

Engaging Tomorrow's Customers Today

The State of Hispanics

RBFF State Marketing Workshop

December 10, 2014



RECREATIONAL
BOATING & FISHING
FOUNDATION



Agenda

- i. The Hispanic State
- ii. Why Hispanics Matter
- iii. Hispanics Outdoors
- iv. Motivations and Barriers
- v. Hispanic Outreach How-Tos
- vi. RBFF Resources
- vii. Final Words of Wisdom



Lopez Negrete Communications



Largest Hispanic owned and operated agency in the US

- Established in 1985
- Headquartered in Houston, with offices in Los Angeles, New York, Mexico City
- Passionate about the Hispanic community and the growing opportunity it represents for our clients



RBFF Hispanic Assignment

Develop integrated marketing plan to encourage greater Hispanic participation in fishing and boating.

Goals:

- ✓ Increase participation in fishing and boating
- ✓ Increase fishing license sales and boat registrations
- ✓ Achieve 10% increase in traffic across digital assets
- ✓ Support efforts of key RBFF stakeholders



The State of Hispanics



So... Where do Hispanics fit in?



Hispanic, Mainstream Values Shared



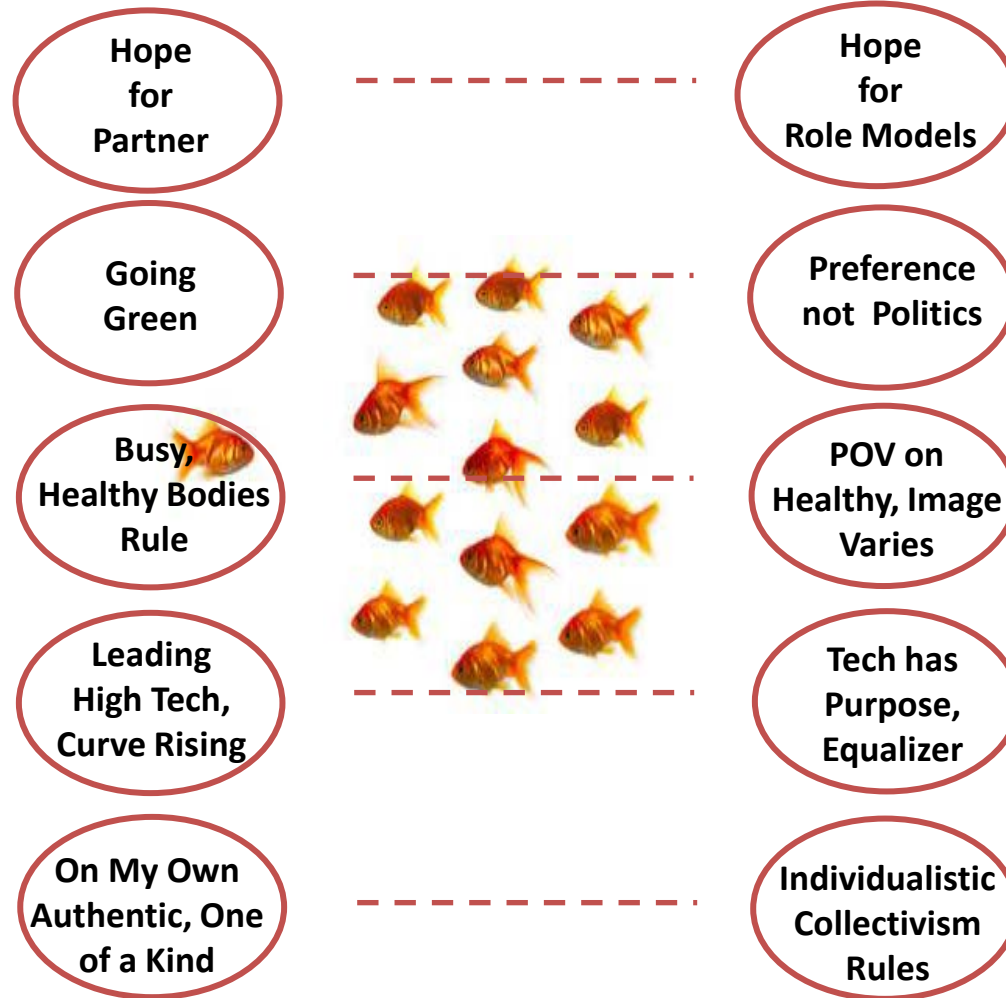
Mainstream, Hispanic Cultures Merging



- Greater diversity is new reality
- Family, togetherness are priority
- Tech helps learn, share, compare
- Shared mindset cautiously optimistic



But, Important Nuances Also Exist



Why Hispanics Matter



Hispanics = Growth, Youth, Future



**53 MM strong, 17% of population, largest minority;
Majority in key DMAs, 23% of kids under 18, 26% under 6**



**Hispanics accounted for 55% of all population growth 2000 – 2010
Projected to reach 65 MM (20%) by 2020**



**Median age of 28 vs. 42 Non-Hispanic White
Younger, closing education, income gap, bicultural, optimistic**



**Almost \$700B in consumer spending
Up \$75B over last five years**



**Affluence on the rise
152% growth in Hispanic HH \$75k+ (2000 – 2012)**

Sources: U.S. Census; Geoscape MarketWatch; BLS Consumer Expenditure Survey 2013



Hispanics Leading US Population Growth

Projected population growth 2010 to 2050 shows ethnic impact.

