube	English	185,494	45
YouTube	Spanish	124,308	107
Facebook	English	517,750	25,102
Facebook	Spanish	706,052	14,075
Outreach	English	226,194	438
Outreach	Spanish	185,001	299

PARTNERS

- Recreational Boating & Fishing Foundation
- Utah Division of Wildlife Resources
- Sinclair Broadcasting



Cover of Spanish fishing regulations.

SUPPORT

"The grant funding from RBFF allowed us to deliver targeted angler messaging to an audience that our agency had not specifically addressed before — our Hispanic community and women. We've already received positive feedback and look forward to building upon these efforts to better serve these often underserved communities."

— Utah Division of Wildlife Resources Director J Shirley

BENEFITS

Utah DWR, to date, has not specifically targeted the Hispanic community or women in its marketing efforts, which means there was a need to do foundational work for outreach and participation.

License data showed a 1% increase in female fishing license purchases during our campaign timeframe compared to the same timeframe the previous year. While it did not hit our goal of increasing female fishing license sales by 5%, we feel that these initial efforts provide a great benchmark and can be built upon into the future. We do not collect ethnicity with our license sales data, so we couldn't track this metric for Hispanic anglers. However, there was a 5% increase in overall fishing participation rates when doing a year-to-year comparison.

Since we had never provided any outreach or education materials in another language besides English, all the translated content for this campaign was a monumental and groundbreaking effort for our agency. The 2022-2023 Fishing Guidebook was translated into Spanish (digital only) and was made available on the DWR website. This is the **first** DWR guidebook to ever be translated into a foreign language! Spanish language campaign materials provided links to the guidebook to help increase awareness on this new asset. We even received [coverage from local media](#) on this effort.

All anecdotal data has been very positive and we hope to provide more measurable success data in future campaigns.

CONTACT INFO

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LESSONS LEARNED & FUTURE PLANS

Since this was the first time that our division has ever used a language translation service, there were administrative hurdles that had to be navigated. We also did not have a realistic timeframe for setting up those vendor relationships, nor did we have a handle on how quickly translations could be completed. There were periodic delays in campaign activity because of translation wait times.

Producing original/customized content for the campaign period put extra pressure on an already busy communications and events team. We achieved a steady stream of timely and relevant creative content (social media posts, video ads, blog posts, webpage updates, radio ads, etc.) while also balancing typical day-to-day assignments. Finding a Spanish language media vendor to assist us in placing our Spanish-language radio and TV ads was also challenging and had delayed things while the contracts were finalized.

Our growth projections for female anglers were a bit ambitious, but we know the potential is there. Addressing these two underserved audiences (females and Hispanics) was an important milestone for our agency and the internal support remains strong in continuing and expanding these efforts, which include our Spanish translated materials and holding women-focused events.

METHODOLOGY

A media plan was developed to help reach these specific audiences. Specific paid media vehicles included:

- Display: Outreach and retargeting as well as social media (FB/IG).
- Video: OTT (through local TV channels such as Telemundo, Pluto and Viacom stations for the Spanish version of the video ad), digital video and YT.
- SEM: Google Ads.
- Radio: Several radio ads through local Spanish-speaking radio stations.

Additionally, we also translated our fishing regulation signs at community fishing ponds across the state with Spanish language messaging, helping make these close-to-home fishing areas more accessible. We also held several beginner fishing events around the state. These events were advertised in English and Spanish (a first for us!) and Spanish translators were also available at each event. We also gave away several fishing rods and fishing tackle to attendees at these events.



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