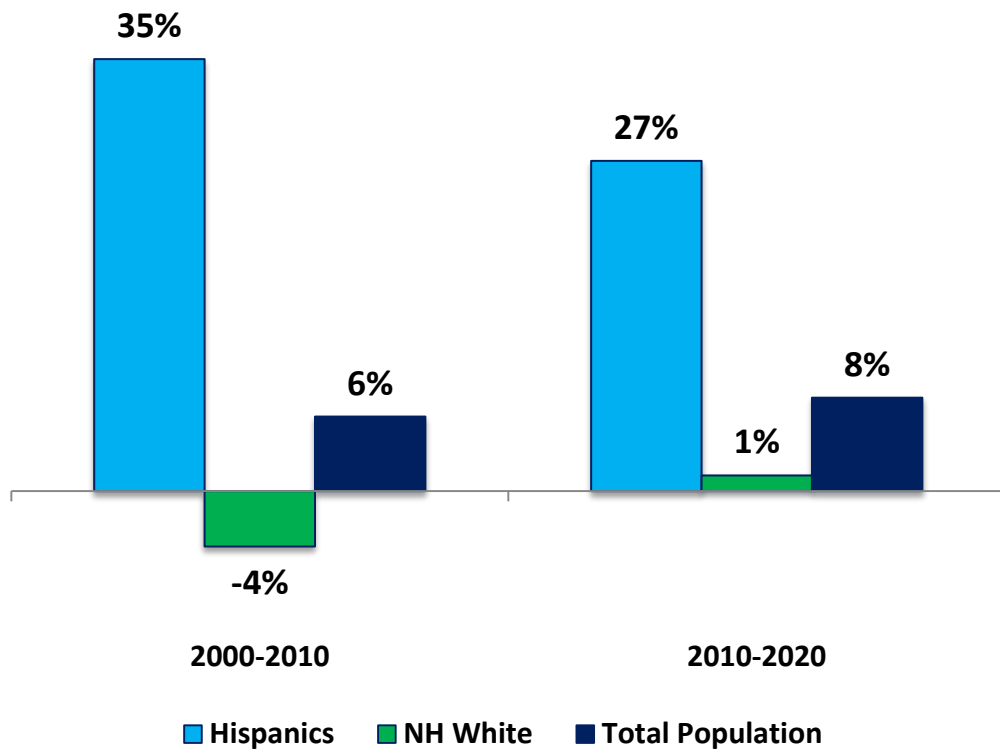


- Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
- Sources: U.S. Census Bureau, Population Projections and Nielsen Media



Hispanics Driving Diversity Growth

Hispanic population growth among 18-29 is far outpacing mainstream



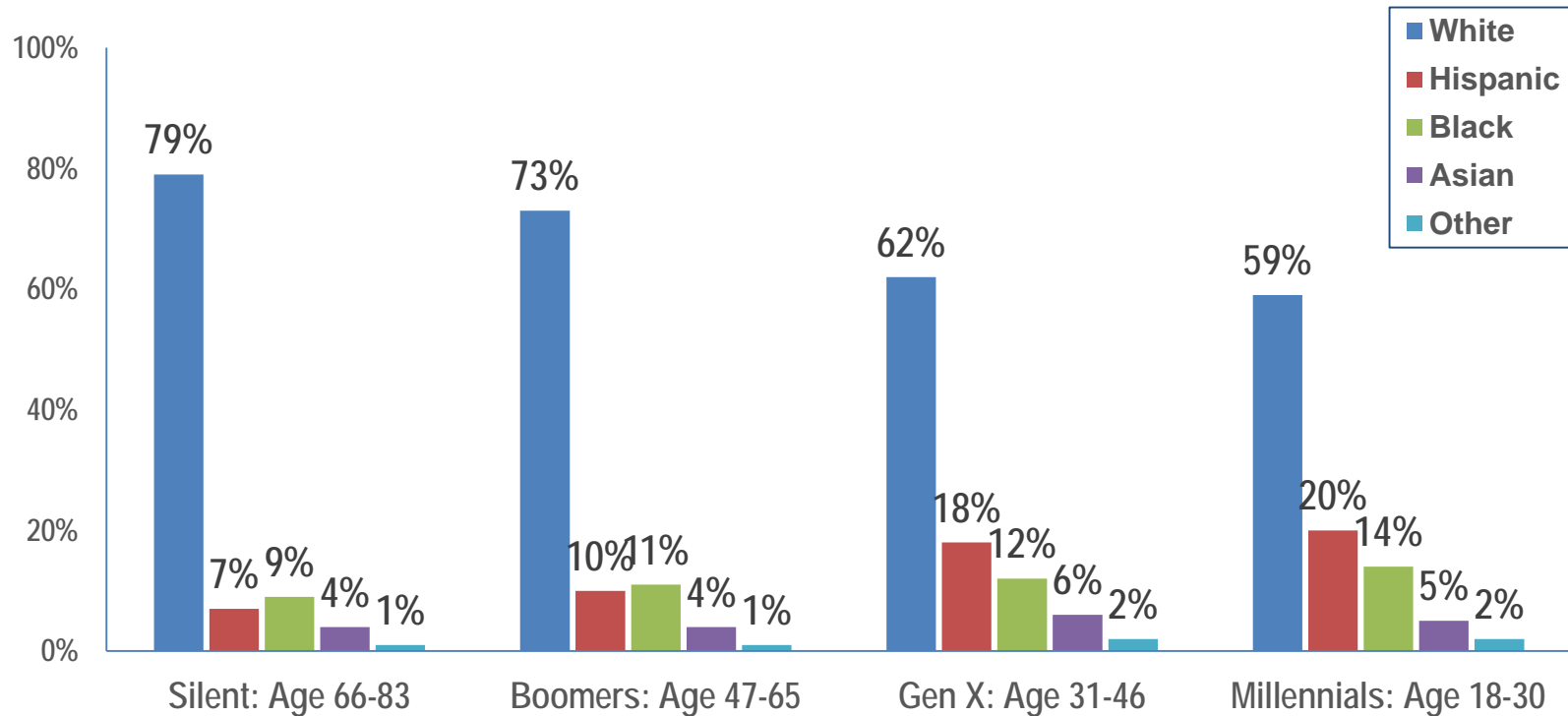
Source: U.S. Census Bureau, 2010 Decennial Census



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Diversity Steadily Increasing Over Time

Age cohorts over time show dynamic racial/ethnic shift

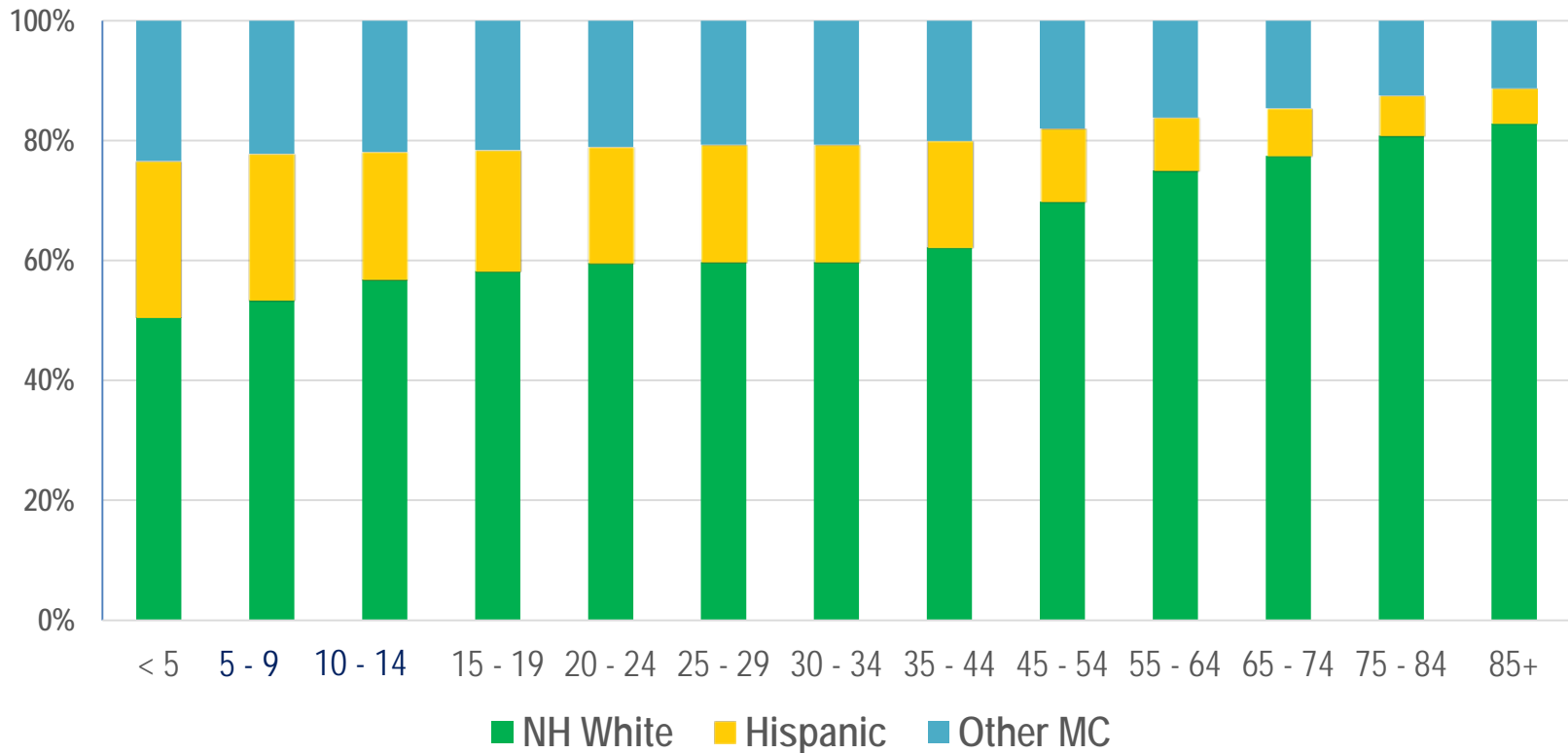


Source: Pew Research Center, 2011 US Census CPS.



Today, "Under 5's" are Majority Minority

Current trends by age group show the future is NOW!



•Sources: Census 2010

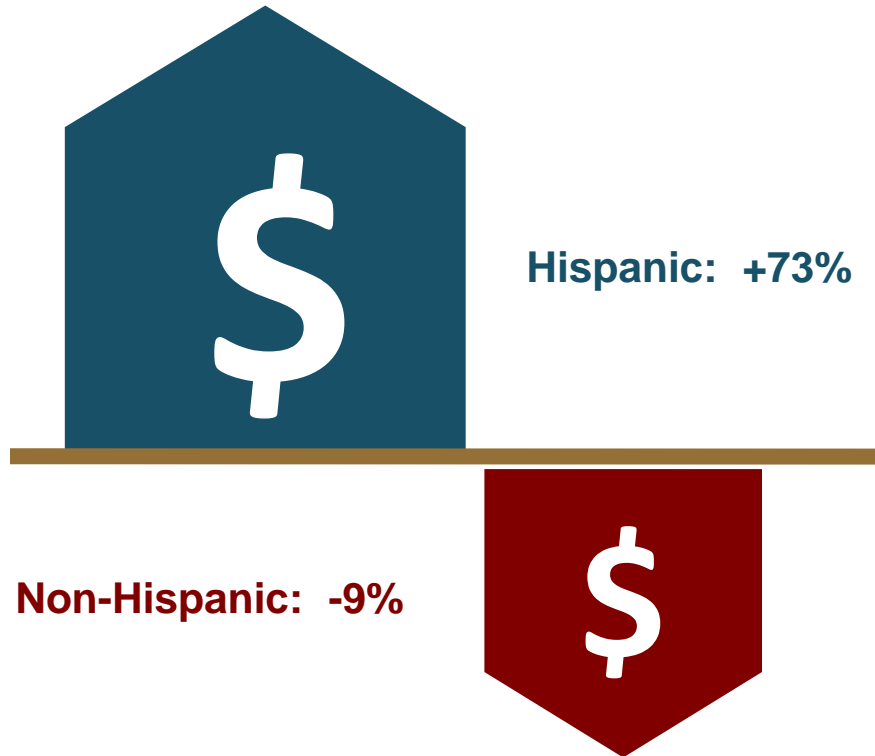


Hispanics Outdoors



Hispanic Opportunity: Outdoor Activity UP

Hispanic outdoor activity spending is up 73% vs. down 9% for non-Hispanics.



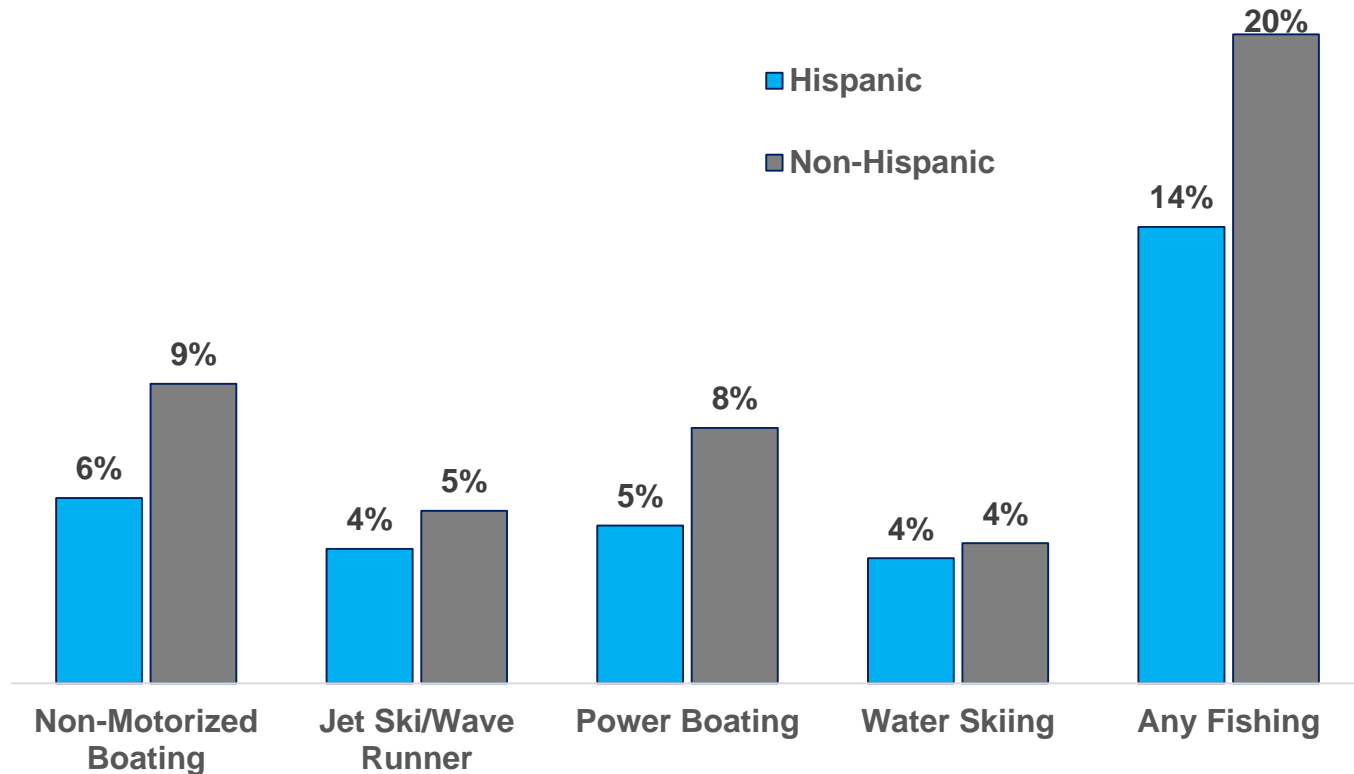
Source: Bureau of Labor Statistics Consumer Expenditure Survey 2012



Hispanic Challenge: Under-index vs. GM

In outdoor activities, Hispanics overall don't participate at mainstream levels.

- Closing the gap holds the key to securing the outdoor industry future



Source: Simmons NCHS Adult Summer 2014,



Initial Focus: Low Hanging Fruit

Making inroads into the Hispanic community must begin with those already interested in the outdoors lifestyle.

- ✓ Family-focused
- ✓ Nature lovers
- ✓ Outdoors-y
- ✓ Near fishing spots
- ✓ Open to fishing
- ✓ Some boating



Hispanic Bull's-eye: Happy Hikers



Happy Hikers

Family-oriented outdoors lovers. Their lives revolve around their kids. They plan activities around tight budgets and time constraints. Regularly outdoors, but fishing/boating rarely, if ever, makes the short list.

Demographics:

- Bicultural Hispanics, 25–45 - Median Age: 36
- Married: 66%, Kids in HH
- HH income: \$40k+ – Median income: \$52K

Outdoor Category

- Like to camp, backpack, mountain bike
- Regularly visit lakes and beaches
- Minimal boat ownership, canoe, kayak, jet ski

Psychographics:

- Nurturers – emphasize keeping family happy
- See selves as goodhearted, affectionate, loving
- Family traditions, beliefs are very important

Tech Attitudes:

- Heavy mobile, social users, use sites for local info
- Tech, primary life organizational tool
- Involved parent, tech helps share, compare track

Source: Simmons NCHS Adult Summer 2014,

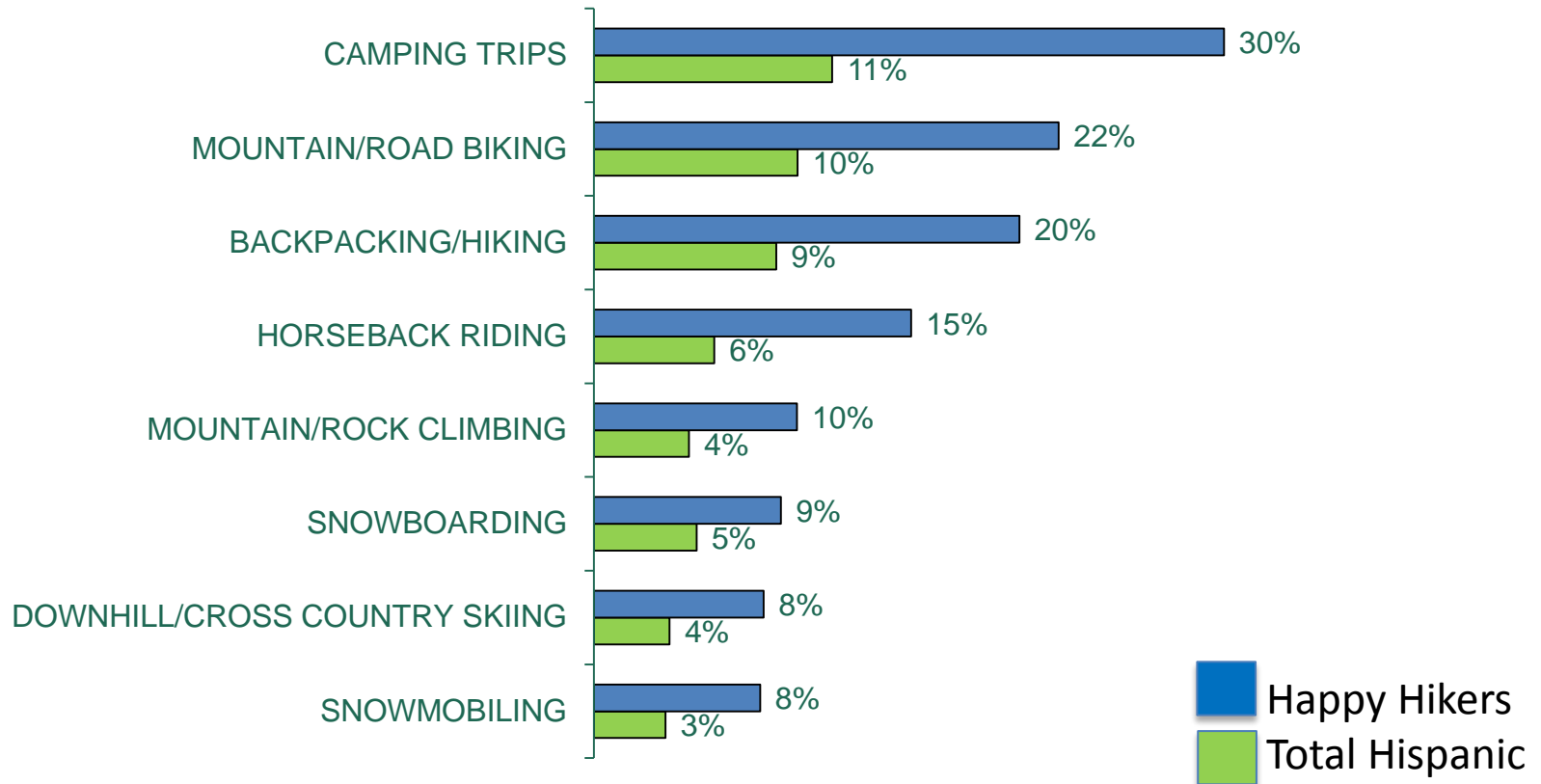


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Happy Hikers are Outdoors Lovers

Hispanic Happy Hikers are more likely to participate in variety of outdoor activities.



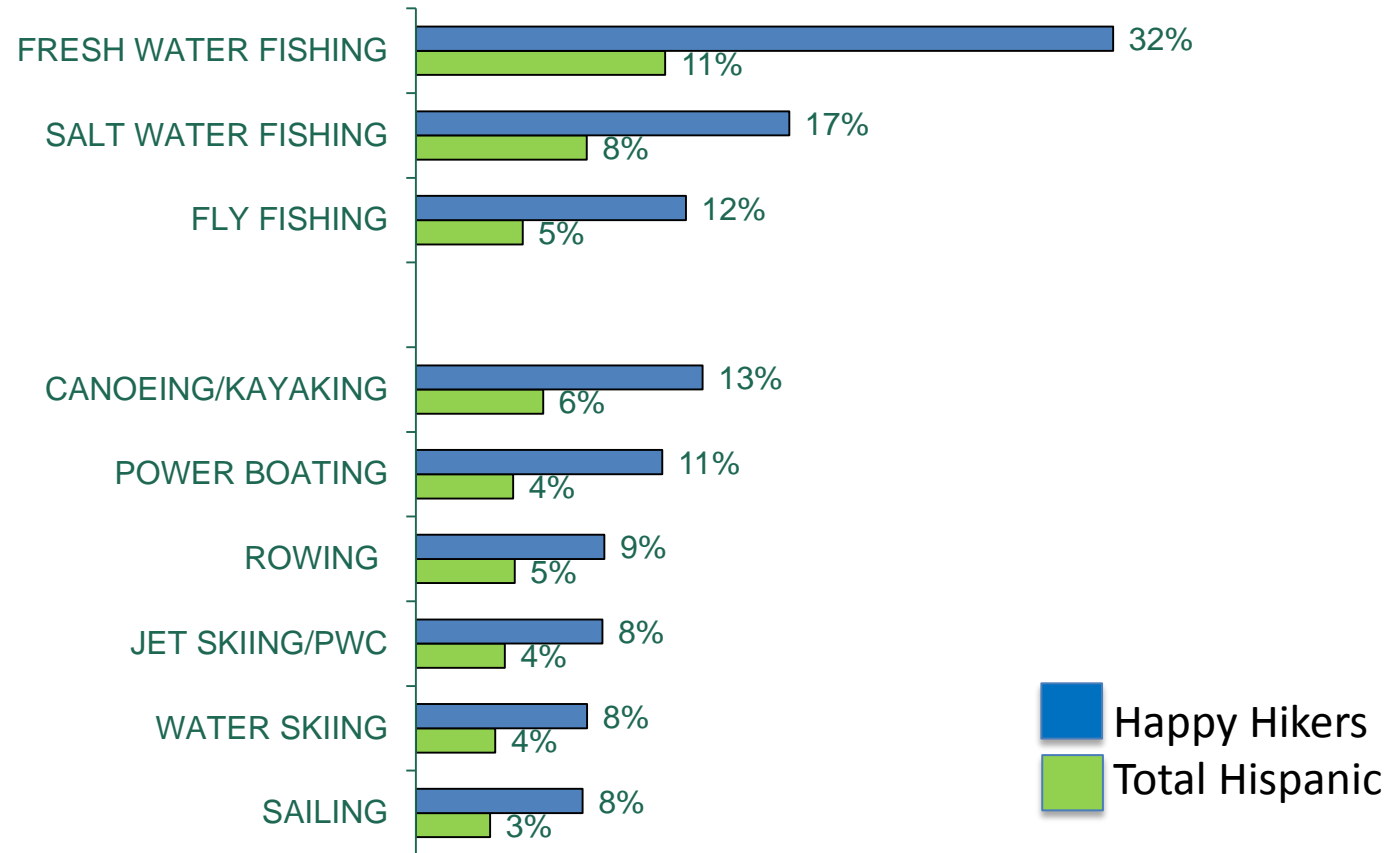
Source: Simmons NCHS Adult Summer 2014,



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Happy Hikers Prime for Fishing, Boating

Not necessarily high-frequency participants, Hispanic Happy Hikers are more familiar with fishing and boating activities.

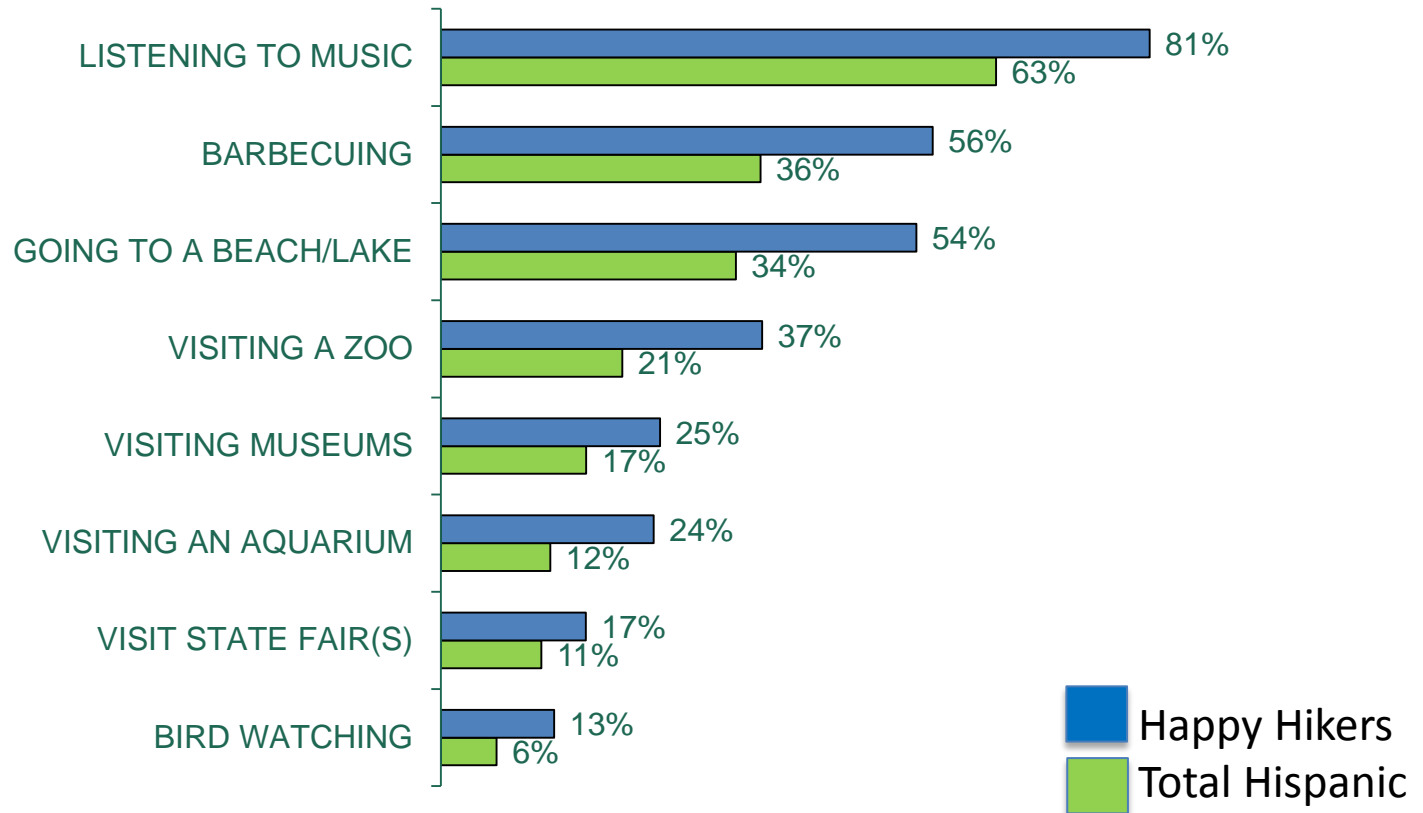


Source: Simmons NCHS Adult Summer 2014,



Leisure Activities Opportunity for Parks

Compared to Total Hispanics, Hispanic Happy Hikers over-index in activities with potential links to states.



Source: Simmons NCHS Adult Summer 2014,

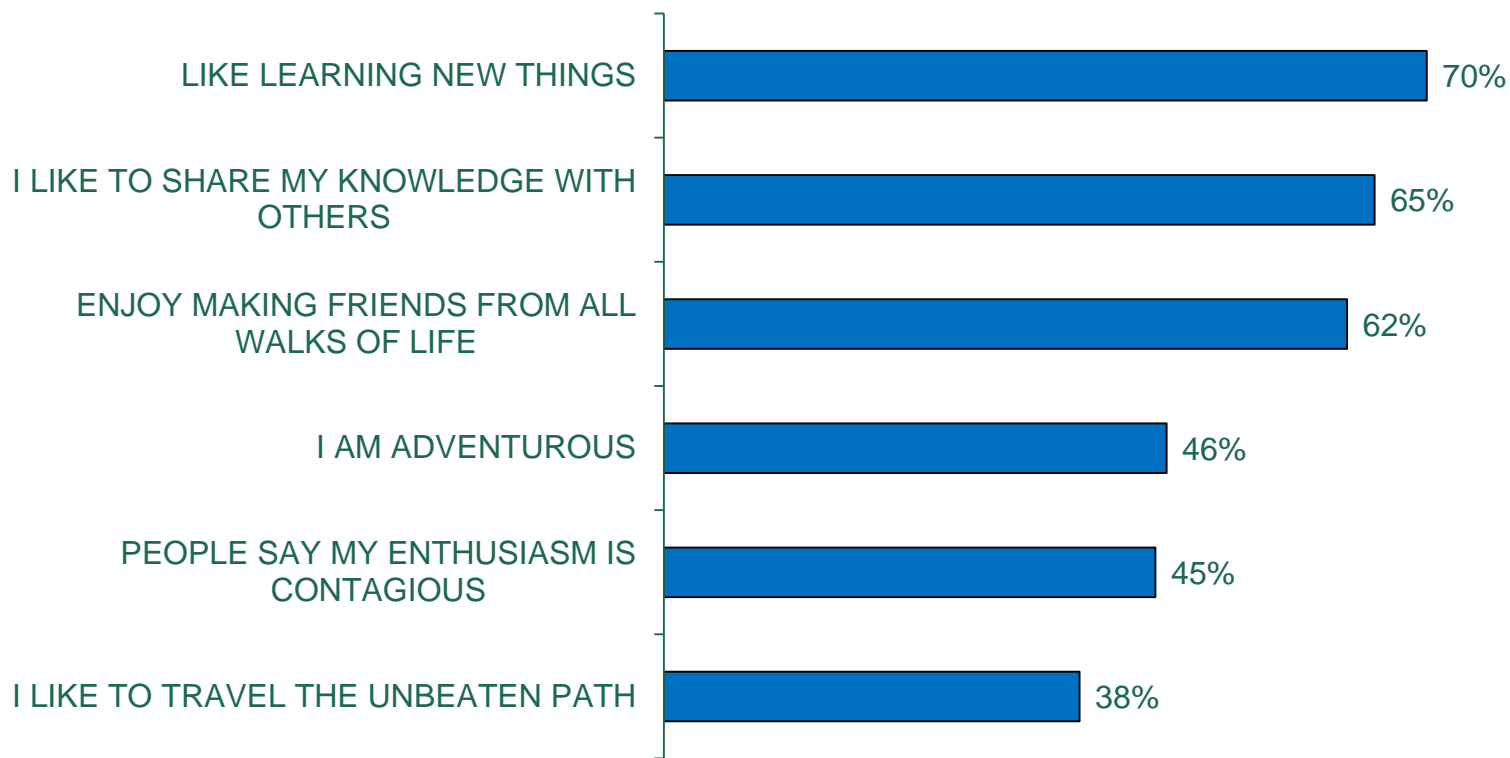


Motivations and Benefits



Happy Hiking Has Social, Personal Benefit

Hispanic Happy Hikers enjoy outdoor activities for a variety of reasons that benefit themselves as individuals and as groups.

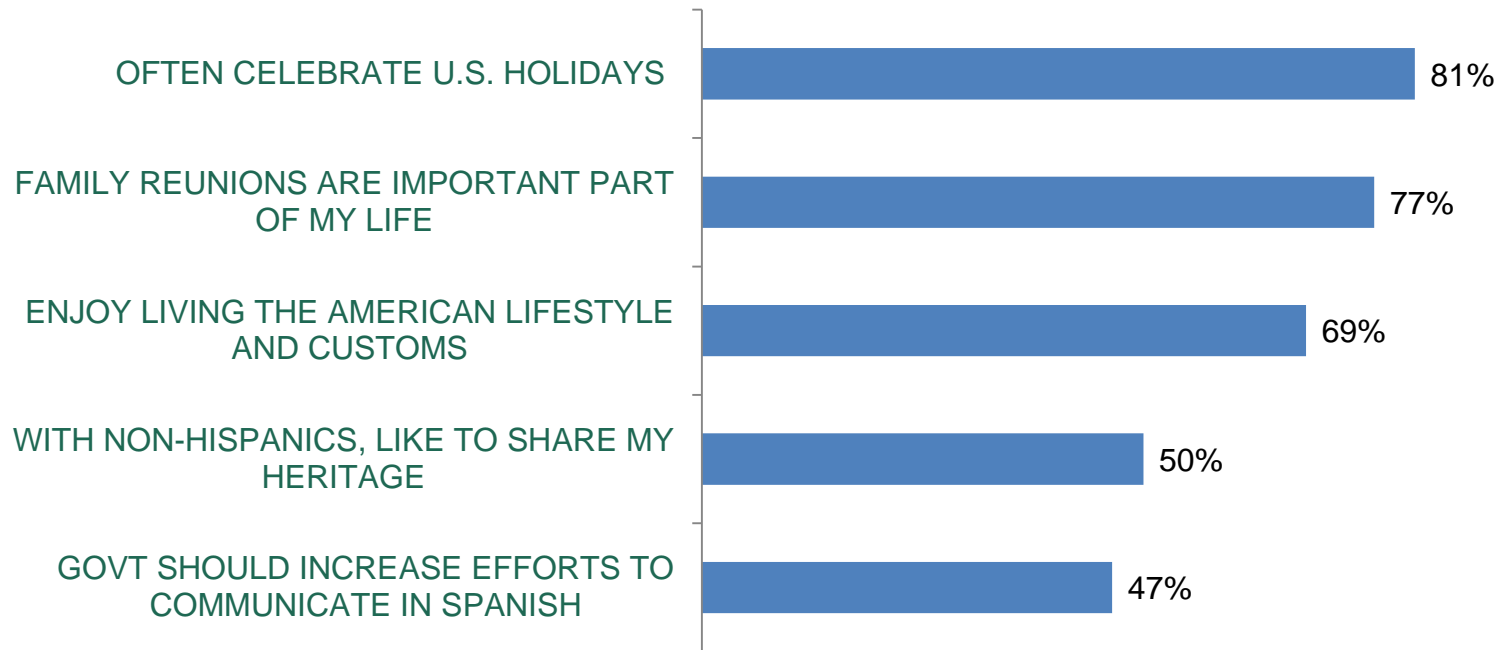


Source: Simmons NCHS Adult Summer 2014,



Happy Hikers Seek Cultural Blending

Hispanic Happy Hikers seek to preserve their culture, but they are also open to learning about others and look to public entities to serve as a bridge.



Source: Simmons NCHS Adult Summer 2014, Base = Hispanic Happy Hikers



Barriers and Challenges



Latinos Lack Experience, Exposure

Hispanic characteristics naturally fit an outdoor lifestyle

- Younger, vibrant families love outdoors, action, excitement
- Highly social, group-oriented, enjoy shared experiences
- Boating and fishing facilitate cultural fusion, have cache, signal success and progress

But, novice in outdoors, often lack experience, exposure to what's available

- Don't typically research process as in-depth as non-Hispanics
- Rely more on word-of-mouth, social sharing and limited role models/celebrities
- Place more trust in authority figures to educate, recommend, guide
- Language barriers can slow the process, bar is low, acceptance of efforts high



Barriers Limiting Attendance



Lack of information, exposure and experience with state agencies



Outdoor activities in general are waning



Reluctance to share personal info/privacy concerns



State rules, regulations are problematic



Knowledge of fees, financial requirements can be limiting



Rangers seen as law enforcement, restrictive, intimidating



Culturally relevant invitation is missing



Hispanic Outreach How-To's



Hispanic Engagement Process



Keys to Reaching Hispanics

Cultural sensitivity, understanding segment needs, mindset

- Local market research, situation analysis, staff training, consumer feedback.

Emphasize key features and benefits

- Often, major points of concern are different, as much emotional as functional

Go TO community, don't wait for them to come to you

- Participate in community events, activities: demonstrate, educate, celebrate

Make Hispanics feel as “welcome and comfortable” as mainstream

- Recognition, acceptance, feeling valued and invited are vital

Overall, make Hispanics feel that this is for them

- Place emphasis on inclusion, invite prospects to events and workshops, getting demographic info for follow up, and the close.



Hispanic Outreach Best Practices

State Agencies

10 TOP TEN

1. Invest time with Latino consumers developing a relationship
2. Involve extended family – acknowledge role, kid’s lounges, games
3. Match family needs to resources – consider knowledge, experience
4. Focus more on “togethering”, social benefits to drive motivation
5. Hire bilingual staff for consumers to identify with, create rapport
6. Develop in-language communication tools, event materials, videos
7. Host educational sessions to inform, boost confidence
8. Consider Hispanic-specific events, activities, holiday celebrations
9. Collect contact info – phone, e-mail, language preference – follow up
10. Get into the community - reach out, be welcoming - invite participation



Tapping RBFF's Resources



2014 Year in Review

- Launched *Vamos A Pescar* Campaign in April 2014
 - ✓ Website has garnered over 251,800 visits, almost 36,000 monthly
 - ✓ Poised to hit goal of 350,000 by March 31, 2015
- Geographic focus for launch was Texas and Florida
 - ✓ Accomplished without strong key stakeholder support
 - ✓ Texas Parks & Wildlife and Florida Fish & Wildlife Conservation Commission
- New Hispanic boating content added to VamosAPescar.org
 - ✓ Bilingual videos created in cooperation with Discover Boating
- Conducted research specifically focused on boating
 - ✓ Mystery Shoppers Project
 - ✓ Hispanic Boating Research



VAMOSAPESCAR™.org



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VamosAPescar.org



252k Total Visits



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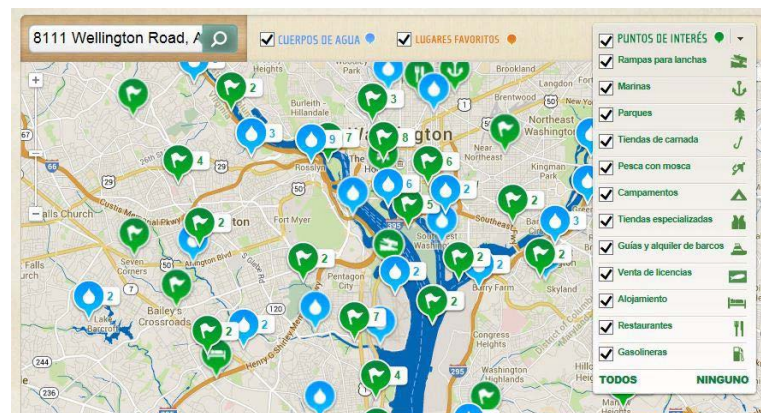
55k

looking for
"How to" info



8k

seek
"Where to"
info



RBFF Resources for States

- ✓ Webinar 1.0
- ✓ How-to Videos
- ✓ Research & Learnings
- ✓ Photo Library
- ✓ Web Banner
- ✓ Spanish Translation Guide
- ✓ Quarterly Newsletter



Spanish Translation
Guide of Boating and Fishing Terms



Multicultural Photo Library



Webinar – Engaging the Hispanic
Audience: Insights to Action



But Wait, There's More... to Come!

- ✓ Webinar 2.0
- ✓ More How-To Videos
- ✓ Continuing Education & Research
- ✓ Boating Research
- ✓ Expansion Beyond FL & TX
- ✓ Launch VAP Initiative – Johnny Morris, Bass Pro Shops Donation
- ✓ Finally, stay tuned to future info and developments through the RBFF's NewsWaves newsletter



TakeMeFishing.org/corporate – Resource Center



Final Words of Wisdom



Gracias!



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Questions?

